

### **Impressum**

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Make a Move – An Art Incubator for contemporary European non-institutionalised and independent theatre

### Author

Ivana Peranić

### Texts by

Ivana Peranić
Barbara Rovere
Armando Rotondi
Valentina Temussi
Daria Lavrennikov
Máiréad Ní Chróinín
Lia Codrina Contiu

### **Editors**

Ivana Peranić Marta Pupić-Bakrač

### Language editor

Máiréad Ní Chróinín

### Layout and design

Ana Somek

MERAKI Ltd.

### **Publishers**

Creative laboratory of Contemporary Theatre, KRILA, Kvaternikova 4, 51000 Rijeka, Croatia

- www.krila.org
- info@krila.org

Institute of the Arts Barcelona, C/Ramon Dalmases 18, 08870 Sitges, Spain

- www.iabarceona.es
- · info@iabarcelona.es

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- www.grafyprint.com
- grafyprint@gmail.com

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### Foreword

Make a Move project came about organically. A group of independent movement based European artists attempted to collaborate and develop an international theatre production. Regardless of all our efforts and commitments, it was clear to us that we lacked the capacities and strong financial and political support and recognition needed to successfully develop an international project. That was the crucial moment when the Make a Move project was born, as an intermediate project between where we as an arts sector are now and where we would like to be in the near future. We decided to take action to affect change in the ability of the non-institutionalised and independent theatre sector to evolve and ultimately bring theatre closer to the contemporary society.

The decision to create the Make a Move project resonated with me personally: As an independent artist in the field of contemporary theatre, I lacked the conditions and resources to fully focus on my artistic creation. I often

wondered - what if the conditions were more supportive, how would that effect my artistic work?

In moving onward with Make a Move, we were lucky to meet Barbara Rovere, an extraordinary Slovenian cultural manager, who believed in our vision and fully supported us during the process of project development and application writing for the Creative Europe Programme Call with her expertise, sensitivity and intuitive approach. During that process we were additionally encouraged and strengthened with new partners who applied to our Call for Partners and with whom we finalised development of the project. We were thrilled and honoured when the Education. Audiovisual and Culture Executive Agency (EACEA) approved co-financing of the project. As small cultural operators, we have already achieved a lot - still, there are many challenges ahead of us.

project, but at the same time it aims to shine a new light on the contemporary European noninstitutionalised and independent theatre sector. It seeks to do this by creating a new awareness around the artistic and audience development relevance of this sector, which throughout the history has been an important carrier of contemporaneity, innovation and exploration. The majority of the existing 'repertoire-system', text-based institutionalised theatre has not evolved in synchronicity with audiences and the social and technological context. On the other hand, numerous progressive art forms of contemporary theatre practices remain marginalised within the world of noninstitutionalised theatre practitioners and small independent cultural operators who lack the capacities and resources to scale their activities and bring them to a wide audiences.

Make a Move is primarily a capacity building

In collaboration with higher educational institutions the project applies **action research methodology** which will feed into the project's communication and dissemination activities and enable exploitation of the project content for policy making and cultural management purposes, outside of immediate project partnership and beyond the duration of the project. Because, to be an independent artist/organisation nowadays is a valuable political and artistic statement which needs to be heard!

### Ivana Peranić

Make a Move Project Leader Artistic Director of the Creative Laboratory of Contemporary Theatre

Traver Peraus



# **About the** Project

The Make a Move project will execute and test an innovative Art Incubator program. designed particularly for non-institutionalised theatre practitioners and small independent cultural operators primarily from the field of contemporary movement-based theatre with the first group of 10 full-time participants and 30 auditing participants from at least 5 European countries who will have the opportunity to develop their artistic and professional skills and grow their production proposals through co-creation processes in collaboration with international group of artists. The Art Incubator will be implemented in 2019 in three cities: Galway (April / May), Rijeka (September) and Targu-Mures (December). The project will produce to various stages of development at least 10 new contemporary theatre productions that will be presented as

work-in-progress to audiences in three project partners' countries. The project will identify at least 5 new cooperation opportunities and initiate applications to sources of funding producing a target of theatre productions for display at European Capital of Culture occasions in Rijeka (Croatia) and Galway (Ireland).

