

*Athens, 30 November 2022*

**PREMIERE project: Performing arts in the new era. AI and XR tools for better understanding, preservation, enjoyment and accessibility.**

A three-years Horizon Europe project aiming to modernise the performing arts using advanced digital technologies has been launched.

On 3 - 5 October 2022, the project was initiated with the kick-off meeting held in Limassol, Cyprus. The meeting brought together representatives of all the partners to launch the project activities and to define the next steps of the implementation. PREMIERE is a project funded by the European Union under the Horizon Europe programme and will last for three years (2022 - 2025).

#### About the project

PREMIERE focuses on modernising the performing arts, especially dance and theatre, by using advanced digital AI, XR and 3D technologies, to support the whole lifecycle of performances; from their production and curation by both amateurs and professionals, to their delivery and understanding from the audience, as well as their analysis and interpretation by art scholars.

For the production process PREMIERE will provide tools for rehearsing and performing and will also define a capturing and storing protocol for new performances. Regarding existing artifacts, PREMIERE will use digital tools for indexing and curating existing dance and theatre archives. On the understanding and enrichment stage, the old and new-born digital artifacts will be analysed and enriched using Artificial Intelligence methods and will be encapsulated into a Virtual Reality world with advanced navigation functionalities. On the distribution stage the added value derived from the use of such technologies will be demonstrated by providing VR browsing and VR streaming interfaces for reaching a variety of end-users.

The PREMIERE consortium is composed of 12 partners from 6 different countries (Greece, Cyprus, France, Spain, Portugal and Netherlands). They cover a variety of expertise, from information technology experts, art scholars, creative industries, content owners, dance and theatre groups, art education and industry and business partners. Throughout the span of the project a variety of outreach activities that target several user groups such as individual artists, theatre and dance groups, theatre venues, creative and media industries, arts scholars, technological institutions and the general public will be organized.

More information available at the project's web page: [www.premiere-project.eu](http://www.premiere-project.eu)

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#### List of partners

[Athena Research Center](#) (Greece)  
[Amsterdam University of the Arts](#) (Netherlands)  
[Forum Dança - Associação Cultural](#) (Portugal)  
[La Tempesta: City, culture & technology](#) (Spain)  
[CYENS Centre of Excellence](#) (Cyprus)  
[Argo Theater](#) (Greece)  
[Medidata - Sistemas de informação para Autarquias](#) (Portugal)  
[FITEI - Festival Internacional de Teatro de Expressão Ibérica](#) (Portugal)  
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