

ENICPA ROUND TABLE MEETING

Bratislava, November 9-10, 2017

“Communication strategies in attracting audience to the performing arts”

Wednesday November 8th 2017

Members arrival

- 17:45 Meeting with Dušan and Diana (The Theatre Institute Bratislava) Hotel Danubia Gate and Art Hotel William – together to the Theatre Institute
- 18:00 - 19:30 Get-together (Studio 12 or the Room of the Couple Borodáč of the Theatre Institute – for those ENICPA members, who have just arrived)
- 19:30 - 21:30 Dinner (Bratislavský meštiansky pivovar, Address: Dunajská 21, Bratislava)

Thursday November 9th 2017

Location: The Theatre Institute Bratislava (address: Jakubovo námestie 12, 813 57 Bratislava)

- 09:00 - 09:30 Members arrival
- 09:10 *Meeting with Dušan and Diana (The Theatre Institute Bratislava) Hotel Danubia Gate and Art Hotel William – together to the Theatre Institute*
- 09:30 - 09:50 Welcome by the Theatre Institute Director Mrs. Vladislava Fekete and the president of ENICPA Michael Freundt
- 10:00 – 12:30 Members' presentations – Recent developments and project proposals
Chair: Elisabeth Leinslie

**www.touring-artists.info – A Portal for the International Exchange /
PASSAGE 23°E – An Ongoing Information and Exchange Project on Theatre
in Europe**

Michael Freundt – ITI Germany, President of ENICPA

The future of the past – How to Preserve and Convey the Past for the Future

Elisabeth Leinslie – Performing Arts Hub Norway

- 11:00 - 11:20 Tea and Coffee break
- 11:20 - 12:30 Members' presentations – Recent developments and project proposals

A New Version of Numeridanse

Dimitry Ovtchinnikoff – Maison de la Danse

Recent ATI Activities – Publishing the Database as OpenData and Exhibiton of Theatre Photography

Ondřej Svoboda – The Arts and Theatre Institute

Round Table Discussion

- 12:30 - 14:00 Lunch (The Theatre Institute Bratislava)

- 14:00 - 15:30 Introduction to the general theme and members' presentations focus on the theme "Communication Strategies in Attracting Audience to the Performing Arts"

#munteatteri/#minteater - Social Media Campaigne

Mikko Karvinen – Theatre Info Finland (TINFO)

European Theatre Night / RE: PUBLIKUM

Ondřej Svoboda, Barbora Doležalová – The Arts and Theatre Institute

Cultural events = great impact on the media and market value. Legend and true?" (on the example of the 250TH ANNIVERSARY OF PUBLIC THEATRE IN POLAND)

Łukasz Orłowski – The Zbigniew Raszewski Theatre Institute

The Russian Theater Union, Digital Resources and Print Issues

Nadezda Morozova, Nataliya Raytarovskaya – Russian Theater Union

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| 15:30 - 15:50 | Tea and Coffee break |
| 15:50 - 17:00 | Visit and the presentation of the space and documentary collections of the Theatre Institute (provided by the theatre experts Janka Mrišová and Katarína Švábiková) |
| 18:00 - 19:00 | Concert/literary evening, voluntary (Galéria Nedbalka, Nedbalova 459/17, 811 01 Bratislava) |
| 19:30 - 21:30 | Dinner – organized by ENICPA (Restaurant Pulitzer ® u zlatého jeleňa (Restaurant Pulitzer ® At the Golden Deer) Nám.SNP 2, 811 01 Bratislava, info@pulitzeruzlatehojelena.sk) |

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Friday 10th of November 2017

Location: The Polish Institute (address: Ná mestie SNP 486/27, 811 01 Bratislava – Old City)

09:00 - 09:30 Members arrival

09:10 *Meeting with Dušan and Diana (The Theatre Institute Bratislava) Hotel Danubia Gate and Art Hotel William – together to the Theatre Institute*

09:30 - 11:00 ENICPA General Assembly / ENICPA projects / development of the network and discussion on the topics:

- *An application towards the Creative Europe program regarding the exchange of (dance) ensembles*
- *An attempt for a common information overview regarding the situation of the performing arts in the European member states*

11:00 - 11:30 Tea and coffee break

11:30 - 13:00 Members' Presentations focus on the theme “Communication Strategies in Attracting Audience to the Performing Arts”

Chair: Michael Freundt

The Developments Around the Combined Circus Collections of Theatre Institute Netherlands and the Amsterdam University

Bianca de Waal – Theater Instituut Nederland/Library of the Amsterdam University

A Post-Quantitative Take on International Mobility?

Tom Ruetten – Flanders Arts Institute

Visit Rate of Slovak Theatres

Martina Čierna – The Theatre Institute Bratislava

International Dance Day in Germany / 40 000 Theatre People Meet the Politician

Michael Freundt – ITI Germany, President of ENICPA

13:00 - 14:30	Lunch (The Theatre Institute Bratislava, Jakubovo námestie 12, 813 57 Bratislava)
14:30 - 15:40	Round Table discussion – Future themes, futures projects
15:40 - 15:50	Tea and Coffee break
15:50 - 16:15	Concluding remarks – Chair: Michael Freundt
16:15 -	Closing reception (The Polish institute – tbc)
17:30 -	Vernissage of the Theatre Institute exhibition/exposition dedicated to the well appreciated Slovak stage designer Ján Ladvenica (The Historical Building of the Slovak National Theatre, Gorkého 2, 819 01 Bratislava)
19:00 - 22:00	Concert (voluntary) in the Slovak Philharmonic

Central theme of the meeting:

“Communication Strategies in Attracting Audience to the Performing Arts”

Themes to be presented and discussed:

- What can we do as information centres? Help artists with information/promotion?
- Collaborations between information centres and theatres/festivals on communication issues?
- Larger initiatives such as World Theatre Day
- Information Centre's role in relation between the audience and the artists
- cultural education - not only a communication strategy, not only audience development, but dialogue between the performing arts sector and the society - what are the experiences with educational initiatives?

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The Theatre Institute, Jakubovo námestie 12, 813 57 Bratislava



The Polish Institute, Námestie SNP 486/27, 811 01 Bratislava – Old City)



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Galéria (Gallery) Nedbalka, Nedbalova 459/17, 811 01 Bratislava



Organized by: The Theatre Institute Bratislava in the co-operation with the Polish Institute

