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United Nations
Educational, Scientific and
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la science et la culture

"GLOCAL MULTIMEDIA ART: URBAN PERFORMANCE"

The project **"Glocal Multimedia Art: Urban Performance"** was chosen at the Croatian Ministry of culture for the one of the 9 best projects in the year of Rapprochements of cultures 2010 and is being protected by UNESCO.

Glocal Multimedia Art: Urban Performance is a multicultural improvisation where three teames from three countries will performe the artistic effect of astonishment at their town squares, in precisely agreed time. Urban Performance as a special happening will be performed in these three towns from three countries: **Warshaw (Illinois, US)**, **Petach Tikva (Israel)** and **Slavonski Brod (Croatia)**.

The action will be monitored by four mentors/teachers: *Rick Glass* **(US,** *Harrison Elementary School***, Warshaw), *Marsha Goren* (Israel,** *Ein Ganim School***, Petach Tikva)** and *Vesna Srnić* in collaboration with *Rozalija Baričević* (**Croatia,** *Primary school Ivan Goran Kovacic,* **Slavonski Brod**), through online platforme Media-via.net.

The Croatian action includes 10 students in coordination and five students who will performe a Shadow Theatre performance *Do You speak European* mentored by an english teacher Rozalija Baričević, aworded with **1st prize** at the National competition of Croatia (Topusko, March, 2010) and **2nd prize** at the European competition held in May, at *Bruxellesu.*
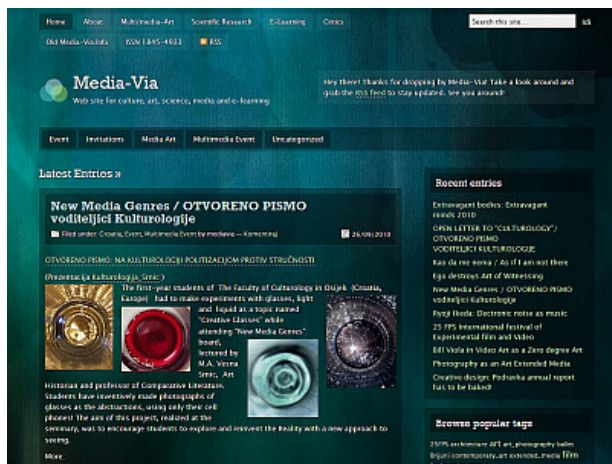
A short video at:
http://os-igkovacic-sb.skole.hr/?news_hk=1&news_id=98&mshow=823#mod_news

American and Israel partners will present their works-performances in strictly agreed time, at the town squares during spring 2011, as well.

The Project will be monitored by web portal Media-Via. Net (http://media-via.net) as presentational, productional and research online platforme, then Media-via.ning.com (http://media-via.ning.com as a work space/community and at school web page http://os-igkovacic-sb.skole.hr/ as well.

The aim of a project is an intensive communication of students and mentors through cultural integration while exploring the context of everyday life in a new way, actualizing astonishing visual worlds, reevaluating and reinventing „new seeing" in educational Global and Local (GLOCAL) approach, encouraging Life long learning.

Concept leader:

M.A. Vesna Srnić, the owner and editor of web portal for culture, art, science, media and e-learning

http://media-via.net
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<u>BIOGRAPHY</u>

M.A. Vesna Srnic

Vesna Srnić (1958) is professor of Art History and Literature. She has been teaching at the „New media genres" board at the Josip Juraj Strossmayer University of Osijek, Faculty of Culturology during 2009/2010. She`s also been teaching 'Media culture' and 'Multimedia culture' at The Croatian Faculty of Teacher Education in Osijek, department in Slavonski Brod for 8 years, and now she is a professional collaborator there.

She postgratuated on video-art at Zagreb (Faculty of Philosophy) and is in a process of defending her doctoral theses 'Aesthetics and Electronic media in Post-feminist theory'. Personal education in Canada enriched her interests in multimedia art. Vesna Srnic has been an editor of several electronic magazines: http://skola-mar.sbnet.hr/wsa , http://planeteurope. sbnet.hr (performance and collaboration between Croatian, Scottish and Finnish schools), and 'Media-via' web portal for media and culture topics (http://media-via.net in english language and http://media-via.info at croatian). She participated at several International conferences of Croatian Academic Research Net (CARNet) and at The XV. International Scientific conference Society and Technology". She prepares students for multimedia performances. They have exhibited multimedia poem 'The Soul of the World' at the International 24th Music Biennale in Zagreb. (http://media-via.net/e-learning-5/)

She presented virtually her multimedia presentation „New Education Model: Multimedia Art" at The International Conference on the Arts in Society (Venice, Italy, 2009) and published her paper at the American/Australian magazine „The Journal of the Arts in Society" (Volume 4, Number 1, 2009)