

# DATA CONVERSATIONS

## European Open Call for Creative Professionals

### Artistic Research and Development Residency

Pisa, Italy — October 2026

#### What if collecting data could be as engaging as the experience itself?

Join 10 creative professionals for an intensive 10-day residency at the Internet Festival in Pisa, Italy, in October 2026.

Learn, experiment, and design new ways for cultural organisations to understand their audiences through creative practices, not static surveys.

## 1. About the Project

Data Conversations is a Creative Europe co-funded project (CREA-CULT-2024-COOP, Grant Agreement GAP-101173136), running from March 2025 to November 2027.

It brings together a European consortium of six partner organisations – Fondazione Sistema Toscana (FST, Italy), Domestic Data Streamers (DDS, Spain), Malmö University (MAU, Sweden), Estonian National Museum (ERM, Estonia), IN2 Digital Innovations (IN2, Germany), and Università degli Studi di Firenze (UNIFI, Italy) – united by a shared goal: to increase the capacity of Cultural and Creative Industries (CCIs) to collect, interpret, and act on audience data.

Cultural and creative organisations (museums, festivals, theatres, galleries) often struggle to understand their audiences in meaningful ways. Existing data collection methods are often too technical, too impersonal, or simply inaccessible for many organisations. Data Conversations, in accordance with European guidelines and in compliance with the Grant Agreement, addresses this challenge by developing creative, participatory approaches to audience research.

This call is intended to offer 10 selected professional artists the opportunity to experiment with new approaches making use of the experiences and methodologies provided by the members of the Consortium and to enrich their knowledge base, through the participation in the so called Info-Experiences (see Par. 2).

## 2. What are Info-Experiences?

An info-experience is a type of artistic way to share experiences, informed by research and development, that makes data collection itself part of a meaningful interaction. Unlike surveys or questionnaires, an info-experience engages audiences because the experience is interesting or valuable in itself, not solely because they are contributing data.

Info-experiences bridge the gap between creative practice and data collection, offering cultural organisations novel ways to understand and connect with their audiences.

### 3. The Residency

Data Conversations project organises a 8-days long intensive Artistic Research and Development Residency in Pisa, Italy, in October 2026, for 10 selected professionals who meet all of the following eligibility criteria (Par. 4).

The residency will combine theoretical learning with hands-on creative work.

#### 3.1 Dates and Location

- Arrival: October 1st, 2026
- Working days: October 2nd to 9th
- Testing at Internet Festival: October 8th to 11th
- Departure: October 10th (or later at own expense)

#### 3.2 What Participants Will Do

During the residency, selected professionals will:

- Attend lectures and workshops delivered by consortium partners and external experts in data visualisation, information design, audience research, and impact design.
- Learn and apply the Data Conversations Tool (DCT) methodology for data-driven artistic projects.
- Work in small interdisciplinary teams to design four info-experience ideas of prototypes, each exploring different strategies for creative data collection and impact evaluation.
- Choose one of those ideas of prototype to develop and implement, testing it live during the Internet Festival with real audiences.
- Share the results of the info-experience and contribute to achieve the project goals.
- Prototypes must be designed with two fundamentally different implementation contexts in mind: the Internet Festival in Pisa (short-term, festival audience) and the Estonian National Museum (longer-term, museum audience, planned for 2027). These contexts have different audiences, durations, and integration requirements. Participants will receive briefs from

both and are expected to consider both throughout the residency. Designs should be conceived as adaptable, replicable approaches that can be embedded into a permanent cultural institution's practice, not as festival-specific installations.

### 3.3 What Participants Will Produce

By the end of the residency, participants will have collectively produced:

1. Four info-experience complete reports, each with mockups and feasibility assessments.
2. One or more info-experiences, tested at the Internet Festival. The prototype will also serve as the foundation for a larger-scale implementation at the Estonian National Museum (ERM) in 2027, designed to engage museum audiences over a two-month period and explore how info-experiences can be embedded permanently into a cultural institution's practice.
3. A contribution to the consortium's published guidelines and toolkit.

## 4. Who Can Apply

This call is open to creative professionals who meet all of the following eligibility criteria:

### 4.1 Age

Applicants must be over the age of 18 and under 30 years of age at the time of the application deadline.

### 4.2 Residency

Applicants must be legal residents of an EU Member State.

### 4.3 Professional Background

Applicants must have a background in one or more of the following fields:

- Visual Art

- Design
- Digital art
- Architecture
- Advertising
- Communications
- Equivalent creative or creative research disciplines

#### 4.4 Language

The official working language of the residency is English. Applicants must demonstrate sufficient proficiency to participate actively in workshops, discussions, and collaborative work.

