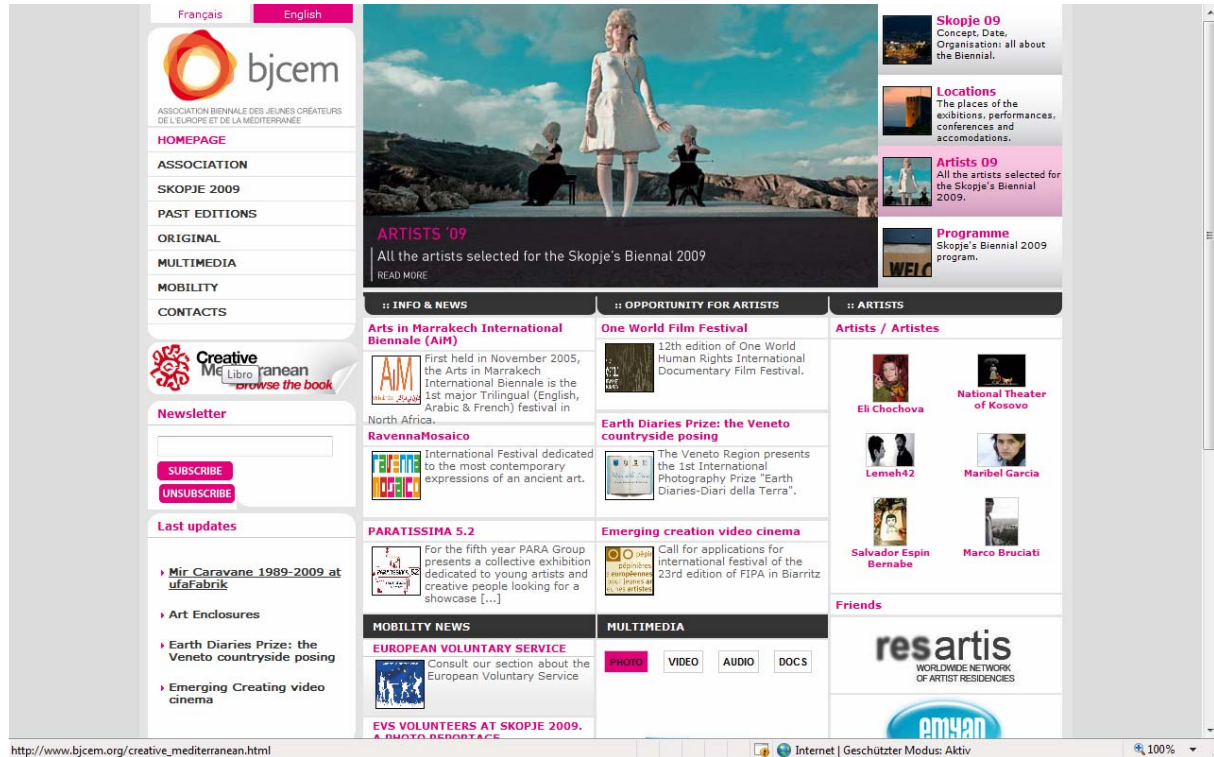


## Case Study

BJCEM - International Association of the Biennial of Young Artists from Europe and the Mediterranean



### Profile

Website's name / Domain	http://www.bjcem.org
Country of origin	Multinational
Geographical scope	Regional, European
Language/s / tackling of language issues	Whole website available in English and French

### Website owner

Contact	Paolo Mele mele@bjcem.org
Type of organisation	Association
Description of the owner organisation	The International Association of the Biennial of Young Artists from Europe and the Mediterranean (BJCEM) was born in Sarajevo in July 2001, during the X edition of the homonymous event, in order to reinforce the joint work and the relations among the different institutions and associations operating in the cultural field from the Euro-Mediterranean area. Today the BJCem Association is a network which gathers 71 members from 20 countries, local bodies, ministries, associations, cultural institutions, and is open to the membership of local and national bodies from Europe and the Mediterranean.

Importance of the website within the organisation structure

The website of BJCEM is used to enhance communication between artists and foster their physical mobility. Furthermore, the platform distributes news and information. Due to the European scope of the association the website is vital for exchange and debate.

