



Call for ideas

Routes - The European Journey in Your City 2018

Routes - The European journey in your city is an annual one-day event that makes you experience European countries in your own city first-hand. In 2017 it was awarded with the European Citizens Award by the European Parliament and the European State Prize by the Austrian Foreign Ministry. For the upcoming edition in May/June 2018 we are looking for new ideas!

The goal of *Routes* is to strengthen a positive European identity and thereby contribute to a more cooperation within Europe. At the event, participants travel to “country stations”, each embodying a specific European country. Depending on your interests, you choose a route each consisting of three stations: e.g. the “Family Route”, the “Hipster Route” or the “Culinary Route”. Participants get divided into groups and are accompanied to their stations by guides. At the stations they can immerse into the cultures with all their senses. During past editions, one could, for example, prepare pierogi with a Polish chef, draw yourself into a Belgian comic or participate in a Dutch slow biking competition. Almost like in reality, you can taste, hear, smell and experience European diversity at *Routes*.

- Do you have an idea for a country station?
- Do you come from a European country yourself and want to represent your country at *Routes*?
- Do you know European artists, entrepreneurs or creatives in Vienna?

Then send your idea to [Danijela Gehrke@routes-europe.eu](mailto:Danijela.Gehrke@routes-europe.eu) by 19th November 2017! From a short e-mail with a general idea up to a fully developed concept - we appreciate every contribution! (max. 1 A4 page!)

An internal jury will select the best entries and invite the submitter to pitch their ideas in person. The final decision will be made in December. All submitters will be informed by e-mail. The *Routes* team will further develop the selected ideas from January to May 2018. Submitters are invited to cooperate or fully organise the implementation of their station. MOSAIK will cover implementation costs to a previously agreed extend.

Routes is a project by “MOSAİK - Association for the Promotion of European Identity”, the non-profit branch of the creative agency »MOSAİK«. MOSAIK designs products, projects and events with the aim to strengthen positive European identity, on its own initiative and on request of partners. Intellectual property rights will be retained and ideas will solely be used for the benefit of the non-profit project *Routes*.



Routes is a free event and targets people who want to experience Europe in a non-political setting – either they like traveling and do already know certain countries, or on the contrary, they have not had opportunities yet to get in contact with European countries. The programme at each station should last around 45 minutes.

This is what your idea for a country station should include:

1) ONE idea

Each country station should focus on ONE idea, respectively ONE aspect of the country, which introduces the country to participants in a surprising, interesting, maybe in a less well-known way. Participants are to experience the country and at the same time learn something about it. Some examples:

- a French Apéro
- Bulgarian dances
- Swedish children's literature
- Portuguese carpet weaving etc.

Note:

- The content should reflect the current realities of people's lives in the respective country. (Traditions are fine as long as they are still in practise.)
- The content does not necessarily have to be a cultural one. It can also address a current social or economic relevant topic (e.g. Estonia's technological progress).
- As a rule of thumb: Think outside the box and avoid clichés! Nevertheless, clichés or well-known facts are often helpful to familiarize the audience with new content.
- The stations are to be designed in German, with a few exceptions.
- Ideas about ALL European countries (not only about EU-countries) are very welcome!

2) Creative format

Routes creates worlds of experience into which one can playfully immerse. One should literally be able to smell, hear and feel the countries. Basically, anything goes! Music, theatre, poetry slam, satirical shows, performance, sports, cinema, cooking, painting, quiz, game, art installations, technological simulations, political discussions, speed dating, exhibitions, craft workshops, competitions, disco, party, tours, innovative formats – the more creative, interactive and entertaining, the better!

3) Creatives from that country

Each station will be (co-) designed by a person from the respective country. Do you have a great idea, but you are not from that country? No problem, together we are going to look for people from that country, to put your idea into practice.

4) Location

A country station can basically take place anywhere: at a theatre, in a bookshop, a cooking studio, a shop, an office, a bar/pub/restaurant/coffeehouse, a museum etc.

Note:

- The location should be within walking distance to MuseumsQuartier Vienna (opening event) and to Aula der Wissenschaft.
- A link between the location and the country is desirable, but not mandatory.
- If you don't know a location yet, we'll find one together.

5) Estimated costs

If possible, please give us an indication on the estimated costs for the implementation of the idea.