

## Partner search form

### For Creative Europe project applications

<b>Call</b>	Support to European Cooperation Projects 2025
<b>Strand or category</b>	Small & Medium Scale Cooperation Projects

#### Cultural operator – who are you?

<b>Name of organisation</b>	SMART MED COMMUNICATIONS S.R.L.
<b>Country</b>	Romania
<b>Organisation website</b>	<a href="http://orasulnevazut.ro">orasulnevazut.ro</a> <a href="http://unseenconcerts.com">unseenconcerts.com</a>
<b>Contact person</b>	<b>Ioana ZAMFIR</b> <a href="mailto:ioanazamfir23@gmail.com">ioanazamfir23@gmail.com</a>  <b>Cristina BOBE</b> <a href="mailto:cristina@cristinabobe.com">cristina@cristinabobe.com</a>
<b>Organisation type</b>	For-profit
<b>Scale of the organization</b>	Small
<b>PIC number</b>	873963114
<b>Aims and activities of the organisation</b>	<p><b>Smart Med Communications</b> is a commercial enterprise established in 2016, dedicated to bridging the worlds of art and medicine. The company has gained recognition for its innovative cultural and artistic initiatives, as well as its pioneering interdisciplinary approaches.</p> <p><b>Main Projects:</b></p> <p><b><u>Unseen. Concert in the Dark</u></b></p> <p>Launched in 2018, "Unseen. Concert in the Dark" is one of the company's most impactful projects, transforming the classical music concert experience by immersing audiences in complete darkness. This initiative fostered an introspective atmosphere, drawing full attention to the music and setting a new standard for concert experiences. The project achieved significant success, attracting diverse audiences across Romania and setting attendance records at venues such as the Sibiu Philharmonics for chamber music concerts.</p> <p>Between 2018 and 2021, 20 UNSEEN concerts in complete</p>

darkness were held, demonstrating the project's commitment to accessibility and its innovative approach to promoting emerging artists and original compositions. The project began in 2018 with a pilot edition at Artera Gallery in Bucharest. In 2019, it expanded to a tour across Romania, performing in alternative venues including the Căpâlnaş Psychiatric Hospital, the former Petrila coal mine (now a cultural space), fortified churches in Transylvanian villages, and even a barn in a remote village. The tour culminated in a sold-out recital at the Sibiu State Philharmonic, attended by over 500 people.

The concerts featured violinist Valentin Şerban, winner of the 2021 George Enescu International Competition, and were followed by audience discussions moderated by visual artist Cristina Bobe, the creator of the UNSEEN concept. The pilot edition also included a tactile image exhibition, accessible to visually impaired individuals. This focus on inclusion led to events being organized in rural areas of Romania, reaching marginalized communities such as the visually impaired, the Roma minority, patients with mental illnesses, and people living in poverty.

In 2021, the UNSEEN project transitioned from alternative spaces to three major Romanian philharmonics, expanding its format and visibility. The concerts, even during the challenges of the coronavirus pandemic, continued to sell out. New instruments and internationally renowned performers were added to the lineup, including pianist Florian Mitrea, cellist Makcim Fernandez Samodaiev, and pianist Monica Florescu. Each concert was followed by post-performance discussions, including with the visually impaired, moderated by a journalist from Radio Romania International. The audience was also immersed in darkness through "Metamorfosis," a contemporary art installation developed by sound and visual artists. This installation created sounds for each pixel of a portrait of a patient under anesthesia, resulting in an audio-visual projection that served as a prelude to each concert.

By 2023, the "UNSEEN" brand had become synonymous with innovation and excellence in classical music, officially registered as a trademark with the State Office for Inventions and Trademarks, further solidifying its reputation as a pioneering cultural initiative.

### **Unseen City Contemporary Photography Exhibition**

The "Unseen City" exhibition by artist Cristina Bobe, curated by museographer Ioana Zamfir, brings to the forefront expressive details from anonymous places, weaving an emotional map of the urban space. Cristina Bobe's photographs invite us to deepen our attention, to adjust the pace at which we move through and connect emotionally with the places we traverse. Each forgotten detail becomes a story, and each photograph gains a voice on this emotional map of the urban space.

