

CLiViE

Pop-up
Exhibition
and App
REPORT

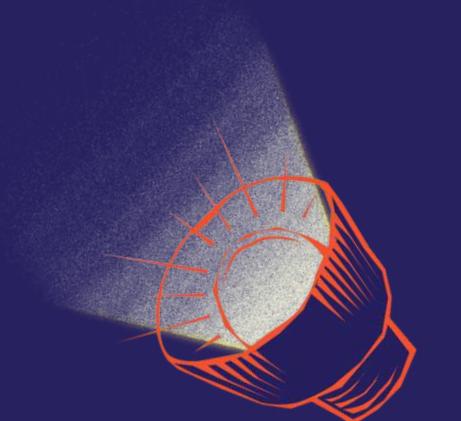
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Pop-up Exhibition and App Goals

Designed to stimulate discussion, the project highlights the importance of arts-based education for young people across Europe.

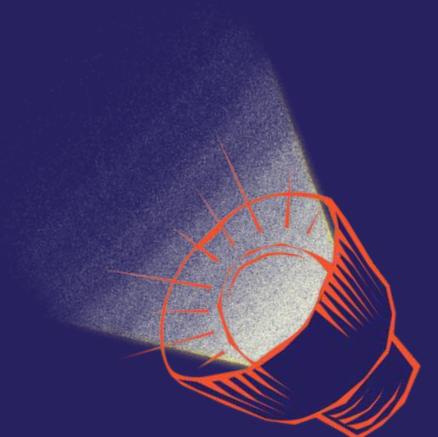
It encourages audience interaction by inviting visitors to share their emotions and reflections, and to embark on a journey through their memories of what art means to them.



Framing the Project and Pop-up Exhibition and App Approach

'One can only see things clearly with the heart. What is essential is invisible to the eye.'

The Little Prince, Antoine de Saint-Exupéry, 1943



Pop-up Exhibition and App Timeline

December 2025	Poland
February 2026	Lithuania
May 2026	Germany
November 2026	Latvia

December 2026	Finland
TBA	Czechia
TBA	Netherlands
TBA	Italy

February 2027	Poland – final conference
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Offline and Online Exhibition

Taking place both offline and online, the pop-up exhibition offers a broader and more dynamic experience.

Offline:

- Presentation of case study research findings
- Space for discussion and exchange

Online:

- Digital exhibition
- Cultural Map presented at the final conference



The First Pop-up Exhibition and App event

The first exhibition took place on:

10 December | 6:00-9:00 PM

11 December | 4:00-9:00 PM

📍 Hala Koszyki, Warsaw, Poland



Exhibition Content Overview

The exhibition presented selected outputs of the CLiViE project, combining research findings, artistic practice, visual materials, and interactive elements. Its structure reflected the project's research logic while remaining accessible to a broad public.

The exhibition included:

- The official CLiViE project description
- An overview of the project's aims and scope
- Information on the applied research frameworks: Theory of Change (ToC) and Social Return on Investment (SROI)

About CLiViE

The Cultural Literacies' Value in Europe (CLiViE) project develops and applies a Theory of Change (ToC) methodology and Social Return on Investment (SROI) framework to increase our understanding of the value of cultural literacy through arts-based education on social cohesion.

It will be delivered through four main phases: it 'maps' arts-based education within the context of cultural literacy learning across different learning environments and over different stages of a young person's education; it 'evaluates' arts-based education to help identify and assess their actual outputs and outcomes; it 'values' arts-based education activities through calculating its impact to further contribute to our understanding of the 'where', 'when', 'what' and 'how' young people's cultural literacies are developed, and differentiated in various learning environments; and it 'practices' pedagogies through developing an innovative set of practices and materials to support art-based educators to develop social justice and inclusion and improve the lives of young people through collaborative pedagogy.

It has been designed to meet the three main research outcomes of the work programme topic: the ToC methodology and SROI framework for cultural literacies will directly increase our understanding of the value of cultural literacy on social cohesion; the evidencing of value in arts-based education and the collaborative pedagogy practices in cultural literacy through the co-creation of communities of practice (COPs) and a professional development programme (PDP) for arts educators will support the targeted commissioning of activities that will increase cultural literacy in Europe; and the innovative methodology for data gathering (and engaging) through emotional cartography allows young people to find a voice through more effective initiatives to foster cultural literacy around European cultures.

CLiViE is funded under the call topic HORIZON-CL2-2023-HERITAGE-01-07 - Promoting cultural literacy through arts education to foster social inclusion, and brings together a multidisciplinary team from thirteen partners across eight countries.



