



## Norwegian partner search in Cultural Cooperation projects in the EEA and Norway Grants 2014-2021

In order to get the best results from your search for partners for the EEA and Norway Grants, the Arts Council Norway recommends completing the following form. The text boxes that make up the form are based on feedback that we have received from Norwegian cultural players. Tailoring the information to the potential partner/potential partner type as opposed to sending a generic request, always yields the best results. The form can be used for partnership requests sent directly to identified, potential partners, as well as those sent to the Arts Council Norway [eeagrants@kulturradet.no](mailto:eeagrants@kulturradet.no) and Programme Operators. It can also be used for Norwegian entities seeking partners in the Beneficiary States.

This form will be published on our website.

Name of organisation	New Road Association
Country	Bulgaria
Name of contact person	Mihayl Mihaylov
Position	Chairman of the Board
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Website	NA

### Your organisation

Describe the type of organisation and include a good description of your own areas of activity/fields (Visual arts, Performing arts, Interdisciplinary art, Music, Architecture, Library activities, Ethnic culture, Literature, Culture and art education, Museum and gallery activities).

New Road Association was founded in 2004. Since its establishment, it has implemented successfully more than 20 projects, including projects in the field of culture. The Association collaborates well with community halls from the Municipality of Hairedin and the District of Vratza (Northwest Bulgaria), and has implemented joint projects with them. Until a few years ago, the Association supported a Roma dance group, which enacted Roma dances and traditional customs. The dance group was active between 2005 and 2010 and participated in all concerts organised by community halls in the Municipality of Hairedin. Together with community halls from the Municipality of Hairedin, the Association re-enacts various traditional rites and customs among the community, such as Tsvetnitsa (Palm Sunday) and others. Such re-enactments of traditional rites and customs are very popular among local people, and they



	<p>take an active part in them. Some Roma festivals, such as Vasilyovden (New Year's Day) and Gergyovden (Saint George's Day) are particularly popular. On 10 June every year (the International Day of Roma Women), the Association organises meetings with successful Roma women, round tables on the problems facing Roma women etc. The Association is currently supporting all activities of community halls in the Municipality of Hairedin on a voluntary basis.</p>
<p><b>Project idea</b> Provide a brief description of the project idea, what you want to achieve and how you plan to achieve it. Ideally the idea should give an idea of what is planned, but be open enough for the partner to influence.</p>	<p>The project is aimed at promoting Roma culture in Northwest Bulgaria through the preparation and implementation of a joint cultural project (a show), created jointly both by professional and amateur artists (Roma and non-Roma). Art troupes from community halls in 2 villages from the District of Vratza will take part in the show; the art troupes comprise people belonging to various ethnic groups in the region. The project concept is to re-enact the dances, rituals and customs of various ethnic groups, with a particular focus on Roma culture; to present famous Roma musicians, Roma poets etc. We also plan to curate a photo exhibition of Roma history and Roma culture in the District of Vratza. One of the project objectives is to attract new audiences and support rural and remote populations in gaining better access to cultural resources. To this end, we plan to hold the show in 3 areas with ethnically mixed population.</p>
<p><b>Relevance of potential partner:</b> Based on your research show why you have identified this particular potential partner is relevant, for example does the organisational type match, similar or complementary experiences, etc.</p> <p>If you have not identified a specific potential partner, try to describe the type of organisation you are looking for. Try to be specific and to link it to your areas of activity, project idea and the role of the partner.</p>	<p>We are looking for a Norwegian partner with experience in conducting cultural/art shows and exhibitions and in attracting new audiences.</p>
<p><b>Partner role:</b></p>	<p>The partner will take part in the preparation and implementation of the show</p>



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What role do you foresee the partner as having in the project? What value do you feel the partner can contribute to the project?	and the preparation of the exhibition. We are particularly interested in the partner's experience and advice on how to implement the planned project activities in such a way that they attract sufficient interest, especially among new target audiences.
<b>Any other comments/ relevant information</b>	NA

