

## ALTER EGO .

The European Year of Intercultural Dialogue has been successfully launched this month.



**Alter Ego (a EUNIC – project), is one of the seven flagship projects chosen by the commission to celebrate the intercultural year. It consists of a European wide competition running between March 2008 and the summer in at least 22 member states.**

**Young people (14–18 years old) are encouraged to explore different and varied identities in their local communities, by creating a double portrait (video, photo, text, music...): a self portrait alongside a portrait of a person from a different background and tradition. The competition will be promoted both by national media, through the web, and directly to schools and youth networks and organisations.**

**All art works will be gathered on a central web space,** offering the opportunity to vote on the submitted works. Per country a jury of artists and media professionals, with an emphasis on known artists of a minority or migrant background, will then select two finalists.

**After the summer Alter Ego will invite the young finalists to a 5 day Intercultural Workshop** where they will be coached by European artists from minority/migrant communities. The young participants will also learn about migration and minorities in Europe.

At the end of the project (January – March 2009), the works generated during this final stage in combination with the works selected from the competition will be part **of an exhibition** travelling across Europe through the EUNIC network and available through the website as well as on DVD.

The **dissemination and follow up strategy developed for Alter Ego uses these products as concrete practical examples and case studies to be included in teachers' kits in tens of thousands of European schools,** as well as in the activities of all the partners in this project: cultural institutes, youth organisations and networks as well as community organisations.

The **finalists will – based on their recently acquired experience – act as Ambassadors of intercultural dialogue in schools, cultural and community centres but also in political and government institutions.**

**Media partnerships will cover all three stages of the project: competition and selection of finalists,** the Intercultural Workshop and the process of dissemination covered by local, national and European TV and radio networks.

**More information** will be available soon on the web (<http://www.alterego-europe.eu>) or at + 32 2 230 73 26 (Alexander Naessens, project assistant) or + 32 3 297 87 85 (Ann Laenen, project co-ordinator), e-mail: [mail@alterego-europe.eu](mailto:mail@alterego-europe.eu).