

# PARALLEL TRACES

A new lens on Jewish Heritage

**Press Release** on the occasion of the **1st Partner Meeting**, Monday **29th October 2018**, Brussels, Belgium:

The meeting officially launching the project Parallel Traces: A new lens on Jewish Heritage, co-funded by the Creative Europe programme of the European Union, has provided an opportunity for the project partners to work to get to know each other and coordinate activities.

## About the Project:

Parallel Traces, which interacts with content and heritage in an innovative, open and plural way, will offer from an essentially visual viewpoint, an opportunity to unearth the traces of the Jewish cultural heritage in urban architecture and planning from the perspective of discovery by European citizens.

The project will discover, rethink and raise awareness about the European Jewish Heritage as an integral part of European history through different mechanisms: a call for artists, off-line and online communication activities addressed in particular but not only to the areas of influence of our local partners, and a the development of a new app. A pan-European call, open to creative people throughout Europe, but focused on participating localities represented by local partners of the consortium, will provide an opportunity for the creation of original digital photographic and audiovisual artwork based on clearly defined criteria ensuring the consistency between the artwork and the project's objectives. This original digital artwork related to Jewish heritage will represent valuable artistic material and, presented in specific exhibitions, which benefit from strong cross border visibility, thus contributing in a very concrete manner to the transnational circulation of cultural and creative works.

An augmented reality app will reinforce this digital approach to our common heritage.



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## Partnership:

[European Association for the Preservation and Promotion of Jewish Culture and Heritage](#)

[\(AEPJ\)](#) from Luxemburg (Project Leader)

[Culture and Media Agency Europe aisbl \(CUMEDIAE\)](#) from Brussels, Belgium

[Imascono Art S.L. \(Imascono\)](#) from Zaragoza, Spain

[Patronat Call de Girona](#) from Girona, Spain

[Tacka Kommukacije](#) from Belgrade, Serbia

[Tarbut Foundation](#) from Sighet/Cluj, Romania

[Bente Kahan Foundation](#) from Wroclaw, Poland

[Israeli House](#) from Tbilisi, Georgia



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