



Project idea form - small projects

Version 2.1

Registration no. (filled in by MA/JS only) _____

Project Idea Form

Date of submission 04/06/2025

1. Project idea identification

Project idea name	Neighbourhood Art Threads
Short name of the project	NAT
Previous calls	yes <input type="radio"/> no <input checked="" type="radio"/>
Seed money support	yes <input type="radio"/> no <input checked="" type="radio"/>

2. Programme priority

1. Innovative societies

3. Programme objective

1.1. Resilient economies and communities
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4. Potential lead applicant

Name of the organisation (original)	Turun ammattikorkeakoulu
Name of the organisation (English)	Turku University of Applied Sciences
Website	www.turkuamk.fi
Country	FI



Type of Partner	Higher education and research institution
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Contact person 1

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Which organisation(s) in the planned partnership take part in a project within the Interreg Baltic Sea Region Programme for the first time? Please list the respective partners.

Tensta Konsthall, Stockholm, Sweden.
 Tallinn Art Hall Lasnamäe Pavilion, Tallinn, Estonia.
 In addition we have planned to involved 1-3 associate partners, this is still on process.

5.1 Specific challenge to be adressed

The project aims to reduce social segregation by introducing accessible ways to participate in cultural dialogue through contemporary art.

Art and culture venues tend to pack up close to the city centers. Especially the most established ones are very often situated in the high value premises. Even though art and culture are often free to access, the lack of knowledge and cultural capital excludes a large number of people. Social and economic segregation in the cities is making art an exclusive part of life. In many cases, suburbs of the cities lack basic cultural services, even much more than some of the rural areas and small towns. Because of the strong segregation between city districts art becomes absent for many people. In the long run, this leads to a decrease in agency and possibilities to participate in cultural dialogue. Libraries, art spaces and places of gathering provide possibilities for the exchange of cultural ideas only if they are accessible. In the context of culturally diverse suburban districts, this means that cultural venues must be situated near the people – both physically and mentally – and to offer real possibilities to participate in the activities.



For a long time, art has been considered something that doesn't add too much to the economy. Now the role of culture work in gross domestic product has been widely recognized. In Finland for example its considered larger than forest industry. The role of culture and the arts has a huge impact on the wellbeing of individual citizens but also on the wellbeing of states. These benefits can only be reached with a wide spectrum of inclusion in all walks of life. In order to secure democratic development of the culture and arts related economies, the grass root organizations that are introducing cultural activities to new audiences and authors, must be strengthen.

5.2 Focus of the call

Art and culture venues tend to pack up close to the city centers. Social and economic segregation in the cities is making art an exclusive part of life. In many cases, suburbs of the cities lack basic cultural services, even much more than some of the rural areas and small towns.

In this project we want to bring possibilities for young citizens to explore, consume and do art in their own neighborhoods. When they have more opportunities to see and consume art and culture it will decrease segregation and increase their understanding about art and it's possibilities to their daily life and even future career paths.

In this project the chosen suburbs / neighborhoods are:

Varissuo neighborhood in Turku, Finland

Tensta neighborhood in Stockholm, Sweden

Lasnamäe neighborhood in Tallinn, Estonia

6. Transnational relevance

Urban development follows similar paths in most areas, but that doesn't mean that suburbs are similar to each other's. All the areas the project is focusing on have developed during the 60.s during the urbanization of countries.

Cheap and rapidly built housing was a necessity to accommodate the people moving closer to the cities. Lasnamäe suburb was built during the Soviet occupation to offer housing for people moving to the area from Russia and it is still heavily a Russian speaking area. Tensta and Varissuo have been changed heavily through immigration and are both culturally very diverse areas.

This project will bring a great opportunity to share and explore experiences and develop the art gallery concept, consuming art and involve young citizens in neighborhoods to life of art and culture. Some of the partners have more experience of working in neighborhoods and/or educational point of view, so this brings a solid base to transnational cooperation and co-development.



7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

Sharing knowledge and previous experiences among partner organisations can lead to stronger transnational cooperation in future. The local development projects in suburbs lead to better trust for integration and professional artist as a career among immigrant based young adults.

Initiating and keeping networks that are important for the BSR

N/A

Bringing the Programme closer to the citizens

Project creates new and develops already existing cultural services in selected suburbs and also gives opportunities to emerging young artists to network and develop their artistic work in the BSR area.

Allowing a swift response to unpredictable and urgent challenges

N/A

8. Target groups

The focus groups of the project are young people interested in the work in cultural sector, people with a migration background who are interested or who already have history in art and culture work but haven't found necessary connections to shift their expertise to the next level, and local artists. Local non-governmental organizations who are working with cultural dialogue are also benefiting from the project outcomes.

