

MAKE _A MOVE

An Art Incubator for contemporary
European non-institutionalised and
independent theatre
www.makeamoveproject.eu



Co-funded by the
Creative Europe Programme
of the European Union

Impressum

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

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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.

Make a Move is primarily a **capacity building project**, but at the same time it aims to shine a new light on the contemporary European non-institutionalised 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 non-institutionalised theatre practitioners and small independent cultural operators who lack the capacities and resources to scale their activities and bring them to a wide audiences.

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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*

Ivana Peranić



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 (Spain), 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).

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The project title 'Make a Move' was inspired by a graffiti which we saw on a wall during a city walk on occasion of the third Rijeka workshop in October 2017.

The Make a Move project has been developed 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

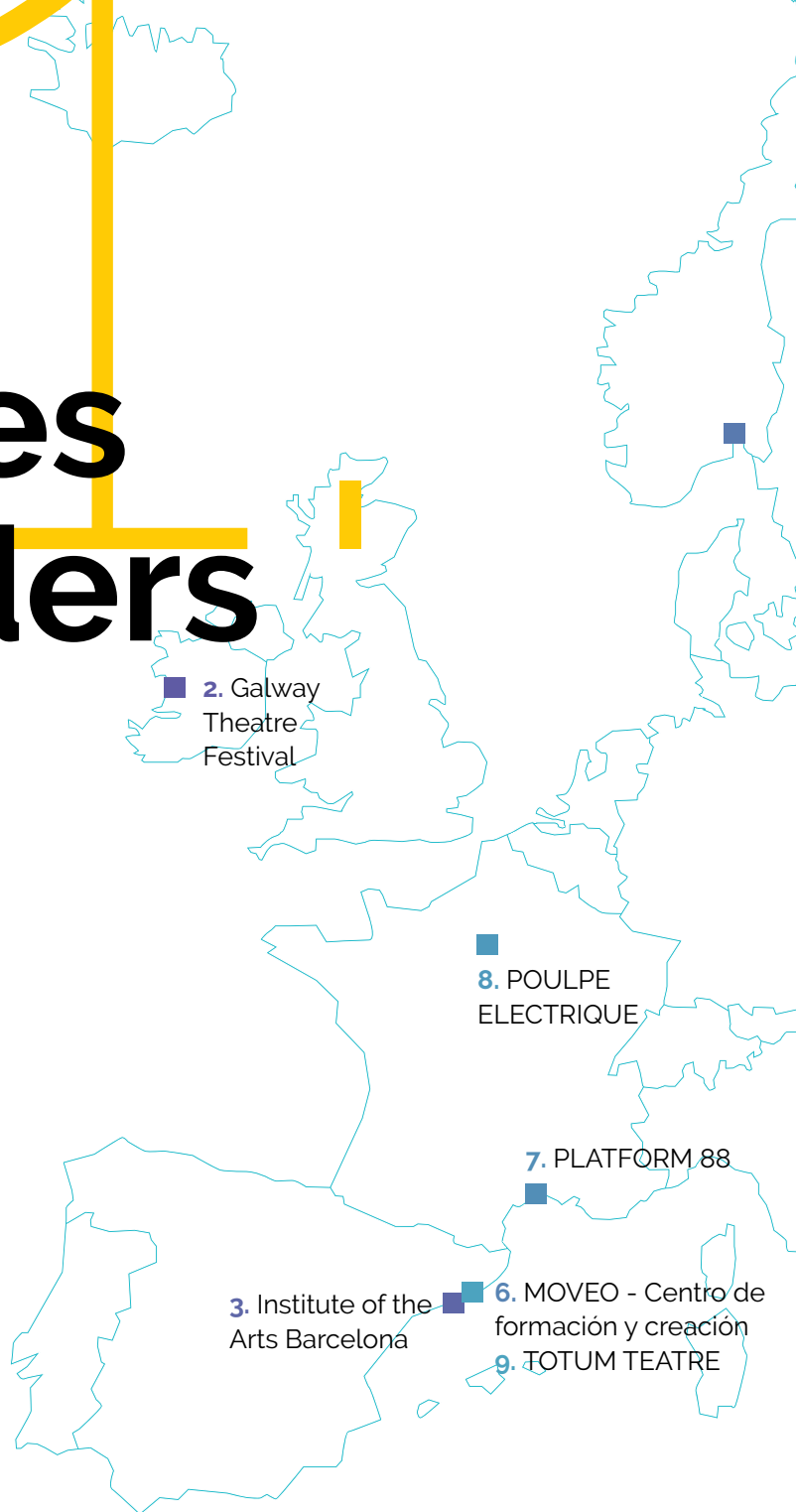
| **F** @instituteoftheartsbarcelona

| **I** @iabarcelona | **T** @iabarcelona

4. The University of Arts Târgu-Mureș,

– Târgu-Mureș, Romania

