



Café
Bauhaus
music | innovation | sustainability

Application Information for Applicants applying for a *CAFÉ Bauhaus* 2023 Award

THE *CAFÉ Bauhaus* CONCEPT & AWARDS

The *CAFÉ Bauhaus* project, which launched in 2022, arose from 4 separate but connected initiatives: the Bauhaus artistic design movement created in the early 20th century, the New European Bauhaus launched by European Commission President Ursula Von der Leyen, the EUYO's European Music Gallery Festival 2020 and 7-year *Creative Europe* project *Towards 2030*.

CAFÉ Bauhaus recreates the inspiration of The Bauhaus movement in modern guise, in a series of local events created and run by EUYO members and recent alumni for young people that **connect high quality music performance to modern days issues** such as climate change, sustainability, gender equality, diversity, equity and inclusion, in fact any topical issue. ***CAFÉ Bauhaus Awards*** will be given to up to three projects for 2023 including an award of 5.000€ per project, and help mounting the awarded projects.

The Bauhaus was an artistic design movement that began in Germany in 1919. It combined crafts and the fine arts. It was famous for unifying the principles of mass production with the idea of individual artistic vision, and tried to combine aesthetics with everyday function. The aim was that all of the arts would eventually be brought together, and it quickly became an international movement with a profound influence on art, architecture, typography, and graphic, interior and industrial design. In 2020, European Commission President Ursula Von der Leyen initiated the [New European Bauhaus](#), taking inspiration from the original Bauhaus, in order to help shape more beautiful, sustainable and inclusive forms of living together in Europe.

CAFÉ Bauhaus is planned as an ongoing series of chamber music and ensemble performances across different years, each designed with and by EUYO members and alumni with the assistance of the EUYO, in the places where those members and alumni live, reside or work. The performances will be based around the performance of music at the highest level of excellence, but should include other artistic genres and cultural activity, such as poetry, dance, theatre, the plastic arts, social and cultural debate, depending on the theme and context of each event. The theme will be chosen by the EUYO players/recent alumni, depending on what their passions and interests are.

TARGET AUDIENCES

The target audience should particularly be focused on young people, as well as diverse audiences, local audiences, and people new to classical music. The idea is to use local partnerships with a variety of diverse networks in the locality of the performance city to help create the audience.

Every *CAFÉ Bauhaus* project team should therefore make contact with local networks and organisations in order to build and mount an event. This will necessarily be a detailed piece of work, and each project will be documented to create an archive of events that will be of help to each new group of EUYO musicians who mount an event understand successful audience strategies. Each project will therefore take time to develop and present, and it is anticipated that there will be no more than 6 different *CAFÉ Bauhaus* events in 2022 and 2023.

THE EUYO'S HELPING HAND

The EUYO management team will contribute to each project accepted as part of the *CAFÉ Bauhaus* series, by:

1. Offering EUYO members/alumni mounting *CAFÉ Bauhaus* projects advice in the areas of planning, programming, presenting, project management, fundraising, finance, and marketing and communication.
2. Using the EUYO's range of Creative Partners to help *CAFÉ Bauhaus* projects try to find their own partners
3. Awarding each *CAFÉ Bauhaus* project 5.000€ as seed money towards the project
4. Giving awarded projects support letters in any further funding applications that they make

The intention is for the EUYO and its Creative Partners to help build the entrepreneurial capacities of EUYO musicians to make, mount and perform their own work. How to budget, how to raise funds, how to programme, how to plan, how to market, how to be innovative, and how to implement.

CREATIVE

The success of each *CAFÉ Bauhaus* event will depend on the imagination and creativity of the ideas that drive it. How can the performance of high-quality music be linked to other artistic genres and relevant cultural issues? How engaging, attractive and clever can the concept for each event be? Does it answer the needs of local young people and audiences new to classical music? This is your chance to be really creative.

INNOVATIVE

Innovation lies at the heart of *CAFÉ Bauhaus*. From unusual but popular venues for young people to bringing together remarkable ideas in unusual ways to forging surprising but powerful connections, this is all about thinking new.

SUSTAINABLE

By taking the inspiration of the **European Music Gallery Festival 2020**, in which performers all came from the same city or nearby localities, and also the **Green Deal** principles that underpin the New European Bauhaus, *CAFÉ Bauhaus* is dedicated to sustainable travel. The rule is: international quality performances without the air travel. And more than this, how can the event meet the most stringent sustainable goals. The big challenge is to be carbon neutral. Don't know how? We and others are here to help.

PARTNERSHIP

CAFÉ Bauhaus is a **Partnership concept**. For example, we went to the EUYO's Creative Partner CAN - the [Community Arts Network](#), and they loved the idea and immediately suggested we be in touch with [The Necessary Space](#), [Young Innovators](#) and [MasterPeace](#) when we were ready. Meanwhile we spoke to our Creative Partner Europa Nostra about helping with cultural spaces. That's how it works: one partnership leads to another. We will try to help you find the partners that will help find the place, the audience and the funding.

VISUAL IDENTITY

EUYO uses a basic visual identity and style kit for *CAFÉ Bauhaus* in a way that will complement and enhance any brand that your project possesses, in order that projects can retain **your brand centre stage**. The *CAFÉ Bauhaus* brand is intended to function only as a way to enhance and enable the success of your project.

APPLICATION PROCESS

Interested parties should apply according to the timetable below, by completing the Airtable **CAFÉ Bauhaus 2023 Application Form** available here: [CAFE BAUHAUS 2023 APPLICATION FORM](#). The closing date for applications is **14 December 2022**. Any questions regarding the CAFÉ Bauhaus 2023 Awards should be addressed to info@euyo.eu

2023 TIMETABLE

14 November 2022	Opening of application call for <i>CAFÉ Bauhaus</i> 2023 Project Awards
14 December 2022	Closing date for applications
20 December 2022	Announcement of 2023 Project Awards
January 2023	First <i>CAFÉ Bauhaus</i> 2023 project meetings with the EUYO management
31 December 2023	Date by which <i>CAFÉ Bauhaus</i> 2023 events must have taken place

TO NOTE

CAFÉ Bauhaus 2023 Awards are open to all EUYO members and alumni from the last 5 years (i.e. membership years going back to 2017)

As part of applications, applicants will need to submit a project timetable and a detailed draft budget

Once awarded, *CAFÉ Bauhaus* 2023 Award winners will be required to:

1. Keep the EUYO informed of any major changes to the timetable
2. Submit a final report and detailed budget reconciliation
3. Allow EUYO access to any recorded project material to showcase the projects in perpetuity; the final copyright being retained in all cases by the project.

Honorary President Roberta Metsola, President of the European Parliament | **Co-Founders** Lionel & Joy Bryer
Founding Music Director Claudio Abbado | **Chief Conductor** Vasily Petrenko | **Conductor Laureate** Bernard Haitink
Co-Chair Ewa Bogusz-Moore | **Co-Chair** Martijn Sanders | **Advisory Council Chair** Sir Ian Stoutzker | **Secretary General** Marshall Marcus

Head of Honorary Patrons Ursula von der Leyen, President of the European Commission | Charles Michel President of the European Council
Honorary Patrons Josep Borrell Fontelles High Representative and Vice-President of the European Commission
The heads of state and government, the ministers of foreign affairs and culture of the EU member states

EUROPEAN UNION YOUTH ORCHESTRA FOUNDATION

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