#### 4.5 Exclusion/Rejection

Failure to meet the above mentioned mandatory requirements will result in the participant being excluded from the call.

### 5. How to Apply

Each applicant must submit the following materials in English, electronically via the submission platform indicated in the call announcement:

| Document          | Description  | Requirements  |
|-------------------|--|---|
| Identity card     | Updated a copy of the identity card (or equivalent, e.g. passport) in .pdf or .jpeg format | Please upload both the front and back side of the ID.                           |
| CV                | Updated curriculum vitae in English  | Max. 2 pages. Educational background, professional experience, relevant skills. |
| Motivation Letter | Statement of interest explaining why the applicant wants to participate                    | Max. 1 page. Must demonstrate interest in creative data collection.             |
| Portfolio         | Selection of previous creative works   | Max. 10 pages (if the portfolio is online, please collect the link(s) into      |

|                                    |  |  |
|------------------------------------|--|--|
|                                    |  | a pdf file). Should demonstrate creative process and capacity to produce tangible artefacts.   |
| Field of Work                      | Brief description of the applicant's primary creative discipline | Max. 500 characters, spaces included. Helps ensure disciplinary diversity in the cohort.   |
| Consent Form                       | Explicit data processing consent and video/image footage         | Consent to be provided within the application form, please read carefully the Chapter 8. Required for GDPR compliance and residency documentation. |
| Acceptance of terms and conditions |  | Please read carefully the document provided within the application form.   |

Applications must be complete. Incomplete applications will be excluded from the evaluation. All documents must be submitted in English.

## 6. Selection Process

The selection of the 10 participants follows a transparent and structured evaluation process, supervised by the consortium's scientific board (Jury).

### 6.1 Evaluation Criteria

Each eligible application is scored against four criteria, for a maximum of 100 points:

| Criterion         | What Evaluators Look For   | Points |
|-------------------|--|--------|
| Motivation Letter | Understanding of info-experiences; clarity of intent; connection between practice and data-driven projects; awareness of societal relevance. | 40     |
| Portfolio         | Quality and originality; ability to transform ideas into artefacts; interdisciplinary or research-based practice.                            | 30     |

|               |  |    |
|---------------|--|----|
| CV            | Relevant educational background; professional or research experience; prior involvement with cultural organisations or audience-facing projects. | 20 |
| Field of Work | Relevance of the field to the residency's objectives; potential to contribute a distinctive perspective to the cohort.                           | 10 |

## 6.2 Diversity and Balance

The selection committee will actively strive for balance across three dimensions: gender diversity, diversity of creative disciplines and career stages, and geographical diversity across Europe. The final cohort of 10 should reflect this breadth.

The selection of 10 participants takes place at the sole discretion of the Jury, and it is final and incontrovertible.

## 6.3 Timeline for Notification

- Call launches: April, 16th 2026
- Application deadline: May, 31st 2026 at 17h CET
- Selection results published: by June, 30th 2026
- Selected candidates notified individually by email, providing all specific instructions to confirm the participation. (For those who will not comply with the instructions, organisers will proceed with a scrolling of the ranking)
- Non-selected candidates receive a notification of the outcome

## 7. Financial Support

Participation is free of charge. There is no application or participation fee. Expense contribution is provided to remove barriers to participation and ensure that professionals from across Europe can take part.

FST (Fondazione Sistema Toscana) will organise and cover food and accommodation costs for all selected participants. The following maximum amounts apply:

| Category              | Details                           | Maximum Amount |
|-----------------------|-----------------------------------|----------------|
| Travel (< 600 km)     | Round trip distance under 600 km  | €250           |
| Travel (600–1,000 km) | Round trip distance 600–1,000 km  | €400           |
| Travel (> 1,000 km)   | Round trip distance over 1,000 km | €700           |

FST will reimburse travel costs upon submission of proof of purchase.

Tickets need to be purchased no later than 30 days after the selection notification, to get the best prices and places. Selected participants are expected to confirm their participation and submit proof of purchase, allowing FST to reimburse the 50% of the expense (final reimbursements will be made after the artistic residency). Failure to do so may result in the selection being passed to the next candidate on the waiting list.

In case of non-attendance, the 50% of the reimbursements must be returned to FST.

In case of cancellation of the trip, the airlines' conditions for refunds will apply. It is recommended to carefully read the travel conditions.

## 7.1 Accommodation and Meals

Accommodation is provided in Pisa, from October 1st (check-in) to October 10th (check-out), in a double room to share with another participant, at Villa Lazzarino, Viale Giovanni Pisano, 66, Pisa - Tuscany - Italy (Please note that FST reserves the right to modify in case of any arising need).