The initiator and leader of the project is an arts organisation Creative Laboratory of Contemporary Theatre KRILA from Rijeka. The main partners of the project are the Galway Theater Festival (Ireland), the Institute of Arts Barcelona (Spaing), the University of Arts Targu-Mures (Romania). The associate partners are ACTS (Oslo, Norway), MOVEO (Barcelona, Spain) 88 (Montpellier, France), Poulpe Electrique (Arcueil, France), ToTum TeaTre (Barcelona, Spain) and Workinglifebalance Ltd. (Graz, Austria).

under the European Capital of Culture programme - Rijeka 2020: Port of Diversity, project "Unreal Cities". The project has been co-funded by the Creative Europe Programme of the European Union, the Ministry of Culture of the Republic of Croatia, the City of Rijeka, Rijeka 2020 Ltd., the European Capital of Culture Galway 2020, the Galway City Council, the Irish Arts Council, the Ajuntament de Sitges and the French Institute Barcelona.

## Partners, Associates and Funders

### **Partners**

1. Creative Laboratory of Contemporary

Theatre KRILA – Rijeka, Croatia

**W** www.krila.org | **F** @krila.laboratory | **I** @krila.ri

2. Galway Theatre Festival - Galway, Ireland

W http://galwaytheatrefestival.com/

| **F** @galwaytheatrefestival

| I @galway\_theatre\_festival

| **T** @GwayTheatreFest

3. Institute of the Arts Barcelona - Sitges, Spain

| **W** www.iabarcelona.com

 $\mid \textbf{F} \ @institute of the artsbarcelona$ 

| I @iabarcelona | T @iabarcelona

4. The University of Arts Târgu-Mureș,

- Târgu-Mureș, Romania

**| W** http://www.uat.ro/en.html | **F** @uatmures



### Associates

5. ACTS – laboratory for performance practices, Oslo, Norway| W https://actspractices.org | F @Actslab

6. MOVEO - Centro de formación
y creación - Bacelona, Spain
| W https://www.moveo.cat/ | F @centro.moveo
| I @cia\_moveo\_barcelona

7. PLATFORM 88 - Montpellier, France
| W www.platform88.com/
| F @CompagniePlatform88
| I @platform88\_theatre | T @platform88

8. POULPE ELECTRIQUE – Arcueil, France | **W** http://poulpeelectrique.net/en/home/ | **F** @poulpe.electrique

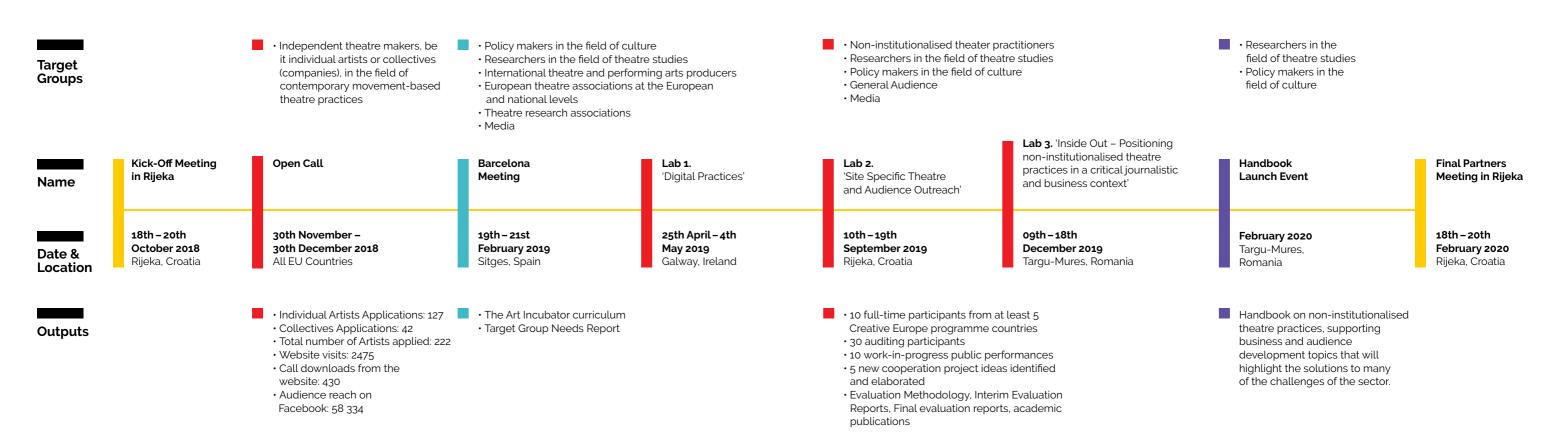
g. TOTUM TEATRE – Barcelona, Spain| W http://totumteatre.com/?lang=en| F @totum teatre