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



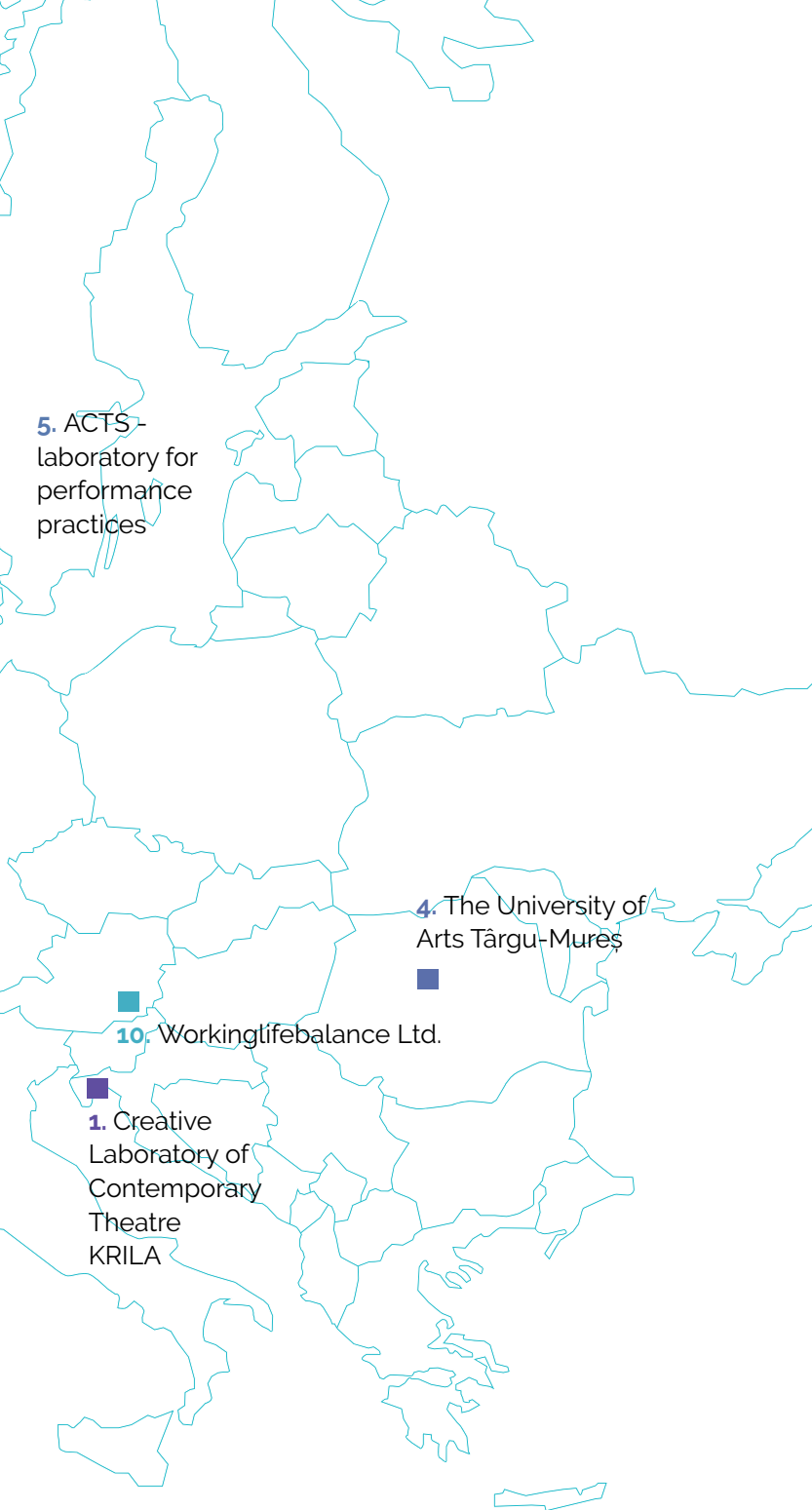
2. Galway
Theatre
Festival

8. POULPE
ELECTRIQUE

7. PLATFORM 88

3. Institute of the
Arts Barcelona

6. MOVEO - Centro de
formación y creación
9. TOTUM TEATRE



5. ACTS -
laboratory for
performance
practices

4. The University of
Arts Târgu-Mureș

10. Workinglifebalance Ltd.

1. Creative
Laboratory of
Contemporary
Theatre
KRILA

Associates

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

6. MOVEO – Centro de formación
y creación – Barcelona, 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

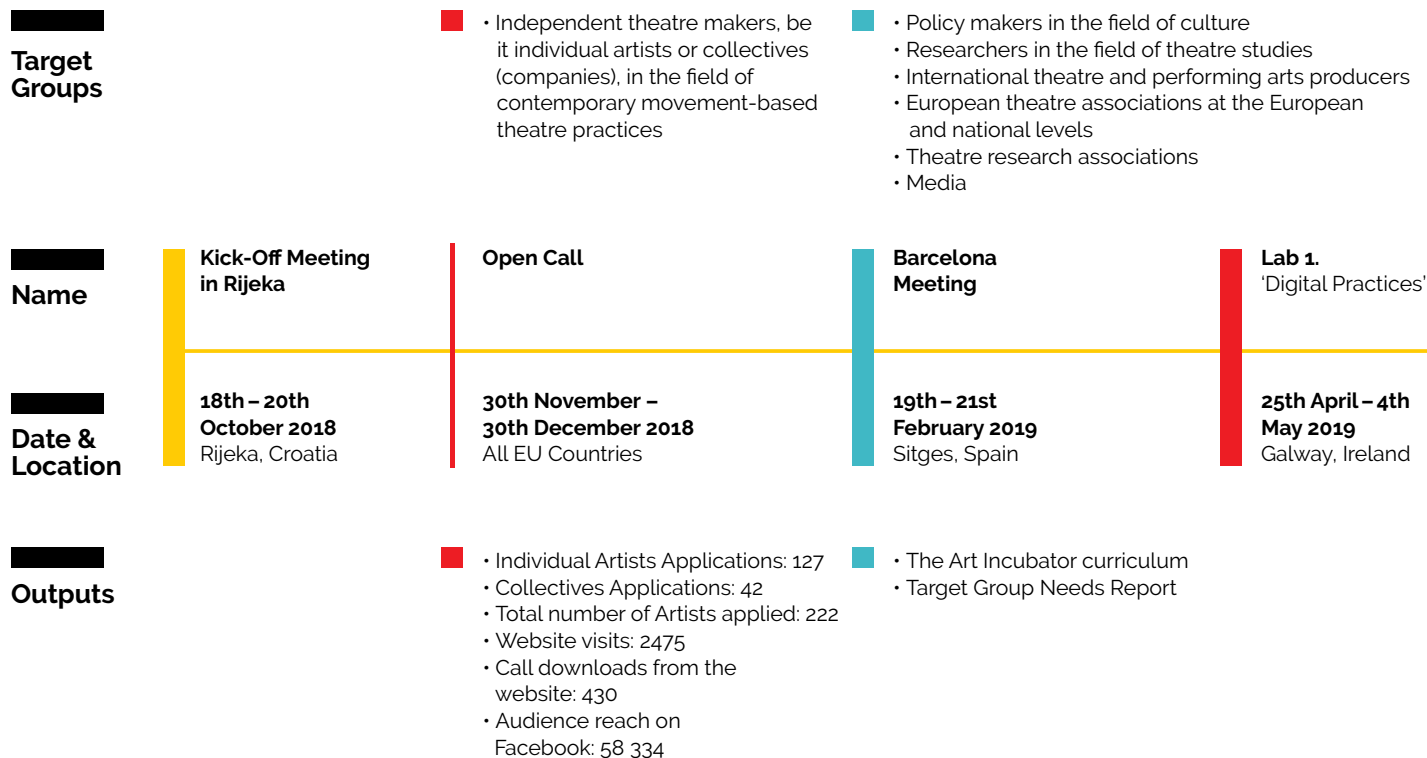
9. TOTUM TEATRE – Barcelona, Spain
| **W** <http://totumteatre.com/?lang=en>
| **F** @totum teatre

