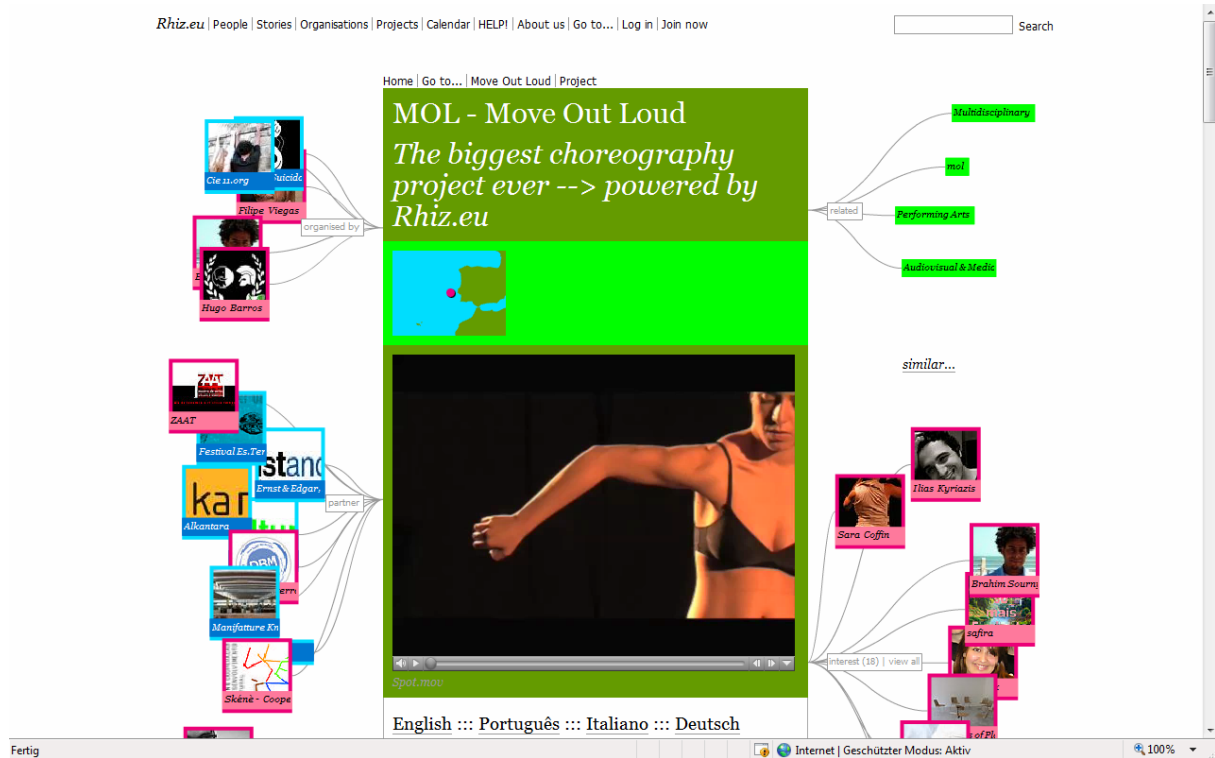


Case Studies

Rhiz.eu



Profile

Website's name / Domain	http://www.rhiz.eu
Country of origin	Netherlands
Geographical scope	European
Language/s / tackling of language issues	Whole website available in English and Dutch

Website owner

Contact	European Cultural Foundation (ECF) Jan van Goyenkade 5 1075 HN Amsterdam The Netherlands Tel.: +31 (0)20 573 38 68 Fax: +31 (0)20 675 22 31 sfelix@eurocult.org
Type of organisation	Foundation
Description of the owner organisation	The European Cultural Foundation hosts different projects and programmes aiming at fostering and enhancing cultural networking, mobility and advancing European cultural policy.
Importance of the website within the organisation structure	The platform "rhiz.eu" is a website belonging to the European Cultural Foundation with its own domain and its own mission and objectives. "rhiz.eu" provides a

network for artists and projects initiated by European Cultural Foundation programmes as well as artists and organisations interested in European collaboration.

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

“rhiz.eu” takes its name from a botanical term, “rhizome”, meaning ‘a usually underground, horizontal stem of a plant that often sends out roots and shoots from its nodes’ (Wikipedia): the term is used metaphorically in the social sciences and new media to describe social structures that are non-hierarchical, non-centralized, self-regulating, and formed peer-to-peer.

The website presents artists, organisations, projects and users’ entries. All members can contribute to the website by creating a profile showing the artistic field they are working and presenting current projects and posting additional information about projects like pictures or reports. The kind of presentation refers to the term “rhizome”; every profile or project description is linked to cooperating organisations and artists, visitors, partners and related projects.

The website offers facilities for artists and organisations to describe their work and the disciplines they are working in. Furthermore, the platform offers the possibility to show the network connection between artists, organisations, themes and current (joint) projects and thereby enhancing the emergence and start of new co-operations, dialogues and exchanges.

Presentation, intercultural dialogue and communication as well as enabling collaboration are the main aims of the platform.

Website facilities

Kind of facilities	<ul style="list-style-type: none"> • Profile creation for organisations and individual persons • “Story” posting / publishing articles • Commenting on articles • Contacting other users • Publishing of projects and events • Posting announcements 	
Member / non-member facilities	Only member facilities apart from commenting on articles	
Importance within the website content	The interactivity is the main focus on the website, most information are user contributions.	
Frequency of usage	Number of visitors (monthly):	Average of 6,530
	Frequency and number of uploads of contributors:	Daily
	Frequency of website updating by the website owner:	Daily
Does the website show any results for working communication and debate on a European / cross-border level?	The website shows how organisations, artists and other cultural operators work together. A good example is the “Move Out Loud” Project. Move out loud is an internet platform where contemporary choreographers and dancers can upload a video of a solo dance, maximum 3 minutes long, starting with the last movement of the solo that the previous artist has uploaded. The result is a	

	chain of movement, a world choreography that crosses frontiers, languages, cultures, religions and socio-economic differences. This project is an example for virtual exchange and co-operation. Since the creation of the network further virtual and physical co-operations and ideas have been created by artists from different European and international countries.
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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 idea of artistic and cultural co-operation but still keeping / acknowledging cultural diversity in Europe has been brought forward on this website
	Cultural values	The website's cultural values are intercultural dialogue and cooperation as well as artistic expression and creativity. The website enables its users to find collaboration partners and promote events and projects to other artists and organisations as well as the broader public.
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 connected organisations, artists and projects.	
Trustfulness	The website is part of the European Cultural Foundation which is operating since 1954 as well as it is a sustainable project of the European Year of Intercultural Dialogue 2008.	
Main strength	The main strength of the website is the kind of presentation and navigation implemented. By using colour codes for different topics like artists, organisations, projects and "stories" the presentation is well intelligible. Furthermore the "rhizome"-like or touch graph presentation creates transparency of collaboration and relations among artists, organisations, projects and "stories".	
Main drawback	Main drawback is the availability of the website in only two languages.	
Usage of communication facilities	The available communication facilities seem to be used regularly by the members and the offered communication facilities are creating a social network like Facebook.	

Vision and recommendation of website owners

Recommendations for the European Commission	The enlargement of an accessible online community as well as more support to foster physical mobility and co-
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Vision of further development of the website

operations. Like the European Cultural Foundation, rhiz.eu recommends more recognition of European co-operation and exchange between artists within the virtual community.

The network will work on creating a larger online community and the provision of further information about cultural events and artistic co-operations.