This project has received funding from the European Union's Horizon Europe Research and Innovation programme under grant agreement No. 10112285.
Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

National Context: Poland

This section presented key findings from the Polish National Report, including:

- Historical and contemporary perspectives on arts education
- The role of culture in democratic and civic education
- Access to culture and participation
- Current challenges and opportunities within the education system



Case Study: Sewing Machine

The exhibition featured the CLiViE case study *Sewing Machine*, implemented at Dom Kultury Praga, Warsaw, led by Sinfonia Varsovia.

Displayed materials included:

- Photographic documentation of workshops
- Descriptive texts outlining the process and local context
- References to participants' experiences and outcomes



Methodological Tools Explained

The exhibition provided accessible explanations of key research tools used in CLiViE:

- Social Return on Investment (SROI)
- Theory of Change (ToC)
- Logic Model
- Case study

These concepts were presented using simplified explanations and visual materials on T-shirts.

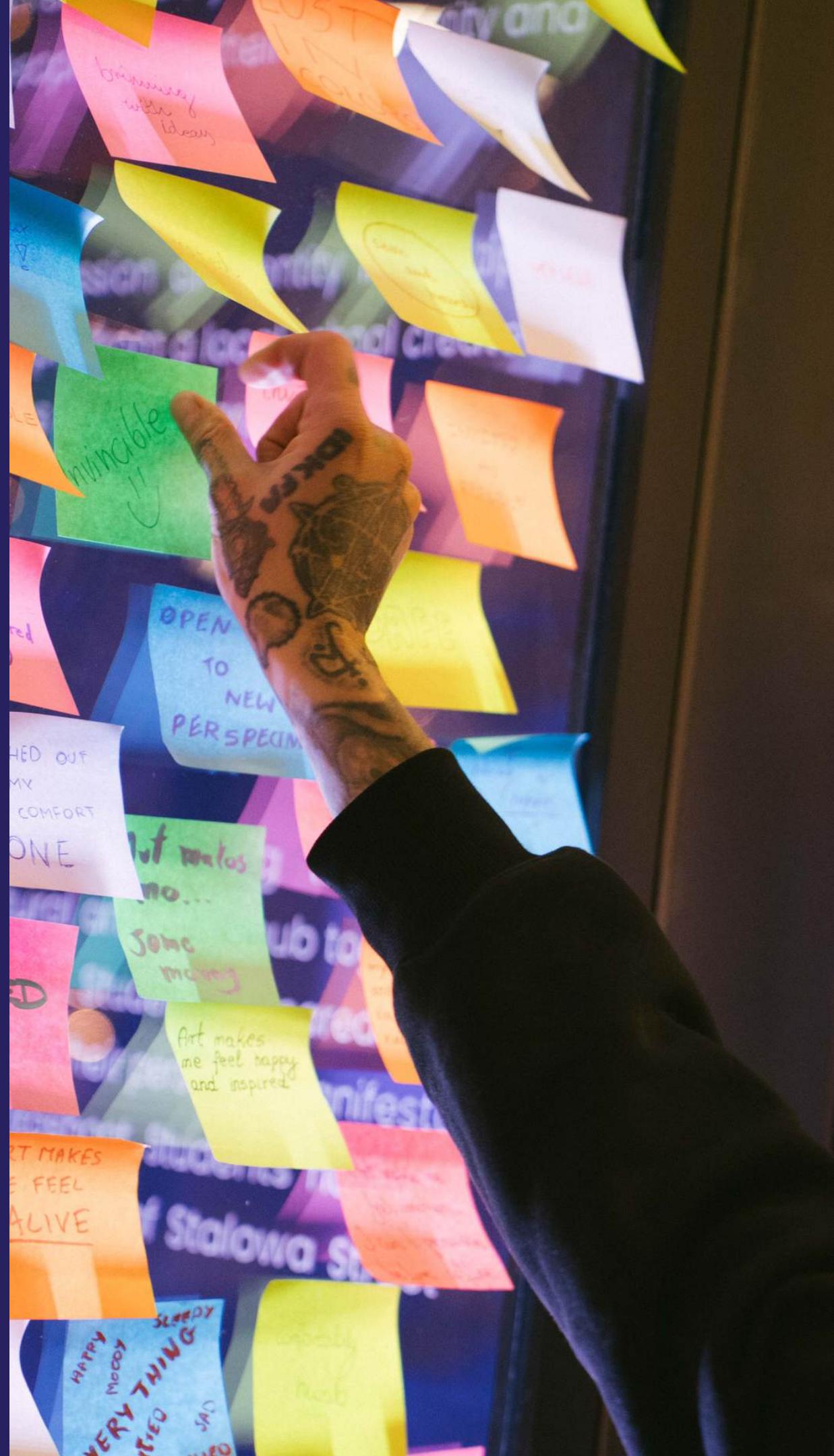


Interactive Activity: Post-it Wall

The exhibition included a participatory activity inviting visitors to respond to the question:

“Art makes me feel...”