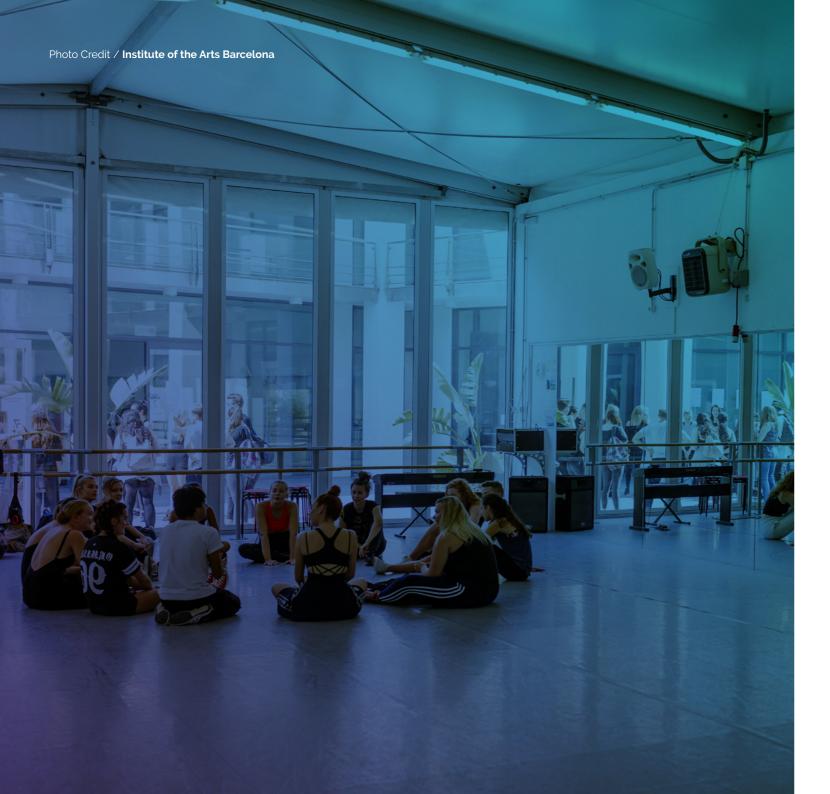
10. WORKINGLIFEBALANCE LTD. – Graz, Austria| W www.workinglifebalanceltd.wordpress.com/| F @workinglifebalance

### **Funders**

EACEA – Creative Europe
Ministry of Culture of the Republic of Croatia
Rijeka 2020 – ECoC
City of Rijeka
Galway 2020 – ECoC
Arts Council of Ireland
Galway City Council
Ajuntament de Sitges
Institut français de Barcelona

# Project Timeline, Outputs and Target Groups





## Barcelona Meeting

The Barcelona Meeting is organised and hosted by the Institute of the Arts in Barcelona on the 19th, 20th and 21st February 2019. The event will be an opportunity for academic and professional exchange between the project partners, associate partners and collaborators, as well as with external stakeholders from the local, national and international context.

### The main topics of the Barcelona Meeting are:

- 1. Symposium with the presentation of the desk research 'Target group needs identification report'.
- 2. Roundtables in plenum with the discussion of the data delivered in the symposium and discussion of forthcoming strategies.

  Specific roundtables will be delivered on the topics: (1) Artistic excellence in the field of Non-institutionalised and Independent Theatre Practice; (2) Business Model and (3) Audience Development. The aim of the roundtables is to enable an open and democratic discussion on

the target group needs identified in the research and to inform and support the development of the co-creation lab curriculum of the three Art Incubators that will be held in Galway, Rijeka and Targu Mures.

3. Organizational meeting about the practical finalization of the strategies and the curricula/programmes to be delivered in Rijeka, Targu Mures and Galway.

Together with the operative section, the Barcelona Meeting will be characterised also by the high profile of keynote-speakers and guests. The opening day foresees the participation of Andrew Sherlock (Liverpool John Moores University), Anna Sica (University of Palermo) and Josette Feral (Nouvelle Sorbonne and President of the European Association for the Study of Performing Arts). Other guest speakers include Mal Pelo Company from Catalonia, Trevor Carlson of the Merce Cunningham Trust and others.