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



Outputs

- Non-institutionalised theater practitioners
- Researchers in the field of theatre studies
- Policy makers in the field of culture
- General Audience
- Media

- Researchers in the field of theatre studies
- Policy makers in the field of culture

Lab 2.
'Site Specific Theatre
and Audience Outreach'

**10th – 19th
September 2019**
Rijeka, Croatia

Lab 3. 'Inside Out – Positioning
non-institutionalised theatre
practices in a critical journalistic
and business context'

**09th – 18th
December 2019**
Targu-Mures, Romania

**Handbook
Launch Event**

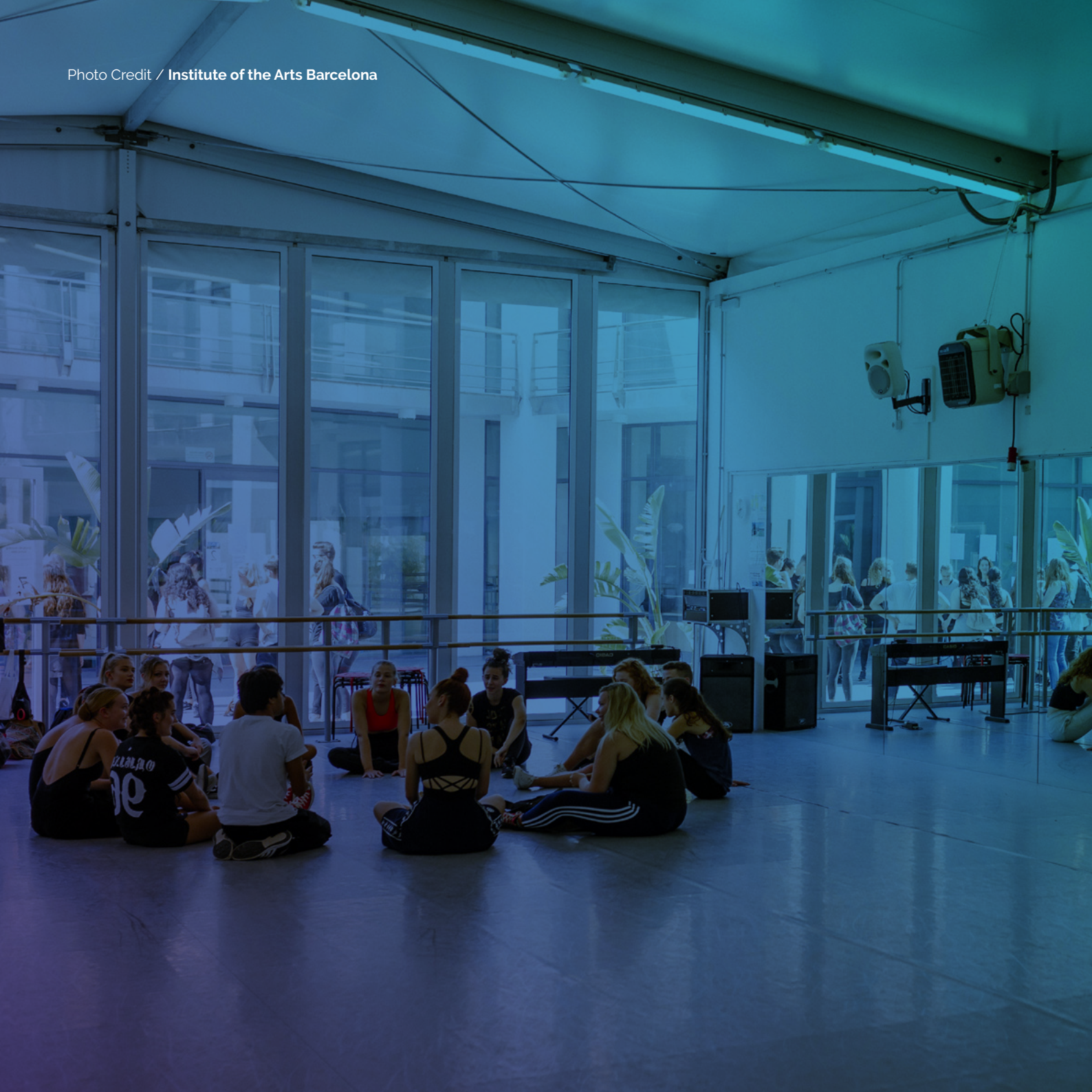
February 2020
Targu-Mures,
Romania

**Final Partners
Meeting in Rijeka**

**18th – 20th
February 2020**
Rijeka, Croatia

- 10 full-time participants from at least 5 Creative Europe programme countries
- 30 auditing participants
- 10 work-in-progress public performances
- 5 new cooperation project ideas identified and elaborated
- Evaluation Methodology, Interim Evaluation Reports, Final evaluation reports, academic publications

- Handbook on non-institutionalised theatre practices, supporting business and audience development topics that will highlight the solutions to many of the challenges of the sector.



Barcelona Meeting

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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

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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.

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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, 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.

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 “non-institutionalised” 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 non-institutionalised 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. Each co-creation lab will culminate in **work-in-progress showings**.

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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:

**1. 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.

Resident Artists and Collectives