Visitors wrote their responses on post-it notes and placed them on a glass surface, contributing to a collective reflection.

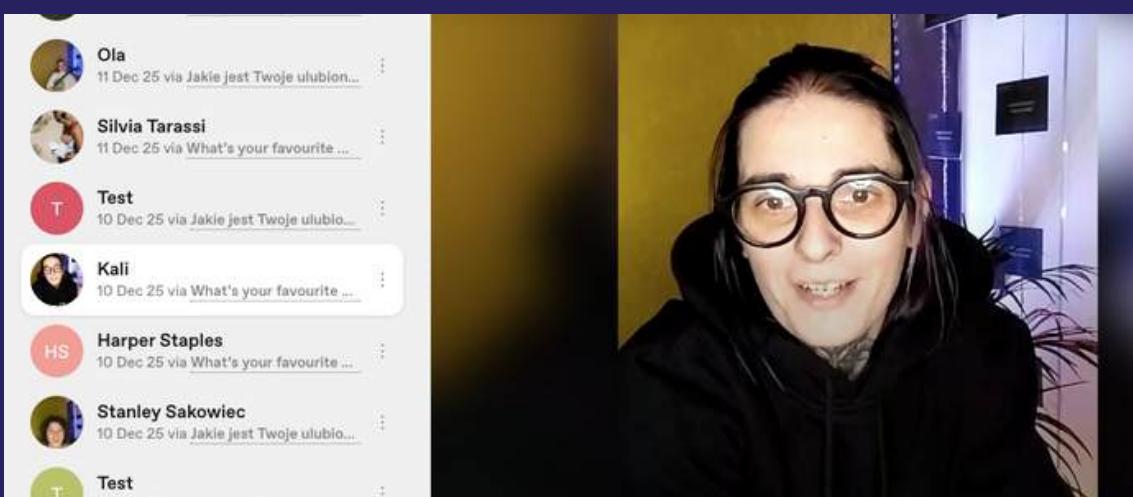
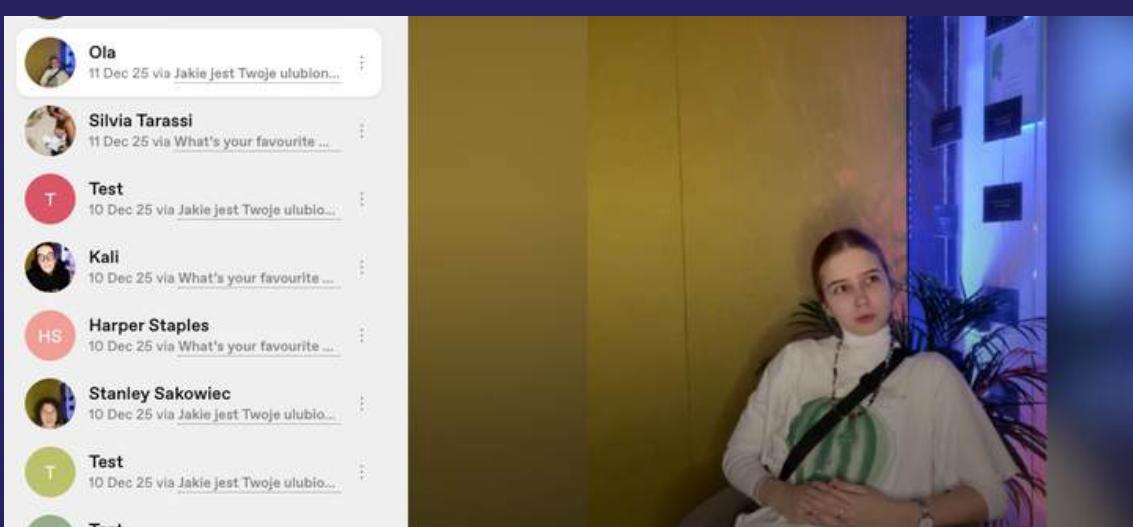
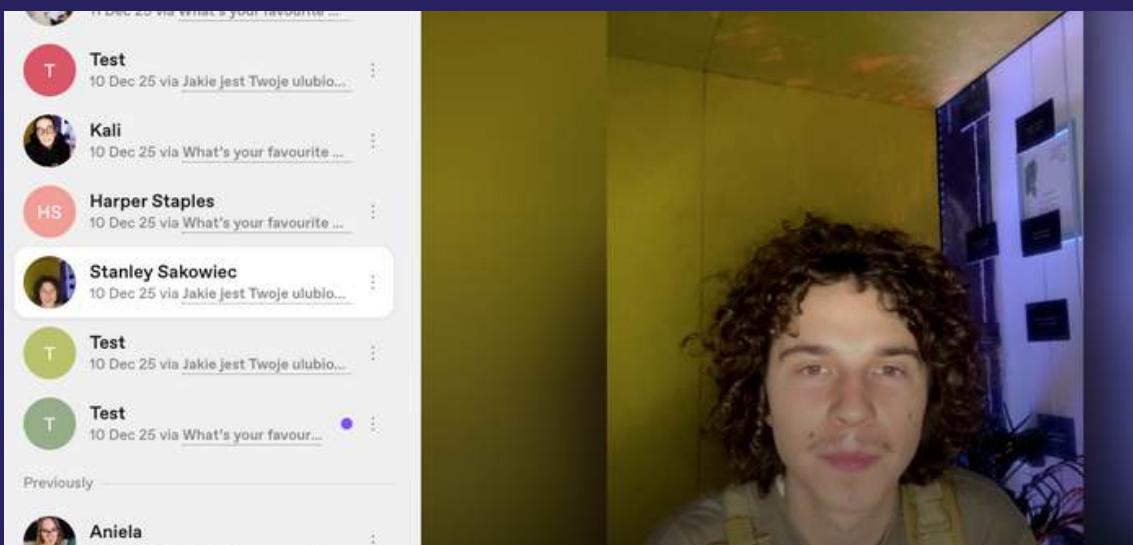
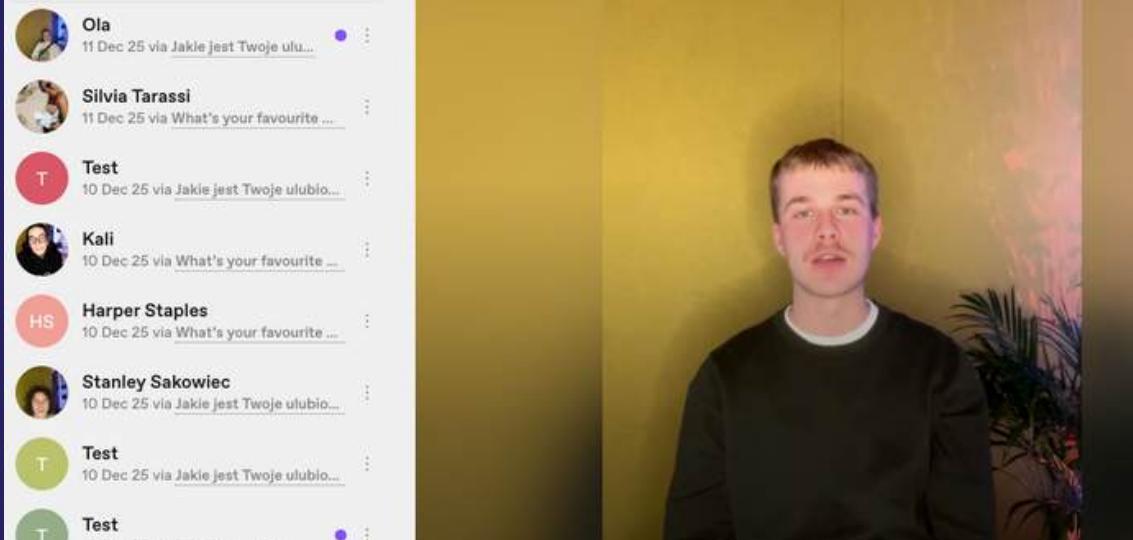


Interactive Activity: VideoAsk Application

An interactive soundproof booth was installed as part of the exhibition. Visitors were invited to submit a video or voice response using the VideoAsk platform.

Question: *What's your favourite memory connected to art?*

This activity was implemented in line with D7.4 - Pop-up exhibition and app.



Audience and Attendance

The exhibition attracted a high number of visitors, including project partners, cultural professionals, educators, students, and members of the general public.

A significant moment of the exhibition was the presence of participants from the Sewing Machine case study. Workshop participants, together with their mentor and representatives of the school, attended the exhibition and engaged with visitors, providing first-hand perspectives on the process and outcomes of the project.



