

Women in Creative Industries: Advancing from Past Barriers to Building a Digital Future - “ego from past”

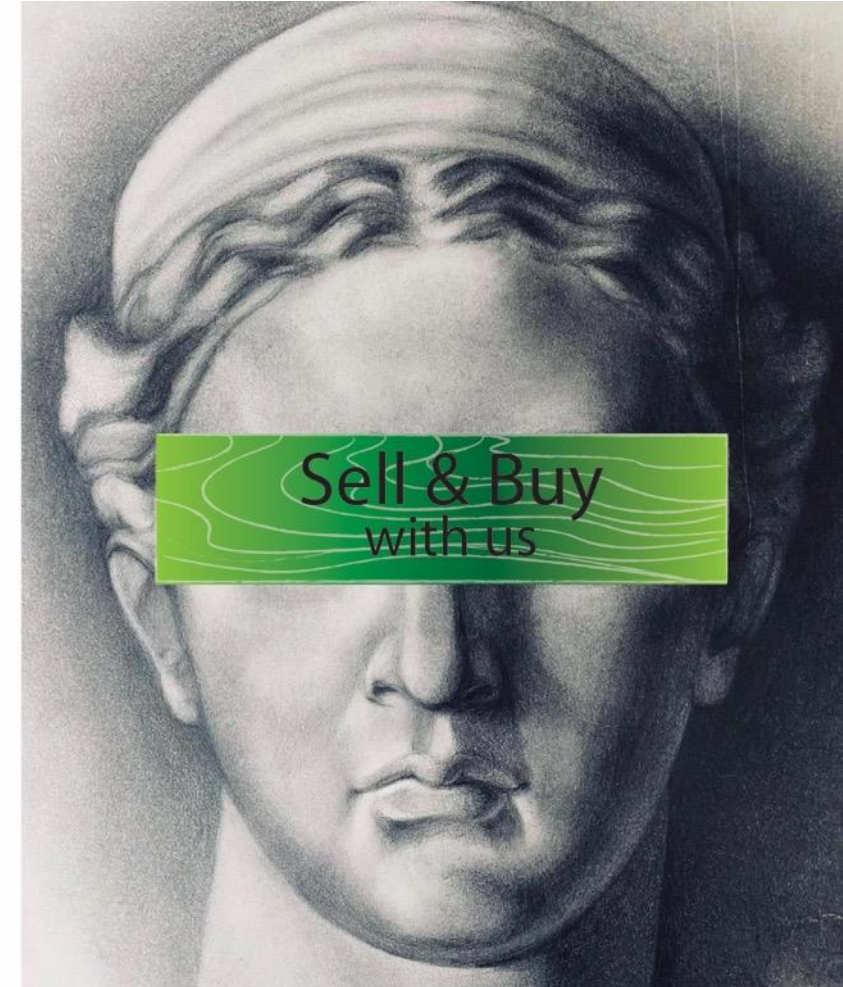
Dr. Natia Meparishvili, Associate Professor
Executive Director, Women Business Council in Georgia (WBCG)
Successful R&I in Europe 2026



Project Idea

From Digital Exhibition to Ne Platform for Women Artists

- Initiated in 2021 during COVID-19
- Responds to structural social & economic barriers
- Focus on authorship, visibility, and access to resources



Research Basis & Knowledge Production

Evidence-Based Cultural Research

- Documentary-style interviews with 14 women artists
- Focus on authorship, stereotypes, and precarity
- Academic and policy-relevant knowledge production