# Target Group Needs Identification Report

The purpose of the target group needs identification and elaboration is to inform the capacity building exercises envisaged for execution during the Galway, Rijeka and Targu-Mures labs and to center on the following topics: (1) Artistic Excellence; (2) Business Model and (3) Audience Development.

The project steering committee members - non-institutionalized theatre practitioners from 5 European countries (Croatia, France, Norway, Austria, Spain) have sketched out the target group needs during the three Make a Move project development workshops which took place in Rijeka (December 2016, June

and October 2017) and proposed the topics: Business, Artistic Excellence and Audience Development.

Since October 2018, the IAB expert researchers Armando Rotondi, Valentina Temussi and Daria Lavrennikov, in collaboration with the project partners and the project steering committee, have been engaged in enhancing the currently available knowledge on the target group needs.

Their research is composed of a theoretical part and a mapping of festivals, markets, funding institutions and potential partner companies. The research aim is to evolve into a useful and approachable guide not only for the Make a Move partners and associates, but also for the whole target group that is contemporary European independent theatre makers.

The central challenge of the Target Group Needs Identification Research has been to concisely define the transient notion of independent and non-institutionalized contemporary European theatre. The mapping process has been set up acknowledging the diversity of past and present performing arts manifestations in the countries, cultures, and arts dedicated bodies and institutions, that make up Europe today.

In terms of structure the research work is divided into two main parts:

Part I - the theoretical framework related to non-institutionalised and independent theatre, looking at the three main mentioned aspects/ priorities: Artistic Excellence, Business Model and Audience Development.

Part II - mapping of the international

environment with specific selection lists, in order to facilitate the work of fundraising and partnership. These lists include: theatre festivals,

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companies, funding institutions and others.

One of the central demands for artists and **collectives** working in independent theatre today is to amplify the field of dialogue both in the artistic part of their work, the process of creation and performance, and in the organizational part, the relationship with institutions, curators and scholars of partnering artistic fields.

Barcelona Meeting

Barcelona Meeting

# Barcelona Meeting Programme

19th-21st February 2019, IAB - Institute of the Arts Barcelona, Sitges

DAY 1

09.15 - IAB Board Room

- Preliminary Meeting (Only for Partners)
- 10.15 IAB Theatre Institutional Greetings:
  - Jordi Mas, Deputy Mayor and Council Member for City Planning, Sitges City Council
  - Rosa Tubau, Council Member for Culture, Sitges City Council
  - Julie Hargreaves, Head of Higher Studies at the IAB
  - Drew Mulligan, Head of the Acting Department at IAB

- Pascale de Schuyter Hualpa, Director of the Institut français de Barcelone
- 10.45 IAB Theatre
  - Presentation of the Make a Move project by Ivana Peranić, Project Leader and Artistic Director of the Creative Laboratory of Contemporary Theatre
- 11.15 IAB Theatre
  - Report Presentation (Armando Rotondi, Valentina Temussi, Daria Lavrennikov)

12.30 - IAB Foyer - Coffee Break/Brunch

### 13.30 - IAB Theatre

- Opening Lecture Topic: "Independent Theatres and the Independence of Theatres"
- Keynote Speaker Andrew Sherlock (Liverpool John Moores University, UK)
- Q&A

### 14.15 - IAB Theatre

- Second Invited Lecture Topic:
   "Alternative Active Traditions Beyond a Visible Concept: The Theatre of Methods"
- Keynote Speaker Anna Sica (University of Palermo, Italy)
- Q&A

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15.00 – IAB Foyer – Coffee Break

### 15.15 - IAB Theatre

- Third Invited Lecture Topic: "New Trends in European Contemporary Theatre"
- Keynote Speaker Josette Feral (Nouvelle Sorbonne, France, and President of the European Association for the Study of Performing Arts)
- Q&A

16.00 - IAB Foyer - Coffee Break

### 16.15 **- IAB Theatre**

 Practical Demonstration of Performance (Artistic Excellence) - WeWood (Les Chasseurs Cueilleurs, Catalonia / France)

### 16.45 - IAB Theatre

- Fourth Invited Lecture Topic:
   "Perspectives on Artistic Excellence (inside contemporary theatre practices)"
- Keynote Speakers Federica Porello (Malpelo Theatre Dance Company, Catalonia) and Andres Corchero (Institut del Teatre, Barcelona)
- Q&A