Metrics and Methods for Measuring Visitors

The project applies both qualitative and quantitative methods to measure audience engagement and reach, with a target KPI of 1,000 visitors.

Visitor numbers are measured through participatory and distribution-based methods:

- Post-it activity - each post-it left by a visitor is counted as one individual visit (Warsaw pilot: 130 post-its collected)
- Postcards distribution - a predefined number of postcards is printed and distributed during the exhibition, serving as an additional attendance indicator



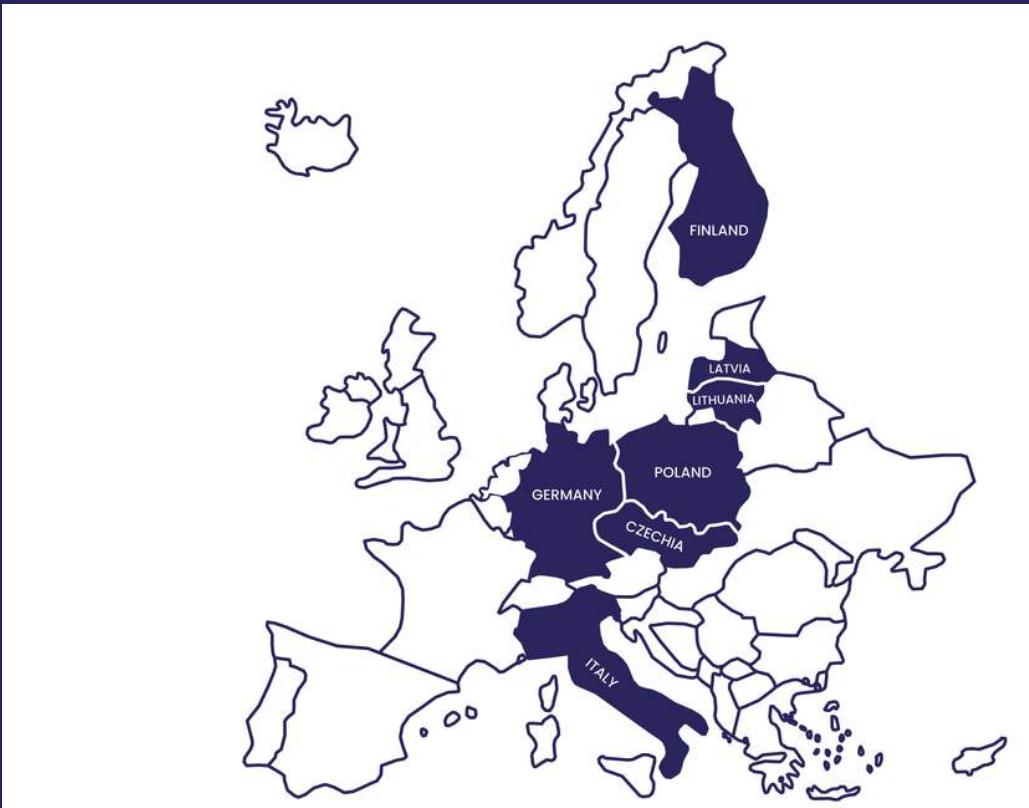
Guidance on Transport and Display

The exhibition is linked to the presence of a Julian Cochran Foundation (JCF) representative during the Seeing is Believing visit.

After the first travelling pop-up exhibition in Vilnius (February 2026), a detailed guidance document will be prepared for future partners. JCF will organise one-on-one meetings with each hosting partner to review key aspects such as the exhibition venue, room size, and technical conditions.

With JCF's support, each partner will prepare a tailored transport and on-site setup plan, adapted to local conditions.