Meals are organised as follows:

- Breakfast: provided and covered by the organiser throughout the stay.
- Weekdays (Mon–Fri): lunch and dinner organised and covered.
- Weekend (Sat Oct 3rd – Sun Oct 4th): lunch and dinner organised and covered.

Extended stays beyond October 10th, extra meals or any other non-mentioned expense are at the participant's own expense.

Participants must respect the accommodation's rules and adopt a polite and decent behaviour. Participants will be liable under the law for damage to the facility and to third parties due to their behaviour.

## 8. Privacy Notice

All personal data collected through this Open Call is processed in compliance with Regulation (EU) 2016/679 (General Data Protection Regulation - GDPR) and applicable national legislation.

### 8.1 Purpose of Data Collection

Personal data submitted as part of the application process will be processed for the following purposes:

- evaluation of applications;
- selection of participants;
- management and organisation of the residency programme;
- implementation of project-related activities, including collaboration with consortium partners.

The processing of personal data is based on the data subject's explicit consent (Article 6(1)(a) GDPR), expressed through the submission of the application and the acceptance of this Privacy Notice.

### 8.2 Data Controller

Fondazione Sistema Toscana (FST) acts as the Data Controller pursuant to Article 4(7) GDPR for the processing of personal data carried out in the context of this Open Call.

For the purposes described above, personal data may be shared, where necessary, with the project consortium partners, namely Domestic Data Streamers (DDS), Malmö University (MAU), Estonian National Museum (ERM), IN2 Digital Innovations (IN2), and Università degli Studi di Firenze (UNIFI).

Where such sharing occurs, these entities will act as independent Data Controllers for the processing activities falling within their respective roles and responsibilities.

FST may also appoint external service providers as Data Processors pursuant to Article 28 GDPR (e.g. application management platforms or administrative support providers). Such processors will act solely on documented instructions from FST and under appropriate contractual arrangements.

### **8.3 Categories of data**

The personal data processed may include:

- identification data (e.g. name, surname, date of birth, copy of ID or passport);
- contact details (e.g. email address);
- professional and educational information (e.g. CV, portfolio, field of work);
- images and audiovisual materials, where provided or collected in the context of the residency.

### **8.4 Provisions of Data**

The provision of personal data is mandatory for the evaluation of the application. Failure to provide the required data will result in the inability to participate in the selection process.

### **8.5 Data Retention**

Personal data will be retained only for as long as necessary to fulfil the purposes described above.

In particular:

- data related to non-selected applicants will be retained for up to 12 months after the conclusion of the selection process;
- data related to selected participants will be retained for the duration of the project and for a maximum of 5 years thereafter, in line with administrative, reporting, and audit obligations related to EU funding.

## 8.6 Data Transfers

Personal data will not be transferred outside the European Economic Area (EEA). Should such transfers become necessary, they will be carried out in compliance with the safeguards provided by the GDPR.

## 8.7 Applicants' Rights

Applicants have the right to access, rectify, erase, restrict, or object to the processing of their personal data, in accordance with Articles 15–21 of the GDPR.

Requests may be submitted at any time by contacting: [info@dataconversations.eu](mailto:info@dataconversations.eu)

Data subjects also have the right to lodge a complaint with the competent supervisory authority.

## 8.8 Automated Decision-Making

The processing of personal data does not involve automated decision-making, including profiling, within the meaning of Article 22 GDPR.

## 9. Intellectual Property

As defined in the Grant Agreement (GAP-101173136), the following conditions apply to all participants:

- The Data Conversations Tool methodology, and all data, information, and methodologies disclosed during the Residency, as “Background” of each party of the Consortium pursuant to article 16.1 of the Grant Agreement, remain the property of each party of the Consortium. These may not be used or disclosed for purposes other than those envisaged in this call.
- All residency results and their implementations, integrations, and/or evolutions, as well as any other output created and/or delivered during the Residency (including documentation, and related materials) in any format or medium, without exception, tangible or intangible, become the property of each party the Consortium. Consortium has the right to use or make these outputs

available without any restriction regarding destination, time, purpose or territory. Appropriate credits will be given to the participants under certain legal conditions, according to their work and contribution.

Participants must acknowledge and accept these conditions prior to the start of the Residency. Acceptance is formalised through the application form.

## 10. EU Funding Acknowledgement

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The views and opinions expressed are those of the project consortium and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

### Contact

For questions regarding this Open Call, please contact:

Contact email: **[info@dataconversations.eu](mailto:info@dataconversations.eu)**

Project website: [dataconversations.eu](https://dataconversations.eu)

Application form: [dataconversation/artistic-residency](https://dataconversation/artistic-residency)