Please use the drop-down list to define up to five target groups that you will involve through your project's activities.

Please define a field of responsibility or an economic sector of the selected target group

Specify the countries and regions that the representatives of this target group come from.



1. Interest group	Taking part of the art activities that are developed in project (participate and workshop leaders)	Young people & migration background artists in Varissuo, Turku Finland / Tensta, Stockholm Sweden / Lasnamäe, Tallinn Estonia
2. Education/training centre and school	Creating new possibilities to work with the citizens	Young and emerging artists in Varissuo, Turku Finland / Tensta, Stockholm Sweden / Lasnamäe, Tallinn Estonia
3. NGO	Enhancing cultural dialogue	Local 3rd sector agencies in Varissuo, Turku Finland / Tensta, Stockholm Sweden / Lasnamäe, Tallinn Estonia

9. Contribution to the EU Strategy for the Baltic Sea Region

Please indicate if your project idea has the potential to contribute to the implementation of the Action Plan of the EU Strategy for the Baltic Sea Region (<https://eusbsr.eu/implementation/>).

yes no

Please select which policy area(s) of the EUSBSR your project idea contributes to most.

PA Culture

PA Safe

PA Education

The MA/JS may share your project idea form with the respective policy area coordinator(s) of the EUSBSR. You can find contacts of PACs at the EUSBSR website (<https://eusbsr.eu/contact-us/>).

If you disagree, please tick here.

10. Partnership

Project composition is partly under discussion and will be developed soon. We are also planning to





have 1-3 associate partners that could take part of the dissemination activities and help us to contact the target groups in neighborhoods.

Turku University of Applied Sciences / Turku Art Academy will be the lead partner. Turku UAS will manage the project and lead the communication and local development activities in Varissuo neighborhood. Turku UAS has a strong knowledge about project management and IBSR program.

Tensta konsthall is a space for contemporary art in Stockholm, Sweden. Their ambition is to be the given meeting place in the Tensta neighbourhood and to show the best contemporary art. They will share their knowledge and experiences as a partner in joint project, and they will take responsibility for local development actions in Tensta.

The Tallinn Art Hall Foundation is a contemporary art establishment founded in 1934 that currently presents exhibitions in two galleries – at Tallinn Art Hall Lasnamäe Pavilion (24 Jaan Koorti Street) and Tallinn City Gallery. Lasnamäe is a neighborhood in Tallinn with a strong Russian speaking population. They will share their knowledge about establish a gallery in outside of the city center and working with immigrants. They will take responsibility for local development actions in Lasnamäe and also give their input to joint project.

11. Workplan

The project work package is divided in two strains:

GoA 1.1 the local development projects (one in every partner countries)

GoA 1.2 a joint development project (3 sub groups "management", "communication" and "production").

These will interact with each other but also provide a possibility for partners to include strictly local issues to work with.

The joint development project invites three participants from each partnering country to develop an international artistic process together. Their activity in the project results a touring exhibition between the partners. This increases international capacity of the participants and helps them to integrate in project-based working conditions.

The project also invites the participating artists to the project working groups in the sectors of communications, management and production to enhance their capacity in project working. In the future, this model can be developed further to provide educational material for people who are struggling to find access to culture and arts work.

The local development projects bring more people to the project. Since all the participants are in a different level in their development work, also the goals are different. The project gives a possibility for partners to develop their special interest areas and share their best knowledge with the partners.

Tensta for instance has the longest history in inclusive art practices, which can help Lasnamäe and



especially Varissuo, which is in the very starting point with their work, to speed up their processes.

Turku Arts Academy is bringing pedagogical expertise to the project. The local development projects are produced into a publication which introduces best practices, case studies and tips to help people who are considering similar kinds of projects.

12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 500,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR XXX
Total budget (including preparatory costs)	EUR 500,000.00

13. Project consultation

Please indicate if you wish to have a consultation (online meeting) with the MA/JS to discuss your project idea

yes no

14. Questions to the MA/JS

Questions related to the content of the planned project *(max.1.000 characters incl. spaces)*

Questions related to budgeting and expenditure *(max.1.000 characters incl. spaces)*

Any other questions *(max. 1.000 characters incl. spaces)*

15. Additional information

(max. 1.000 characters incl. spaces)



Your account in BAMOS+

Please remember that to officially submit your application you need to access our electronic data exchange system BAMOS+. More information about the process of applying for your account in BAMOS+ you will find here:

<https://interreg-baltic.eu/gateway/bamos-account>