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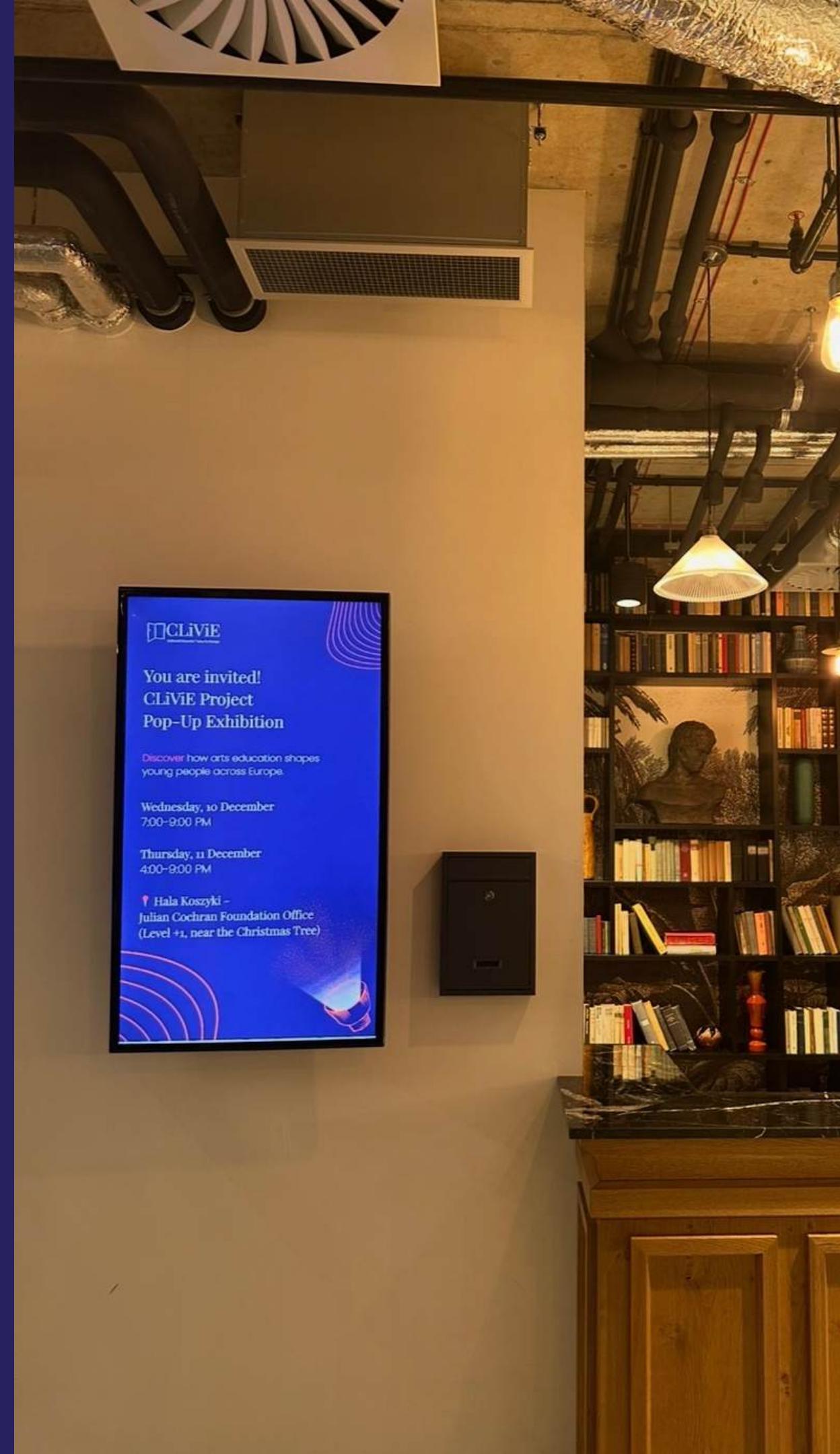
Exhibition Concept and Format Promotion in National Contexts

The exhibition is promoted in alignment with Seeing is Believing visits through a mix of on-site presence, targeted communication.

Julian Cochran Foundation (JCF) prepares the graphic invitation and invitation draft, and supports partners in active promotion, including Instagram and TikTok content (reels and posts).

Promotion activities include (example: Warsaw):

- Targeted on-site promotion (e.g. displays on Mindspace coworking screens, reaching approx. 400 people)
- Social media promotion via JCF channels (IG, FB)
- Direct invitations to journalists and cultural practitioners



The Exhibition Evolution

The CLiViE exhibition will be evolving.

It will develop alongside the project itself and is adapted to different national and local contexts. Each showcase builds on previous iterations, responding to:

- New research insights
- Partner feedback
- Audience engagement and interaction

This approach allows the exhibition's narrative, visual structure, and modes of engagement to grow and be tailored throughout the project lifecycle.

Modular Structure: Country Towers

For future iterations, the exhibition is planned to be organised around modular country towers, visually representing different national contexts.

Each country tower will consist of:

- Four boxes dedicated to individual case studies
- One box presenting key insights from the national report

This modular structure is designed to:

- Highlight country-specific perspectives
- Enable comparison across national contexts
- Adapt flexibly to different venues and spatial conditions



Visualization

Thought-Provoking Columns

Alongside the country-specific elements, future editions of the exhibition are planned to include three conceptual columns structured around shared reflective questions:

WHAT?