### 17.30 - IAB Board Room

 Project Managers Meeting (only for Partners)

### 18.30 **– IAB Theatre**

• Relief – Special Event Screening of the Merce Cunningham

based independent theatre film
Organized in collaboration with Merce
Cunningham Trust, Choreoscope –

- International Dance Film Festival of Barcelona, Plato del Cinema Film School, Thorus Arts.
- Guests: Trevor Carslon (Merce Cunningham Trust / Thorus Arts), Lorand Janos (Choreoscope), Alex Murill and Danel Aser (Plato del Cinema)

19.00 – IAB Foyer – Refreshment

20.30 - Centre Cultural Miramar

- Opening Ceremony Buffet and End of the Work
- Visit to Sitges Carnaval Exhibition

Barcelona Meeting

Barcelona Meeting

### DAY 2

### 09:00 - IAB - Board Room

 MAM Residency Artists Selection 1 (only for the Selection Board members)

10:30 - Coffee Break

### 10.45 - IAB - Board Room

MAM Residency Artists Selection 2
 (only for the Selection Board members)

### 10.45 - IAB Theatre

- Make a Move partners and associates meet BA and MA Acting
- Creative Laboratory of Contemporary Theatre – KRILA, Galway Theatre Festival, University of Arts Targu-Mures, ToTum TeaTre, Poulpe Electrique, Platform 88, ACTS, Workinglifebalance Ltd., Moveo (excluding the Selection Board members committed in previous meeting)

12.00 - Coffee Break

### 12:15 - IAB - Studio F

• Roundtable 1 - Artistic

### Excellence Module

Moderators: Cecilia Carponi (Sorbonne Nouvelle Paris 3 / Roma La Sapienza), Aiden Condron (Institute of the Arts Barcelona / Routledge Theatre Dance & Performance Training) and Martin Lewton (Theatre North / Barcelona Solo. International Festival of Solo Performances)

13:45 - IAB Foyer - Brunch

### 14:00 - IAB Board Room

 Roundtable 2 – Business and Audience Development Module

Moderators: Armando Rotondi (Institute of the Arts Barcelona / International Network of Italian Theatres) and Andrew McKinnon (Institute of the Arts Barcelona / Theatre North / Barcelona Solo – International Festival of Solo Performances)

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### 16:15 - IAB Studio 5

Roundtable 3 – Business Module
 (Digital and Performing Arts Curriculum)
 Moderators: Lorand Janos (Institute of the Arts Barcelona / Choreoscope – Barcelona International Dance Film Festival) and Mirko Ettore D'Agostino (Institute of the Arts Barcelona)

### 18:15 - IAB Theatre

Performance relief with guest artists

19:45 - Centre Cultural Miramar - Buffet Dinner

### DAY<sub>3</sub>

09:00 - Meeting in front of Subur Hotel

 Visit of Sitges (organized by Sitges City Council) - Optional Activity

### 11:30 - IAB Theatre

 Partnership Meeting – Curriculum Development 1

13:00 - Lunch Break

### 13:30 - IAB Theatre

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• Partnership Meeting – Curriculum Development 2

15:00 - Coffee Break

### 15:15 - IAB Theatre

• Roundtable 4 - Networking and

Dissemination / Two sectors meeting:

MAM partners and local/guest

Institutions: Institut français de Barcelona,

French Theatre Festival of Barcelona,

British Council, UB (Faculty of Economics

and Management), Sala Hiroshima,

Graner, PuntMoc, ConCa,, Nau Iwanov,

Choreoscope, INIT, Merce Cunningham

Trust. Others TBA.

Moderators: Valentina Temussi, Daria

Lavrennikov from the Institute

of the Arts Barcelona

17:30 - IAB Theatre

 Closing Discussion and Greetings by Mark Lethem, President of the IAB

19:00 – Centre Cultural Miramar

· Closing Ceremony and Buffet Dinner

Events organized thanks to Institut français en Barcelona, Merce Cunningham Trust, Choreoscope – International Dance Film Festival of Barcelona, Plato del Cinema Film School, Thorus Arts, Sala Hiroshima, ConCa, Nau Iwanov, French Theatre Festival of Barcelona, El Graner, PuntMoc, Barcelona Solo, Theatre North. Other local partners TBA

IAB Programme Organization:
Armando Rotondi, Valentina Temussi,
Daria Lavrennikov
Organization Collaborators:
Adaia Matas, Mireia Velazquez, Rosie
Alexander, Emma Groves-Raines
MAM Project Leader: Ivana Peranić

# Art Incubator

The incubator is aimed at all independent theatre makers, be it individual artists or collectives (companies), in the field of contemporary movement-based theatre practices. We are using the terms "noninstitutionalised" or "independent" theatre to refer to practices that take place outside and beyond established institutions or repertory theatres. However, we are aware that this realm of theatre can only be adequately understood and precisely named in the context of each individual European country or region.

