



SoilTribes



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## SOIL ART TALES

### OPEN CALL FOR MUSEUMS

#### Notice for the selection of seven European museums

#### to organize the travelling exhibition

#### “SOIL ART TALES. Living Ecosystems for Shared Futures”

In the frame of the project [“SoilTribes - Glocal Ecosystems Restoring Soil Values, Roles and Connectivity”](#), supported by Horizon Europe - the EU's key funding programme for research and innovation - the Global Network of Water Museums (WAMU-NET) launches an open call to select **seven museums in Europe to host the travelling exhibition “SOIL ART TALES. Living Ecosystems for Shared Futures”**.

The exhibition is designed and promoted to increase soil interpretation and literacy across society; to add emotional and motivational layers to human-soil connections, offering new ways of visualizing, interpreting, and interacting with soil. It features the work of **four selected multi-disciplinary artists: Binta Diaw (IT-SN), Nikki Lindt (NL-US), Jo Pearl (UK) and Miguel Teodoro (PT)**.

WAMU-NET's travelling exhibition is curated by Stefano Cagol. **The selected museums will host the exhibition for a duration of at least one month between November 2025 and May 2027.** They will also have to organize at least one edutainment activity for schools and/or the general public.

*«Four specific and extremely symbolic positions have been selected through an international call, receiving an outstanding response», Stefano Cagol says. «Through empathy, the essence of the points of view and the transcoding capacity of art, they push us to a choral vision for the fundamental values of soil. Our priority and challenge is to make these precious tales known through relevant European museums and allow them to address this topic, which is so central to the future. Soil is alive and lives with us».*

#### Travelling exhibition objectives

The SOIL ART TALES travelling exhibition faces soil, water and land-related issues through novel approaches to the nexus of arts, science, and technology, considering both traditional and new soil-related technologies. It addresses different targets and different audiences, and aims at creating a direct, strong, multi-level, and extensive engagement dimension to increase soil literacy across society.

The term soil literacy concerns the perception of the potential role of soil in solving societal and environmental problems because life on Earth depends on healthy soils and today the promotion of a soil ethic is more necessary than ever. Water is a key component of fertile and productive soils. Water and soil are key to properly addressing the current environmental and climate challenges humankind faces to take care of our shared future and well-being of the earth.



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Art can promote soil literacy by contributing to the reflection on the societal role of soils, and the impact of individual decisions on them. This is because art can not only promote discussions, new knowledge and communication but it also helps to move from intellectual paradigms of scientific information to more affective, motivational and emotional connections to natural resources (feelings, attitudes, emotions, and values related to learning and acting). Expanding the realm of soil science research with visual, cultural, and symbolic forms of inquiry, art raises awareness and engages citizens in the protection and preservation of soil, which is considered the cheapest and safest option to ensure future life security, preventing soaring costs for the remediation of degraded soils.

### The exhibition

The Soil Art Tales travelling exhibition is composed of 4 artworks developed by internationally established artists who were selected among 173 applicants participating in the [Soil Art Tales Open Call](#). The call was launched on the WAMU-NET website on 25 January 2025. The selected artists were notified in April 2025: they signed a contract to develop their artwork from May to October 2025. The 4 artists are currently working on their projects and are coordinated by WAMU-NET's appointed art curator, Stefano Cagol, to deliver their artworks by October 2025.

The travelling exhibition is planned in the frame of the project "SOILTRIBES - Glocal Ecosystems Restoring Soil Values, Roles and Connectivity", supported by Horizon Europe - and will be hosted in 7 museums across Europe, for a duration of at least one month each, between November 2025 and May 2027.

This call is launched to select the 7 museums hosting the exhibition.

A brief description of selected artists:

- **Binta Diaw** (b.1995) is an Italian-Senegalese artist. She participated in biennales, including Gwangju, Berlin, Bamako, Manifesta 15 Barcelona. Shortlisted for the MAXXI Bvlgari Prize, she is a recipient of awards, including Bourse Arts Plastiques de la Ville de Grenoble.
- **Nikki Lindt** (b. 1971) is a Dutch-born New York-based artist. She held solo projects at Museum of the North in Alaska, Abisko Naturum in Sweden, Climate Museum and Prospect Park in NYC.
- **Jo Pearl** (b. 1968) is a multi-disciplinary artist based in the United Kingdom. She exhibited at public institutions, including Somerset House, Lethaby Gallery and Royal Geographical Society in London.
- **Miguel Teodoro** (b. 1997) is an artist based between Portugal and the Netherlands. Fellow at the Architecture Centre at MAC/CCB in Lisbon, he exhibited at Culturgest (PT), Gnraton (PT), and Gent Museum (BE), among others.