What do we value in arts-based education and cultural activities?

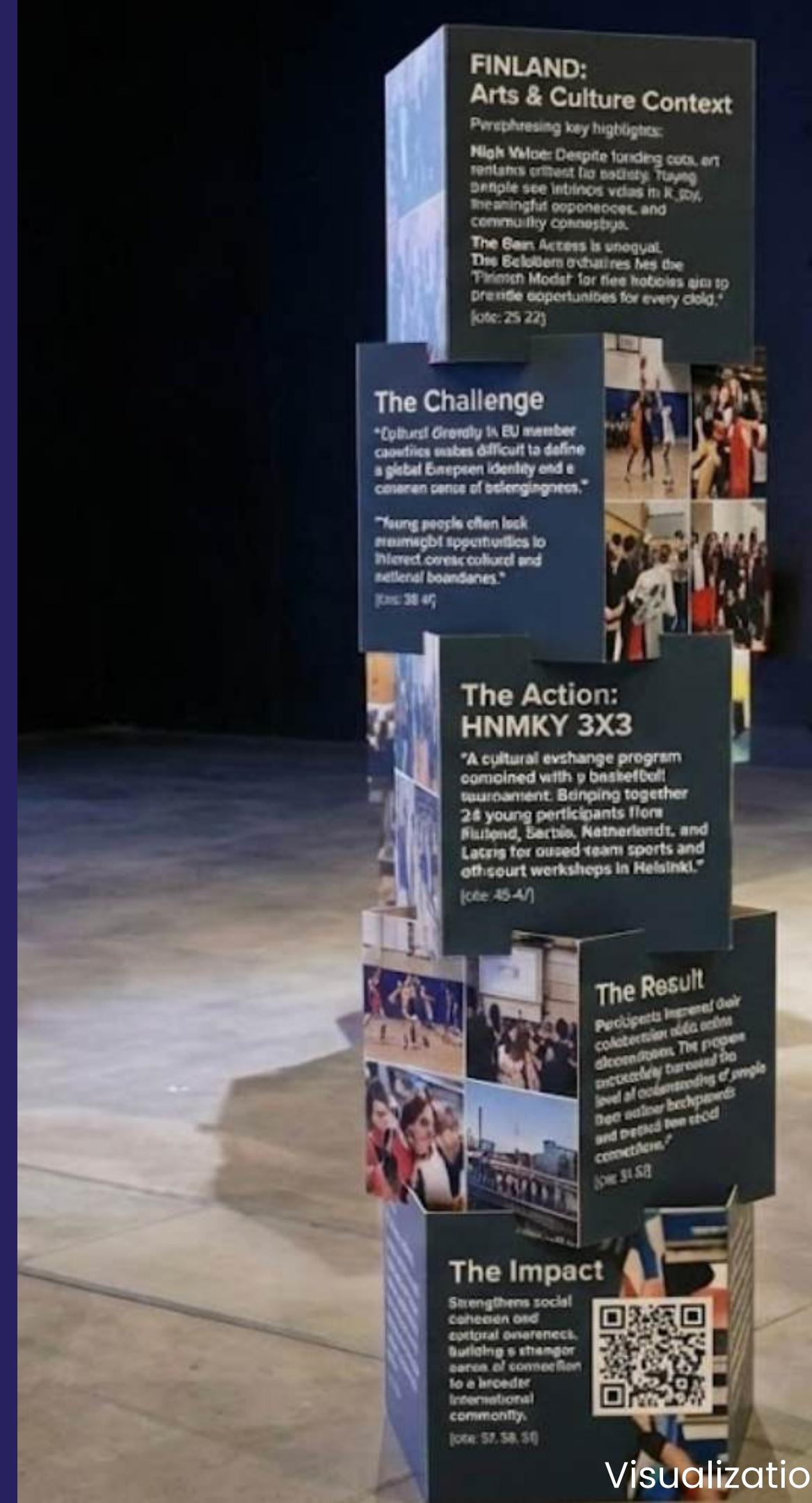
WHY?

Why do we value arts-based education and cultural activities?

HOW?

How do we value arts-based education and cultural activities?

These columns are intended to connect national experiences with broader project-wide reflection, encouraging dialogue.



Online Exhibition

To extend the reach and accessibility of the exhibition beyond its physical format, a dedicated subpage will be created on the CLiViE project website.