**Description of the website's mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated**

The main target of the Association BJCEM is to promote the young artist's creativity, to encourage international exchanges and the development relations across the Mediterranean area. The International Association BJCEM is a wide network, encouraging the intercultural exchanges across political and geographical borders: the structure of the Association promotes cultural exchanges beyond the existing political and cultural borders, thus presenting a Europe and a Mediterranean area willing to dialogue and joint work.

The website offers facilities for debate as well as multi-media exchange. The platform enhances communication between artists and provides information for the broader public about cultural events. Additionally to implemented user facilities, BJCEM is represented on Facebook and uses services like Twitter, Flickr, Youtube and RSS feed. Moreover, the association has initiated the blog [www.virale.org](http://www.virale.org) which enables further dialogue and debate for members.

Furthermore, the website is linked to other European, Mediterranean and international internet platforms.

**Website facilities**

Kind of facilities	<ul style="list-style-type: none"> <li>• Profile creation for artists</li> <li>• Upload facilities for photos, videos, audio material as well as documents</li> <li>• Contacting other users</li> <li>• Connection to Facebook, Flickr, Skype, Twitter and Youtube</li> <li>• Blog</li> </ul>	
Member / non-member facilities	Only member facilities	
Importance within the website content	The interactivity of the website is important for the networking between the countries contributing to BJCEM and provides personalised information about the artists.	
Frequency of usage	Number of visitors (monthly):	Average of 4,000
	Frequency and number of uploads of contributors:	<p>Before and after the biennale twice a week 10-15 uploads.</p> <p>During the biennale (about 15 days) 30-50 uploads a day.</p>
	Frequency of website updating by the website owner:	Weekly
Does the website show any results for working communication and debate on a European / cross-border level?	The website shows reviews of the past biennales and is interlinked to all artists' websites as well as further communication platforms. Furthermore, the blog VIRALE	

	shows active communication among the users. Before, during and after the biennale, the website works as a mediator between artists and between the audience and artists. Furthermore, the website with its multi-media facilities allows for a virtual audience to follow the biennale without physical mobility and to get an international audience.
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### Evaluation of the website

Mission and objectives, accomplishment of mission	Attitude towards the European idea, incorporation of the European idea	The website aims at promoting and enhancing debate, mobility of especially young artists across European frontiers as well as the whole Mediterranean.
	Cultural values	The website provides a network of young artists to foster promotion via artist profiles and communication via the blog VIRALE. Furthermore the real biennale hosted by BJCEM enhances artists' mobility and exchange as well as by presenting mobility projects initiated by other organisations.
Presentation, navigation, structure	The website is well designed and the structure is easy to understand. The navigation of the website enables the user to easily find information about the biennale and the participating artists.	
Trustfulness	The website is supported by the EACEA and the European Union.	
Main strength	Main strength of the website is the variety of multi-media downloads and the possibility of uploads for members.	
Main drawback	Main drawback is the availability of only two languages.	
Usage of communication facilities	The communication facilities are available via networks like Facebook and therefore guarantee easy access for a variety of users. By making the blog VIRALE exclusive for members, quality and security of dialogue and exchange is assured.	

### Vision and recommendation of website owners

Recommendations for the European Commission	<p>Website contents need to be better organised and the use of social networks should be increased. There should be no other websites or platforms initiated but rather improve / further empower existing websites. Furthermore, the EU could support physical mobility of young artists by providing better access to information about visa.</p> <p>Moreover, small cultural organisations should be</p>
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Vision of further development of the website

supported by creating a web presence, e.g. by the provision of web space within a European portal, by promoting cultural events in a general European cultural portal and virtual technical support to set up a web presence. Furthermore, existing social networks should be used more efficiently by organisations especially to reach a young audience.

The website should be further developed to allow for the creation of different virtual communities, like artists, audience, cultural stakeholders and press. Through the provision of this virtual meeting place and the possibility to follow the biennale and its preparation virtually a new audience can be created and educated. The possibilities for the virtual audience should be expanded by allowing for comments on multi-media files and the creation of forums. The website aims at enlarging its community and at creating a large virtual audience, virtual mobility and debate about artistic creativity.