

Humanitarian project “Image culture of the city of Grodno”



1. Project title: Image culture of the city of Grodno.	
2. Project dates: 12 months.	
3. Name of the organization-applicant: State institution “Grodno city culture center”.	
4. Project goal: Promotion of a cultural product using modern technology in a cultural institution. The need for the project is due to the fact that in the city of Grodno and Grodno region there are no media advertising platforms for a cultural institution.	
5. Project objectives:	
1) demonstration of high-quality content about the cultural heritage of Grodno to residents and visitors of the city;	
2) announcement of brand events;	
3) advertising of amateur art collectives operating on the basis of Grodno city culture center;	
4) showing social advertising clips.	
6. Target group: adults, children, the youth, senior citizens.	
7. Brief description of the project activities:	
To implement the project, it is necessary to purchase:	
- MEDIA FACADE: area 40 m ² ; the distance between the pixels no less than 16 mm.; brightness no less than 6000 cd/m ² ; control controller, PC, software, as well as design, installation works and materials.	
- VIDEO CAMERAS - 2 pcs. Panasonic AG-CX10 or similar, complete with a carrying bag, an extra accumulator, a microphone, an external LED lamp, SD memory cards - 2 pcs, a tripod. Tablet for remote control of the camera - 2pcs.	
- PC for processing, editing of video material: the processor no worse than Intel I9-109XX; RAM (four-channel and higher, the frequency should be no worse than 3200 Mhz) at least 128 GB. SSD should be 256 GB (for installing the operating system); NVMe SSD no less than 3 TB – 2 pcs.; video card - the line of GeForce RTX 2070 or similar; acoustic system 2.1 + headphones; studio microphone, condenser, frequency range 20 Hz - 20 kHz, on a stand; monitor - LG 34WK95U-W or similar. Software for editing video material <u>Adobe Premiere Pro CC</u> or similar. Network drives NAS (for storing video and finished products) – processor should be no worse than the Intel Celeron 1.6GHz Quad Core, RAM should be at least 4GB, HDD (SSD) with hot-swap capability, with a total capacity of at least 40 TB, an external power supply unit, two interfaces Gigabit Ethernet, at least 2 USB 3.0 Type-C.	
8. Amount requested in USD: (in US dollars): 80 000	
Source of financing	volume of financing in USD
Donor funds	75 000
Co-financing (own contribution)	5 000
9. Project location (region, town): Grodno region/Grodno city	
10. Contact person: Polchenkova Svetlana, Deputy Director of the state institution “Grodno City Culture Center”, +375297830530, s_polchenkova@tut.by.	