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EuroArt Vision, Mission & Values

1. WHO WE ARE

EuroArt – the European Federation of Artists' Colonies – is a non-profit organisation that brings together artists' colonies, artists' villages and culturally significant places across Europe. We connect shared artistic heritage with contemporary creativity, knowledge exchange and European cooperation.

We see artists' colonies as living cultural spaces where history, creativity and different perspectives meet. Their unique character, atmosphere and setting are an integral part of their cultural heritage, creating places where people can discover, experience and engage with art and culture.

2. OUR VISION

Our vision is a Europe in which artists' colonies are recognised as living cultural spaces where artistic heritage, contemporary creativity and European cooperation come together.

We envision these unique and inspiring places as sources of creativity, dialogue and discovery, where people can experience art, culture, history and the distinctive character of artists' colonies. They strengthen cultural identity and diversity and contribute to a more open, connected and sustainable Europe.

3. OUR MISSION

EuroArt connects, represents and strengthens Europe's artists' colonies and their cultural communities. We preserve and promote their shared artistic heritage while supporting contemporary creativity, knowledge exchange, research and international cooperation.

We create opportunities for our members to meet, learn from one another, develop joint projects and reach new audiences across borders. By connecting municipalities, museums, artists, cultural organisations and appropriate local partners, we increase the visibility, accessibility and cultural impact of artists' colonies.

We help artists' colonies remain relevant, accessible and inspiring for artists, local communities, cultural audiences and visitors from across Europe and beyond. In doing so, we enable more people to discover, experience and engage with the art, history, atmosphere and unique character of these places.

We believe that artists' colonies are more than places of artistic production and heritage. They are creative spaces where different disciplines, experiences and perspectives meet, enabling new ideas and contributing to cultural and social innovation.

Through our network, EuroArt strengthens cultural understanding, European dialogue and cooperation, while creating lasting value for our members and the communities in which they are rooted.

4. OUR VALUES

EuroArt is guided by the values of:

- **Democracy**
  We believe in democratic principles, participation and the freedom to exchange ideas and perspectives.
- **Tolerance**
  We respect differences in culture, tradition, background and opinion and promote dialogue across these differences.
- **Diversity**
  We value Europe's cultural and artistic diversity as a source of creativity, identity and mutual understanding.
- **Openness**
  We remain open to new ideas, perspectives, generations, disciplines and forms of artistic and cultural expression.
- **Mutual Respect**
  We work together as equal partners, recognising and respecting the contribution, expertise and autonomy of each member.
- **European Cooperation**
  We believe that cross-border cooperation, exchange and shared responsibility strengthen both our members and the European cultural space.

Together, these values provide the foundation for how EuroArt works as a European network and how its members engage with one another and with partners.

5. THE CORE IDEA OF EUROART

The Vision, Mission and Values can be brought together in one central statement:

EuroArt connects the heritage of artists' colonies with the creativity, collaboration and ideas that shape Europe's future.

This sentence can serve as a concise expression of EuroArt's overall identity and strategic direction and may be used, where appropriate, in communication and presentations.

6. FROM VISION AND MISSION TO STRATEGIC DEVELOPMENT

The Vision and Mission describe what EuroArt is, what it believes in and what it seeks to achieve. They should not themselves become a detailed list of membership benefits or activities. However, they should provide a clear basis for the further strategic development of EuroArt and for creating tangible value for its members. The following six areas are therefore proposed as possible strategic priorities for further development:

1. **Connect**
   A European network for meeting, exchange and cooperation
2. **Share knowledge**
   Access to expertise, research, experience and good practice
3. **Create together**
   Opportunities for joint projects, exhibitions, workshops, artistic exchange and European cooperation
4. **Increase visibility**
   Joint communication, European positioning and stronger visibility for artists' colonies and their cultural activities
5. **Develop the future**
   Connecting heritage with contemporary artists, new audiences, younger generations and new forms of cultural practice
6. **Create cultural impact**
   Strengthening the role of artists' colonies in their communities and contributing to cultural dialogue, European understanding and sustainable local development

These six areas are not proposed as part of the formal Vision and Mission. They are intended as a possible framework for translating the Vision and Mission into future strategy, activities and tangible value for EuroArt members.

7. RELATIONSHIP WITH PARTNERS

EuroArt works with municipalities, museums, artists, cultural organisations and other appropriate local, regional, national and European partners. Partnerships can strengthen the visibility, accessibility and cultural impact of artists' colonies. At the same time, partnerships should always support and respect EuroArt's cultural identity, values and membership structure. The specific role of commercial partners and sponsorship is addressed separately through EuroArt's Sponsorship Guidelines and related strategic work and is therefore not made part of the formal Vision and Mission.