

## PRESS RELEASE

### ECHO II: TRADITIONS IN TRANSITION

#### Artists Thriving in the Digital Era: An ECHO II Webinar Series

In the context of [ECHO II: Traditions in Transition](#), and as part of the digital strategy and outreach of the project, [PostScriptum](#) announces a series of 3 webinars providing insights and tools to empower artists, heritage professionals, cultural managers and civil society organizations in the digital era.

#### ABOUT THE WEBINAR SERIES

##### 1. The Art Market

The first session of the series will focus on important experiences enabling artists to present new ideas and cultivate future collaborations within the local and international art community.

**Presenter:** George Gergakopoulos, [CHEAPART](#) Founder

**Date:** Wednesday 16 February 2022

**Time:** 1:00 PM - 2:00 PM EET

**Registration:** <https://bit.ly/3rICTwM>

##### 2. Digital Exhibitions

The second session will provide insights on the contemporary cultural institution as a space of experience, interaction and diffusion of entertaining knowledge.

**Presenter:** Kostas Konstantinidis, CEO at PostScriptum

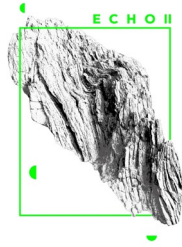
**Date:** Wednesday 23 February 2022

**Time:** 1:00 PM - 2:00 PM EET

**Registration:** <https://bit.ly/3nP3kzW>

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### 3. Digital Curation in the Cultural and Creative Sectors: An Introduction

In the third session, a particular emphasis will be placed on the potential to set up accessible digital cultural and art datasets. Practical insights will be provided into the activities undertaken by various actors: digitisation and digital curation of the cultural assets.

**Presenter:** Mina Karatza, Project Manager at PostScriptum

**Date:** Monday 28 February 2022

**Time:** 1:00 PM - 2:00 PM EET

**Registration:** <https://bit.ly/3KDN1j1>

All sessions will be recorded and uploaded on the ECHO II website as Open Educational Resources.

For more information, please contact Mina Karatza ([mkar@postscriptum.gr](mailto:mkar@postscriptum.gr)).

#### ABOUT ECHO II: TRADITIONS IN TRANSITION

ECHO II: Traditions in Transition is a European cultural project inviting artists working in the fields of painting, sculpture, graphic design, fashion design, craftwork and mural, to create original artworks inspired by selected local traditions from Greece, Bulgaria, Northern Macedonia, and Hungary.

In the context of ECHO II, local traditions are perceived as dynamic and evolving processes that shape and are shaped by the lives of local communities. This means that traditions are recognised as constitutive elements of cultural identities, but are not considered as 'objects' that need to be retained unaltered and protected via musealisation. In this light, ECHO II takes a critical stance towards established but unfruitful perspectives that restrict innovation and creativity, and consists of an opportunity (a) for artists to highlight and renew local traditions through contemporary artistic creation, and (b) for the local communities to self-reflect, and hence, reconceptualize and revitalize their own traditions within the framework of European cultural heritage.

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