From 30th November until 30th December 2018 we ran an **Open Call for participation in the "Make a Move" Art Incubator**. We received 127 applications from individual artists and 42 applications from collectives (with 99 individual artists) - a total of **226 independent theatre artists who expressed their interest to be a part of the Make a Move Art Incubator!** The quality was very strong and therefore competition was very high, so the final selection was extremely difficult. The Selection Panel met on 20th February 2019 in Sitges (Barcelona) and selected the **10 resident artists and collectives** who will participate in the Make a Move Art Incubator.

Examples of the applicants' motivations (excerpts from the applications):

I hope to take my work to the next level and place it in a European context.

I would like to grow as an artist and to develop my practice.

This would be brilliant platform for networking and information share which is huge part of successful artist life today.

I want to make strong, collaborative, funded European work.

The exchange of artistic practice is essential for me.

I feel that "Make a Move" is a place for me to reflect on my artistic vision, and meet, network, share with others to create a bigger, inclusive, courageous vision for where culture is going.

Make a Move would allow me to up-skill, introduce me to potential European collaborators, give me time and space to learn, take risks, explore without pressure of a finished product.

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Anne Corté —
Paris, France
www.annecorte.games



James Riordan —
Galway, Ireland
www.bruttheatre.com



— **Dmitri Rekatchevski**
Paris, France
vracollective.com/fr/oeuvres/iam4mime



— **Rodrigo Pardo**
Marseille, France
www.rodrigopardo.com



— **Deise Nunes**
Oslo, Norway
www.actspractices.org



Sébastien Loesener
Montpellier, France
www.compagnieplatform88.com

Platform 88



Janaina Tupan
Montpellier, France
www.compagnieplatform88.com



~(°°)~
poulpe électrique

Nicole Pschetz
Arcueil, France
www.poulpeelectrique.net/en/home



Miguel Bonneville da Rocha Pereira
Lisbon, Portugal
www.teatrodosilencio.pt



Maria Gil
Lisbon, Portugal
www.teatrodosilencio.pt



Oscar Valsecchi

Barcelona, Spain
www.totumteatre.com



Sanna Karolina Toivanen

Barcelona, Spain
www.totumteatre.com

Yucef Zraiby

Barcelona, Spain
www.totumteatre.com



Johannes Lederhaas

Graz, Austria
www.workinglifebalanceltd.wordpress.com

WORKINGLIFEBALANCE LTD.