From Research to Innovation & Impact

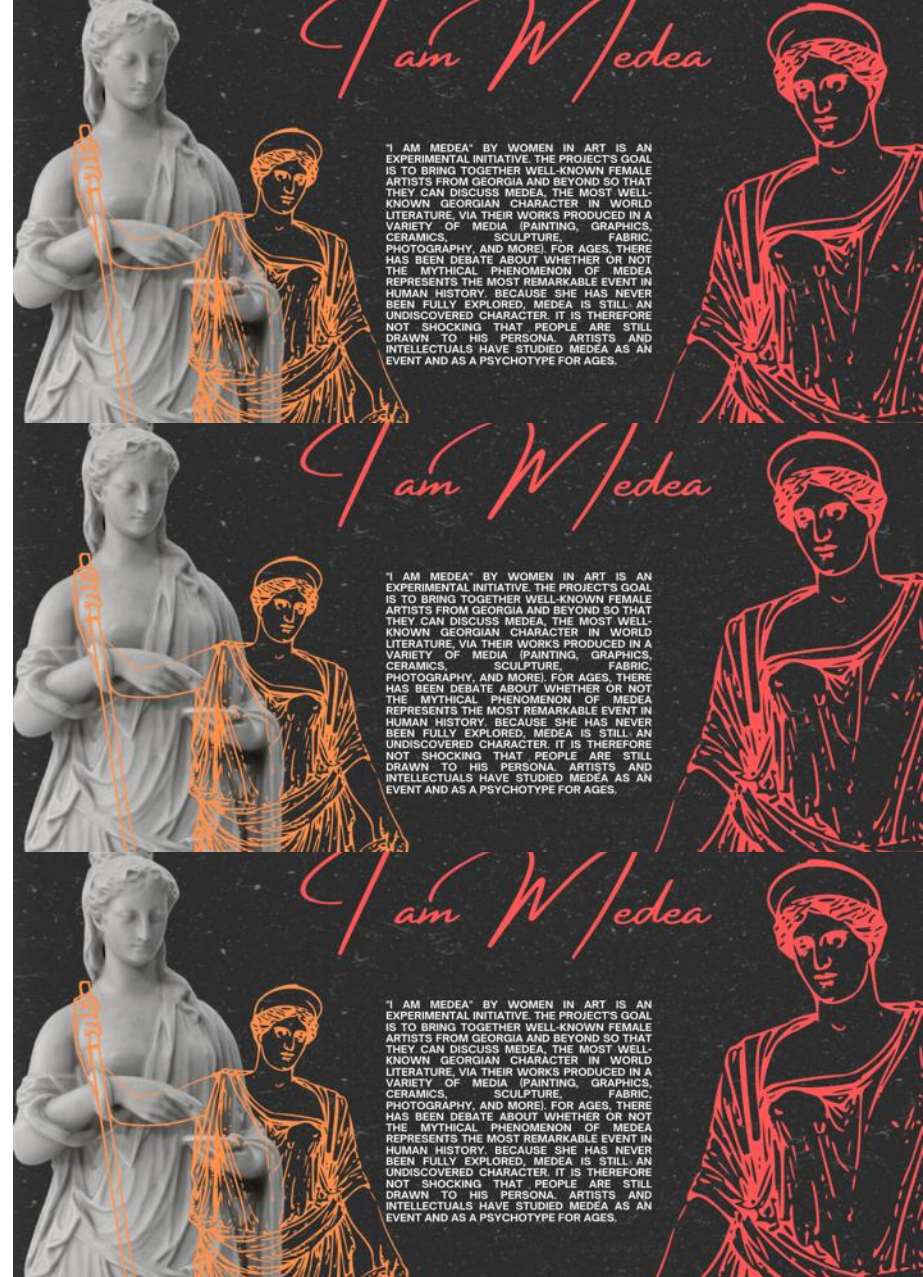
Research Translation into Cultural Innovation

- New formats informed by research findings
- *Pop-Up Museum: I Am Medea*
- *Recognized as Authors, Not Objects* (forthcoming)