This online exhibition page will:

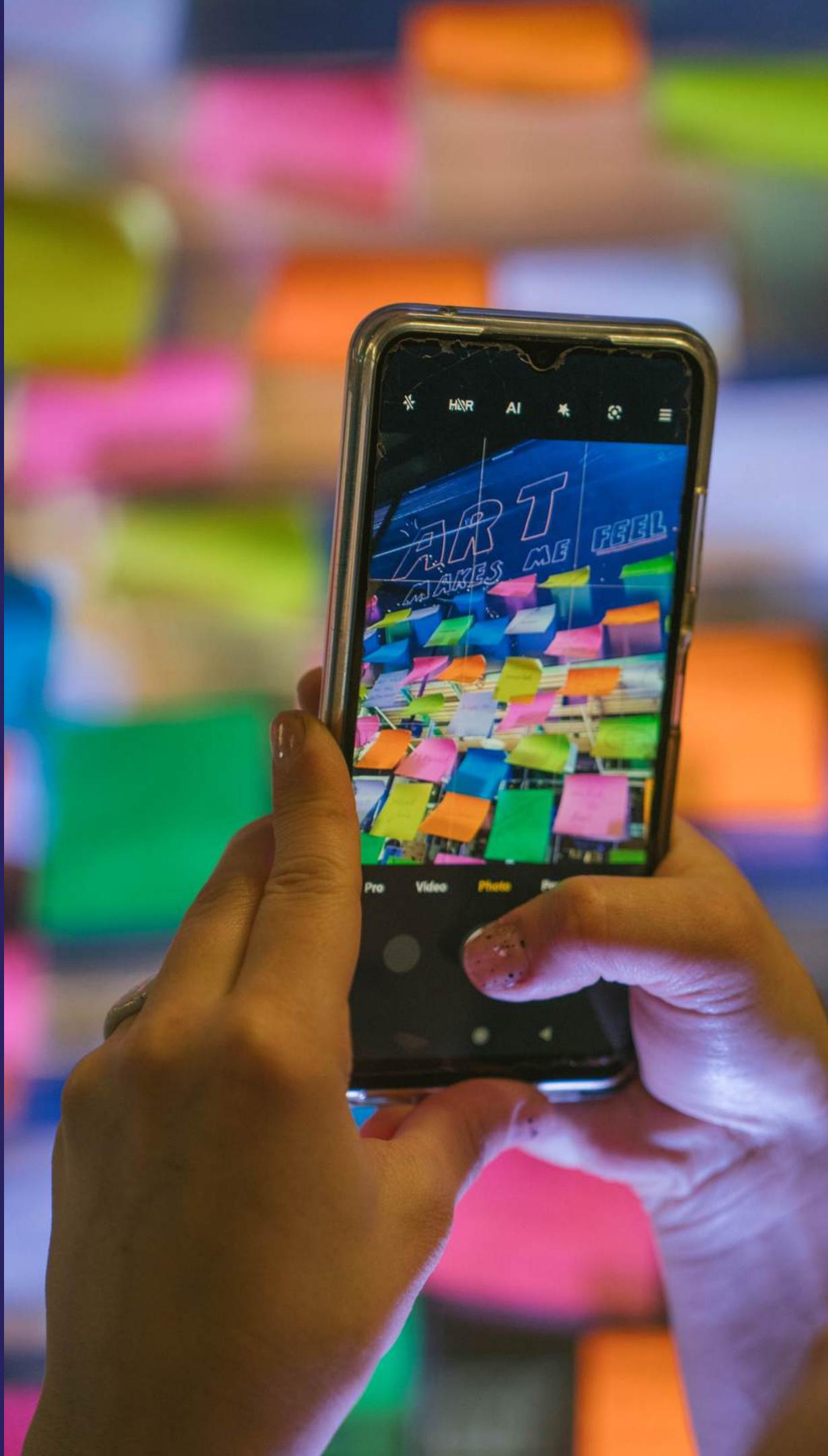
- Present key elements of the physical exhibition in a digital format
- Showcase all country towers, case studies, and visual materials
- Include short explanatory texts introducing the project context and methodology
- Integrate digital and interactive elements where possible (videoAsk App)

The online version of the exhibition ensures wider public access regardless of location, supports the project's dissemination and communication goals, and provides long-term visibility and sustainability beyond the pop-up format.

Why It Matters

This evolving and adaptable approach ensures that CLiViE:

- Translates research into accessible and engaging formats
- Combines the exhibition with VideoAsk App participation
- Responds to different national and local contexts
- Creates long-term impact beyond a single exhibition moment



#agentsforchange



CLiViE

Cultural Literacies' Value in Europe



www.clivieproject.eu