	<p>The exhibition is open for three months (November 2024 – February 2025) at the Museum of Maps in Bucharest. The project has the potential to be itinerant or further developed in other European cities, complemented by artist residencies that will result in new photographs created using the urban spaces of selected cities as material.</p> <p><b><u>Artera Gallery</u></b></p> <p>Another notable example is <b>Artera Gallery</b>, located in the Grădina Icoanei area in central Bucharest. The gallery uniquely explored the interplay between art, the human body, health, and medicine, standing out as a singular institution in Romania due to its niche focus. It was open to the public between 2016 and 2019.</p> <p><b><u>Gentle Violence Exhibitions</u></b></p> <p>In addition, Smart Med Communications has curated groundbreaking multimedia exhibitions, including the acclaimed "<b>Gentle Violence</b>" series (two editions) at the Brukenthal National Museum in Sibiu. These exhibitions redefined perceptions of surgical acts by integrating photography, sound, and art installations.</p> <p>Beyond its own projects, Smart Med Communications serves as a trusted partner for clients in both the cultural and medical sectors. The company offers a wide range of professional services, including specialized photography (medical, architectural, portrait, product, and event photography) for Romania's leading private clinics and hospitals.</p>
<b>Role of the organisation in the project</b>	Leader / Partner
<b>Previous EU grants received</b>	No

**Proposed Creative Europe project – to which project are you looking for partners?**

<b>Sector or field</b>	Visual Arts (photography especially), Classical Music, Art Galleries
<b>Description or summary of the proposed project</b>	<p><b>UNSEEN CULTURAL PLATFORM</b>  <b>Concerts in the Dark, Artists Talks, Art Exhibitions, Storytelling &amp; Editorial Content</b></p> <p>The proposed project aims to document, explore, and further develop the concept of classical music concerts performed in complete darkness.</p>

	<p>UNSEEN is a registered trademark in Romania, under which SMART MED organizes a complex project format, highly innovative, comprising four key elements:</p> <ol style="list-style-type: none"> <li>1. <b>Classical music recitals</b> performed in complete darkness;</li> <li>2. <b>Post-recital discussions</b> between artists and the audience;</li> <li>3. Exhibitions inspired by the concept of the Unseen blending visual arts and sound installations;</li> <li>4. An online platform that serves as a documentation, networking, cultural and editorial resource for artists, concert organizers, music venues and researchers.</li> </ol> <p>We seek partnerships with organizations to further develop the interdisciplinary infrastructure centered around concerts in the dark.</p> <p>In addition to organizations, we are highly interested in collaborating with:</p> <ul style="list-style-type: none"> <li>● classical music performers</li> <li>● visual artists</li> <li>● sound artists</li> <li>● composers</li> <li>● curators</li> <li>● researchers</li> <li>● cultural journalists</li> <li>● musicologists</li> <li>● producers</li> <li>● stage designers</li> <li>● graphic designers</li> <li>● concert halls</li> <li>● museums and art galleries (preferably contemporary)</li> </ul>
<p><b>Partners currently involved in the project</b></p>	<p>Organizations dedicated to supporting and caring for visually impaired individuals in Romania and France.</p>

**Partners searched – which type of partner are you looking for?**

<p><b>From country or region</b></p>	<p>Any Creative Europe Country</p>
<p><b>Preferred field of expertise</b></p>	<p>Classical Music, Contemporary Photography, Contemporary Arts, Museums</p>
<p><b>Please get in contact no later than</b></p>	<p>13.04.2025</p>

**Projects searched – are you interested in participating in other EU projects as a partner?**

<p><b>Yes / no</b></p>	<p>Yes</p>
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<b>Which kind of projects are you looking for?</b>	Music and visual arts related projects, especially contemporary photography, contemporary art, classical music.
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**Publication of partner search**

<b>This partner search can be published?*</b>	Yes
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