

# SWISS CULTURAL PROGRAMME

## Art Office



Country / region or city(ies):  
**Bulgaria / Sofia and whole country**

Name of the Cooperation Project:  
**Art Office**

Partner organization:  
**The Art Office Foundation**

Coaching/monitoring partner:  
**Schlachthaus, Berne, Switzerland**

Duration of the project:  
**January 2007 - December 2008**

**This project aims to create a Competence Center for Promotion and Circulation of Performing Arts' Production in Bulgaria. The objective of the new agency is to support individual artists and artistic organizations in showing their artwork to a broader audience throughout the country.**

A preliminary study showed that the lifespan of most of Bulgaria's cultural products, especially concerning the scenic arts, is relatively short. This is caused by a series of unfavorable factors including the inability of independent companies to maintain managers who promote and sell their performances, the lack of own space and constant sources of financing for the distribution of the performances and last, but not least, the lack of competent specialized organizations assisting in this process.

This has led to the idea of creating an agency which develops and puts into practice a professional art marketing model contributing toward the strengthening of artistic organizations and acquainting >



[www.artoffice.cult.bg](http://www.artoffice.cult.bg)

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(Swiss Agency for Development  
and Cooperation SDC)

them with good practices of professional promotion and distribution of artistic products.

The agency, called “Art Office” acquaints the actors with models for market-oriented presentation of their art. The Art Office works toward the development of the audience of contemporary non-commercial art, especially young people shall be attracted in audience halls. Institutional environment and the possibilities for financing of contemporary art in Bulgaria and its presentation abroad will be improved.

The Art Office is working in the following fields:

- **Information:** Creation and maintenance of a database for cultural event organizers, individual actors and artistic groups, studies and presentation of good practices from other countries
- **Art Marketing:** Support of the distribution of contemporary non-commercial art by means of PR activities, promotion, work with the media, with the financing institutions and with the business sector
- **Education and Debate:** Organization of trainings, discussions, practical seminars presenting good practices of art marketing, promotion and distribution of non-commercial art; organizing of debates on issues of art-production funding in Bulgaria

Some additional, but also important activities of the Agency will be to provide specialized services in organizing and conducting cultural events and in the selection of suitable cultural programmes for participants in national and international forums.

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**The Swiss Cultural Programme is a joint initiative of the Arts Council of Switzerland PRO HELVETIA and of the Swiss Agency for Development and Cooperation SDC. The SCP encompasses Albania, Bosnia & Herzegovina, Bulgaria, Macedonia, Romania, Serbia, Kosovo and the Ukraine.**

**It supports local partners, which emphasize the variety, independence and performance of cultural life. The SCP cooperation projects focus on the capacity building and institutional development processes of cultural organizations. ■**