The artists, coordinated by WAMU-NET's appointed art curator, Stefano Cagol, will also work on film teasers about their artworks and on a booklet about the exhibition which will accompany the exhibition itself. This resource, together with the teasers and other related materials will be made available to end-users through the 7 museums selected by WAMU-NET through this call that will host the exhibition. They will also be accessible to WAMU-NET members and all European-based museums that make request.

Costs of the exhibition are co-funded by the project Soil Art Tales as detailed below.



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Interested museums can ask more details about the artworks composing the exhibition by sending an email to [info@watermuseums.net](mailto:info@watermuseums.net).

### **Open call for museums and selection process**

All museums across Europe are invited to participate, without restrictions. They must respond to the current ICOM definition of museum stating that “A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. Open to the public, accessible and inclusive, museums foster diversity and sustainability.”

Selection criteria include the history and cultural strategy of the museum; availability of additional resources to co-develop and organize one or more edutainment activities related to exhibition targeting different audiences, including schools; availability of resources to co-fund the costs of the exhibition, its promotion, and the organization of parallel/additional events (at least one, opening or closing event) as well as the availability to provide resources for hosting at least one of the four artists.

A contribution of 3.500 € will be made available by the project for each selected museum to co-fund the costs of the travelling exhibition (for transportation of the artworks and installation of the exhibition by the art curator), launching events and the related edutainment activities.

Besides, the selected museums will be supported by WAMU-NET and the appointed WAMU-NET curator as well as by the SoilTribes project consortium, which will provide a high quality exhibition curation work and support in organizing and setting up the exhibition. Support will be provided also in advertising and communicating about the exhibition and the related edutainment activities through the WAMU-NET and SoilTribes websites and social media.

Museums should be able to host the exhibition for a duration of at least one month, starting indicatively in one of the following months:

- November 2025
- February 2026
- May 2026
- August 2026
- November 2026
- February 2027
- May 2027

Museums applying for this call are expected to implement the project with additional funds and in-kind contributions, e.g. integrating them in their public programs, specifying their support for press communication and/or advertisement, etc. All details will be agreed with WAMU-NET's appointed curator. The jury will prioritize museums that declare to co-fund the exhibition with additional funds. Priority will be given to museums affiliated to ICOM International Council of Museums and WAMU-NET.

### **Selection and evaluation of the museums**

A commission composed of evaluators from the WAMU-NET network and the SoilTribes project is appointed to select the seven museums. The judgment of the Commission is final and not appealable. The total maximum score for each proposal is 100 points, which are divided as follows:



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- 1) Up to 40 points for the exhibition history of the museum and the high value of proposed programs and strategies.
- 2) Up to 40 points for mobilizing resources (financial resources, staff, ad, press communication, in kind resources) to organize edutainment activities related to the content of the exhibition, targeting different audiences including schools, in collaboration with WAMU-NET.
- 3) Up to 20 points for mobilizing resources to organize additional events related to the exhibition, including one where at least one of the artists is invited to present their work.

### **Application to participate and submission deadlines**

Interested museums are invited to send manifestations of interests by providing:

- 1) A letter of interest including the reasons about how/why this exhibition resonates with the museum's mission and workplan; the proposed months and timeline for the exhibition;
- 2) A document with highlights of previous exhibitions hosted at the museum;
- 3) A proposal for the edutainment activities that the museum will organize in relation to the exhibition (in cooperation with WAMU-NET) and proposals of additional events;
- 4) A budget breakdown of how the contribution of 3.500 € provided by WAMU-NET will be used.
- 5) Additional financial resources provided by the museum to implement the exhibition, complementing the contribution of the project.
- 6) Images and brief description of the spaces where the exhibition will be hosted.

The message must not exceed 8Mb. It is possible to use a transfer for bigger files. Each file name must contain the title SOIL ART TALE + name of the hosting museum.

The manifestations of interest **must be sent by 20 July 2025 (midnight CEST)** with the object "Museum Selection Soil Tribes + Name of the Museum" via email to: [info@watermuseums.net](mailto:info@watermuseums.net).

The selected museums will be notified on **31 July 2025**.

The selected museums will sign an agreement with the Global Network of Water Museums concerning the travelling exhibition and the planned edutainment activities.

SOILTRIBES is a project leaded by INOVA+ (Portugal) and its artistic Work Package is implemented by the Global Network of Water Museums. SOIL ART TALES is part of SOILTRIBES - Glocal Ecosystems Restoring Soil Values, Roles and Connectivity, a project co-funded by Horizon Europe. The Soil Art Tale is curated by WAMU-NET - a flagship initiative of UNESCO-IHP aimed at fostering water sustainability education and supporting institutions and museums to build a new culture of water.

For further information: [info@watermuseums.net](mailto:info@watermuseums.net).

Published on: **14 May 2025**

Deadline: **20 July 2025**

Results published on: **31 July 2025**