Technological Dimension: AI & Access

Integrating AI for Fair Access & Visibility

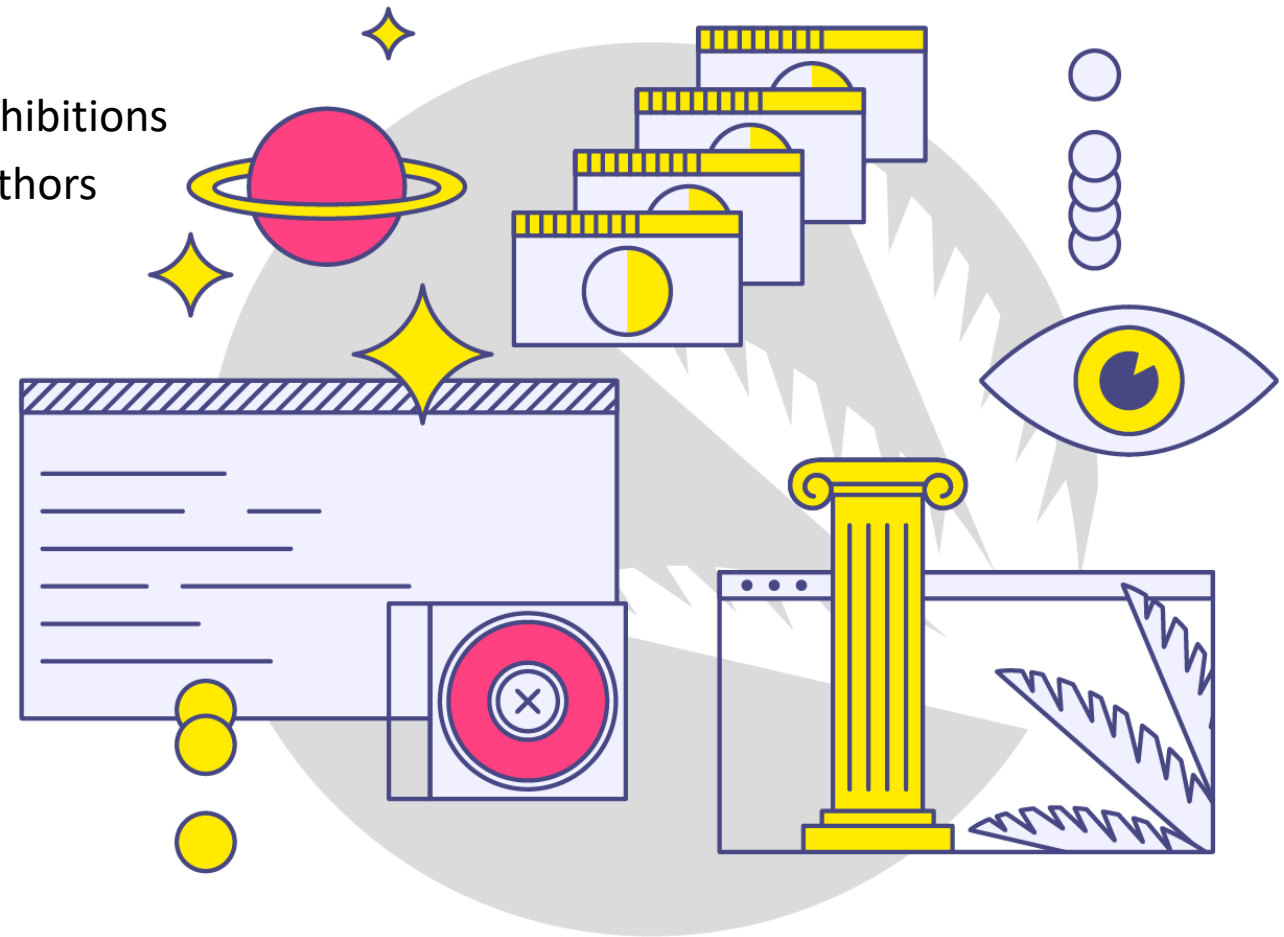
- AI-supported archiving and data analysis
- Improved discoverability of women artists
- Permanent digital gallery with dynamic artist profiles
- Ethical, human-centered digital tools



Type & Role of Partners Sought

Partners for Platform Development

- Cultural, research & digital innovation partners
- Roles: co-creation, research & data, digital tools, exhibitions
- One integrated platform to promote and exhibit authors
- High audience reach and demonstrated impact



Previous Scientific & Technological Expertise

Scientific & Professional Expertise

- Author of scientific works on film industry marketing
- Research on contemporary challenges in creative industries
- Expertise in film production and cinema management
- Economic Development and Connectivity expert for the EU Delegation
- Creative industries expert within the Creative Europe framework



Week of Art
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