



ARTCROWD

artists in education

www.artcrowd.eu

*An organization socially and artistically
involved in educating the next generations.*

*Winner of the prize
EUROPEAN LANGUAGE LABEL 2014
from the European Commission*



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ArtCrowd-Artists in education is a cultural organization that, starting with 2013, has been promoting quality art mediation for all ages, from kindergarten to adulthood.

We believe in a complete education for the 21st century in which the arts and the involvement of professionals from all fields of arts, supported by teachers and the whole community, cannot be lacking.

ArtCrowd's vision and mission

ArtCrowd is dedicated to creating positive changes in society. We believe that artistic experiences are vital for social inclusion and education for democracy.

We support and offer artistic involvement for all ages through workshops, round tables, exhibitions, trainings for teachers and artists and specialized studies.

Our unique curriculum, developed by artists, educators, theater professionals and architects, with contributions from *Teach for Romania* graduates, has been implemented with over 2500 students from Romania and Austria.

We work with museums, schools, galleries and various other institutions, with the main purpose of developing essential life skills, such as critical thinking, creative thinking and collaboration skills, for all social backgrounds.



ArtCrowd at the National Museum of Contemporary Art, Bucharest, 2016

Museum and gallery Supporting cultural actors

We support the important cultural mission of museums by developing the educational curriculum and by advising the curriculum.

Our workshops adapted to museums and multi-week programs are suitable for school groups, families or adults, and welcome primary and secondary school programs through discussions and practical activities on topics of interest.

We work with the National Museum of Art of Romania, with the National Museum of Contemporary Art and various galleries, offering them unique concepts adapted to permanent and temporary exhibitions in modules of 3-4 sessions for ages from 3 years. Since 2015 we are members of the national network *Support Culture in Education* through which we build lasting partnerships.



ArtCrowd at the National Museum of Contemporary Art/MNAC, Bucharest, 2016



ArtCrowd at the National Museum of Art, Bucharest, 2017



ArtCrowd at the International Poetry Festival, Bucharest, 2017



ArtCrowd at MNAC, Bucharest, 2016

Services for schools Support for teachers and students

We support the essential role of schools as educators and carers of the next generations of creative citizens, offering a wide range of services.

We offer our curriculum of art history and practice, as well as our curriculum for language teaching through theater, to primary and secondary schools, and we offer support in including them in school curricula and/or language classes.

The programs have been developed over several years, with over 2500 students by a team of professional artists, architects, musicians, stage designers and art educators, leaders in their fields.

In addition, we offer curricular counseling for arts, languages and interdisciplinary subjects, based on our experience of over 6 years as educators in private and state schools, in urban and rural areas.



ArtCrowd at NARATIV Reading Festival, Dimitrie Cantemir High School, Bucharest, 2017



ArtCrowd at Sandwich Gallery, Bucharest, 2017



ArtCrowd at Keyko Afterschool, Câmpulung, Romania, 2015



ArtCrowd at Compania Mică Afterschool, Bucharest, 2014

Art History and Practice for Children

A complex journey through important moments and movements of Western art history and international contemporary art that involves students of all levels, from mind-heart-hand coordination, to the use of new terms or to the learning of foreign languages.

Each session is designed to introduce students to a specific topic relevant to their development phase, while allowing them to become acquainted with renowned artists and innovative techniques.

This program was developed as a one-year curriculum and was tested in schools with over 150 students. The results of the course are the development of critical thinking skills, the development of creative thinking skills and the skills developed to participate in teamwork. ArtCrowd has also designed its own skills assessment chart, which helps educators and parents evaluate the child's development and adapt the curriculum accordingly.



ArtCrowd at Genesis Collegiate, Bucharest, 2014-2015

Odiseea Reloaded **A human shadow theater curriculum**

ArtCrowd's most popular program, this unique blend of movement, music, acting and staging, brings students into contact with theatrical means of expression, allowing them to explore drawing, design and perspective through analog technologies.

Like Ulysses, we begin our journey as an Odyssey of light, shadow, and sound. When we follow the narrative thread we discover that a character does not necessarily have to be human. Children experiment with theater equipment such as costumes, masks, objects and their own bodies.

The soundtrack is also made by them. Through a series of games, children discover how to turn their shadows into a theatrical expression. The end of the trip is marked by a public play. This wonderful journey can be made to develop verbal and vocabulary skills in a foreign language.

This program is the winner of the "European Language Label" 2014 award of the European Commission for Innovation in Language Teaching.



ArtCrowd at Neue Mittelschule, Altmuenster, Austria, 2013

Training services for museums, art institutions and schools

Cultural events and exhibitions often do not consider who their audience is and how they can communicate with them.

ArtCrowd's leader, Delia Popa has trained artists, theater professionals, school teachers, musicians and other cultural operators in several locations to be more relevant in providing adequate, fun and educational content for different age groups of cultural institutions.

We are happy now to offer these services to museums and art institutions in Romania and beyond. Contact us for more information.

All the images below: Training of cultural mediation for the European Capital Timișoara 2021, the Art Museum Timișoara, Romania, 2017, organized by the Timișoara Association 2021 and the MetruCub Association.

Trainers: Raluca Bem Neamu and Delia Popa



ArtCrowd Team

Delia POPA is a visual artist, manager and art teacher. She obtained her Master of Fine Arts from the School of the Art Institute of Chicago (MFA 2007), and her Postgraduate Diploma in Fine Arts from Goldsmiths College, University of London (PgDip2005), Master of Visual Arts from the National University of Arts, Bucharest (2004) and in 2014 she defended the doctoral thesis "*Cultural management in contemporary art in Romania*" at Lucian Blaga University in Sibiu.

She co-founded ArtCrowd-Artists in education in 2013, together with set designer Vanda Maria STURDZA, and she is the president of the organization.

Delia Popa, artist in residence at MuseumsQuartier/Q21 in 2018. Photo Credit: Eva Puella (right)



Andreea DINCĂ is an architect and art educator. She graduated from the University of Architecture and Urbanism "Ion Mincu" in 2019.

She was active as a volunteer architect of the Architecture Association at the Central School of Bucharest (2016-2018), and as a collaborator ARCEN (2017 -2018). Since 2018 she is an ArtCrowd collaborator.



Marta CURTEANU graduated from the Hyperion University of Arts Bucharest - Actor's Art Section in 2010 and Regina Maria College of Fine Arts, Painting Section in 2006.

She has held personal development workshops through theater, comic book workshops and other courses in the art world in kindergartens, schools and alternative spaces for children. She has worked with non-governmental organizations such as: The Children's Forest Association, the ABC of nutrition, the Mediawise Society, and since 2018 she is an ArtCrowd collaborator.