The pilot execution of the Art Incubator will take place in three consecutive sessions in Galway (Ireland), Rijeka (Croatia) and Targu -Mures (Romania) during the course of 2019. The duration of each Art Incubator session will be 10 days. The envisaged number of participants is 10 full-time individual artists or collectives that will attend all three labs. For each session, another 10 participants will be selected as auditing participants from the local/regional noninstitutionalised theatre practitioner community. Each session will follow the same structure. Currently the project partners envisage that the education and training programme will include basic elements (1) artistic excellence, (2) business skills and (3) audience development. Each session foresees a co-creation laboratory to enable immediate implementation of newly acquired skills while benefiting from the interaction and networking with peers, mentors, international audiences and representatives of the respective European Capitals of Culture. Fach co-creation lab will culminate in work-inprogress showings.

Each Art Incubator session will be conducted under **a specific topic** that is linked both with the curriculum, the specific location and the agenda of each European Culture Capital and illustrates a key element of the non-institutionalised theatre agenda and identity:

- Digital Practices, Galway, Ireland /
   25th April 04th May 2019
- 2. Site-specific theatre and audience outreach, Rijeka, Croatia / 10th 19th September 2019
- 3. InsideOut Positioning non-institutionalised theatre practices in a critical journalistic and business context, Targu-Mures, Romania / 9th 18th December 2019

The Make a Move project will improve capacities of over 40 Art Incubator participants to work transnationally, improving professional skills, peer learning, education and training, to improve their career opportunities to work transnationally and internationally and to access new markets, creating network possibilities, building partnerships and contacts, reaching new and wider audiences.

# 'Digital Practices'

25th April-04th May 2019, Galway, Ireland

The first session of the Art Incubator will focus on digital practices, both from a business point of view and an artistic point of view.

As part of the Galway Lab, participants will explore the potential of digital technologies and media in their practice, in how they communicate with audiences, and in how they collaborate with other artists.

The lab will offer participants the opportunity to engage critically, conceptually and through hands-on approaches with interactive digital technologies that respond to, and integrate with, the human body. Using both sensor technologies and VR technologies, this lab will explore the implications of this shift from audience-member to participant

and opportunities it offers artists to design new types of movement / physical theatre experiences.

Participants will also explore the opportunities digital media offer to extend their audience reach, and the types of experiences they can offer audiences. The concept of the 'remote audience' will be discussed in the context of theatre as a 'live' medium. Digital media experts will offer insights into various aspects of audience development through online media, including blogging, live-streaming (e.g. Facebook Live), and understanding social media analytics.

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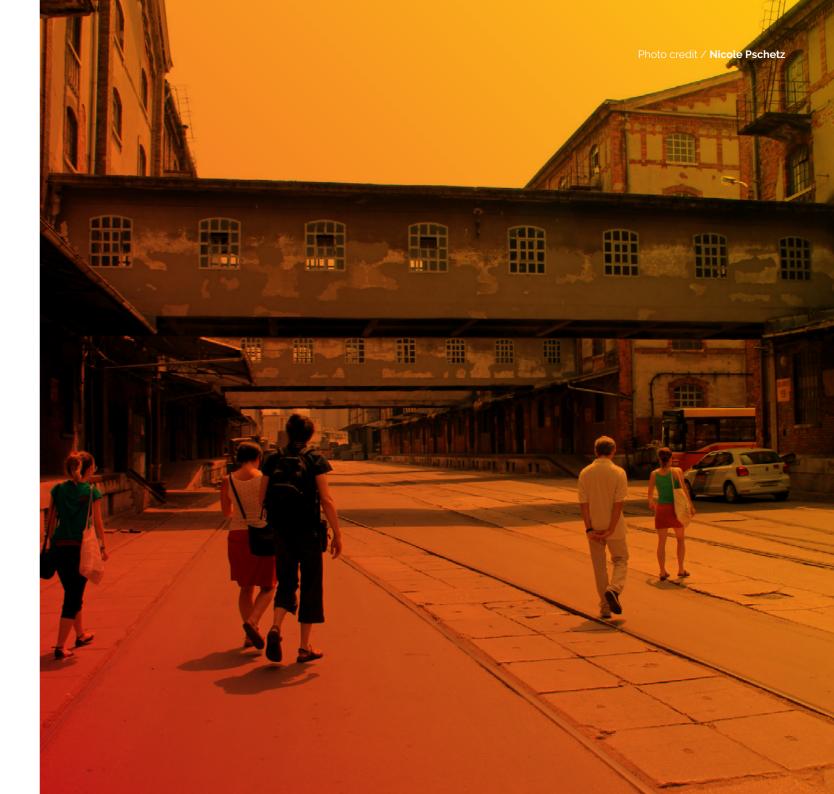
# 'Site Specific Theatre and Audience Outreach'

- 10th-19th September 2019, Rijeka, Croatia

The second session of the Art Incubator will focus on the topic of site-specific theatre and progressive audience outreach practices in theatre, specifically on the topic of **public** space and urban locations as places for artistic intervention, exploration and work, communicating with citizens and encouraging direct interaction between theatre/performing artists and audiences.

Within artistic element of the curriculum in Rijeka public spaces will be explored as site-specific

theatre locations, places for artistic interventions, installations, community art works and other possible forms of contemporary theatre and performing arts practices. In collaboration with local expert historian who will lead a study visit on several locations in Rijeka and with the artistic experts on site-specific theatre, artists will be developing their projects inside of the frame of specific locations in Rijeka that have a strong meaning for the local community either from the past, present and/or future.



## 'Inside Out -Positioning noninstitutionalised theatre practices in a critical journalistic and business context'

9th-18th December, 2019, Targu-Mures, Romania

This Art Incubator Session is dedicated to the **topics of communication**, **business and fundraising skills**.

Many times artists find it difficult to talk about their work, which sometimes results in interviews or performance presentations filled with platitudes. Considering this, it may be difficult for independent theatre makers or collectives to promote their artistic work, to gain finances and further to market the performance for the audiences.

Therefore the Art Incubator session is dedicated to presenting a multi-perspective approach to talking about the artistic product, considering ways of 'translating' the artistic universe into words, using some tools from the area of theatre criticism, journalism or aesthetics.

The Aim of the session is to develop the participants' skills of communication about their artistic products, promoting their performances on the market and creating a relationship with their potential and existing audience.

At the same time **product 'storytelling'** will be considered from the point of view of many different audiences and assessed from the business and management perspective, accompanied with tips and tricks from cultural management professionals.



The implementation of project activities follows the action research methodology, a recognised qualitative research approach, used "to study a system and concurrently to collaborate with members of the system in changing it in what is together regarded as a desirable direction" (Glimore, Krantz and Ramirez, 1986).

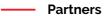
Project Partners will implement the action research methodology by instituting a reflection and evaluation module with the participating artists, instructors and project partners at the end of each Art Incubator session. During each reflection and evaluation module, the participants will convey their impressions on the effectiveness of the session following a questionnaire designed by the researchers. The evaluation activities will take place at each Art Incubator execution and the findings will be presented to project partners following each co-creation lab execution. The findings of the Action Research wll also

will feed into the project communication and dissemination activity especially in creating and publishing a special **Handbook** on non-institutionalised theatre practices and supporting business and audience development topics. The Handbook will feature artists participating in the Art incubator and illustrate the challenges and impact on non-institutionalised theatre practitioners.

Kick-off meeting, Rijeka, 20th October 2018.

From left to right / 1st row: Eugen Pasareanu (UAT), Cristina Lederhaas (Workinglifebalance Ltd.); 2nd row: Luanda Carneiro Jacoel (ACTS) Maria-Magdalena Janosi (UAT), Alina-Denisa Badea (UAT), Sébastien Loesener (Platform 88), Ivana Peranić (KRILA), Mireia Vazquez Gutierrez (IAB) 3rd row: Marta Pupić-Bakrač (KRILA), Dorothée Marianne MALFOY (Poulpe Electrique), Máiréad Ní Chróinín (GTF), Béatrice Lemoine (GTF), Sorcha Keane (GTF), Armando Rotondi (IAB), Mark Brendan Lethem (IAB).

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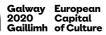
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