Eva Maria Hofer

Graz, Austria
www.workinglifebalanceltd.wordpress.com

'Digital Practices'

The 'Digital Practices' Art Incubator is the first pilot Art Incubator of the 'Make a Move' project. It is organised and hosted by Galway Theatre Festival, and takes place from April 25th - May 4th 2019 in Galway City and in Áras Éanna Arts Centre out on Inis Oirr, an island off the coast of County Galway. The 'Digital Practices' Art Incubator will bring the group of 10 international artists selected for 'Make a Move' together for the first time. It will also see 10 Irish artists join this group for the co-creation laboratory.

The main areas of focus for the 'Digital Practices' Art Incubator are:

- Provide the 10 selected international artists the time and opportunity to learn about each other and each other's work, and to **exchange practices** and project ideas.
- Support the international and national artists to **build new skills** in the area of digital practices. These skills will be developed through an approach that focuses on curriculum as praxis and process: artists will learn by using the technology to create several short projects, and will produce works that are 'in progress'.
- Encourage **artistic excellence** by providing artists with opportunities for discussion and reflection on relevant topics, including the interaction of the live and the virtual in everyday living, the aesthetic considerations of working with technology in live arts, and the changing role of the audience in interactive and experiential performances.
- Provide artists with the opportunity to learn new skills in the area of **online audience development**. Artists will gain insights into designing a social media plan, evaluating social

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media strategies through metrics, and build practical skills in creating social media content (vlogs, blogs, live streaming, etc.).

- Develop artists' **business skills** by focusing on project producing and funding for co-production projects. Artists will learn about creating and managing projects that involve a number of partners, exchange knowledge on how to build a sustainable career in the arts, develop their own project ideas, and gain insights into preparing Creative Europe funding applications.

- Allow the international artists to network with local artists and audiences in Galway by linking in with the Galway Theatre Festival 2019. The works-in-progress from the co-creation laboratory will be presented to audiences as part of the opening of the festival, and the international artists will have the opportunity to meet and work with local artists throughout the course of the incubator.

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— The 'Digital Practices' Art Incubator will be led by:



**'Make a Move' Artistic Director
Ivana Peranić**



**Galway Project Manager
Dr. Máiréad Ní Chróinín**

'Digital Practices' Art Incubator – Experts

The incubator will consist of hands-on workshops and discussions led by national and international experts in the areas of digital technologies, digital marketing and audience development, project development and creative producing. These experts will include:

Brian Kenny – Video Artist and Projection Mapping specialist /

Brian's work focuses on the transformation of environments through the manipulation of lighting and video technology. Examples of work include installations at Winter Lights Festival London, and Galway Arts Festival, as well as large scale Projection Mapping work on iconic buildings around Ireland. He has also recently designed tour visuals for Franz Ferdinand (World Tour), Primal Scream (European Tour), Villagers (European Tour) and the RTE Concert Orchestra (Irish Tour w/2FM Live).

Tom O'Dea – Digital Artist and Researcher, Trinity College Dublin /

Tom's work is focused on the interplay of technologies and power. He has a B.Eng in Mechanical Engineering, and M.A in Digital Media, and undertook his PhD in Computer Science and Art in CONNECT. Recent activities include exhibitions, *Infrastructures of Now* NCAD Gallery (2018), 1967-2017 IMMA (2017-8) w/OMG; *Self-Portrait SNP*, National Gallery of Ireland (2017-8), and *The Width of Air*, Carter Rd. Mumbai and NYU Gallery Shanghai (2016) w/*Stereotropic Anecdota*.

Niall Campion – Founder of VRAI (VR & AR) /

Niall founded VRAI in 2016 with a view to creating immersive, engaging stories in Virtual Reality. Coming from a background of filmmaking and visual effects, he wanted to apply skills learned over 15 years in these industries to create compelling stories in the emerging areas of VR, AR and 360 video. Niall has directed immersive

media projects in Vietnam for ChildFund, in Somalia for the United Nations and of course for a number of clients in Ireland.

Karl Caulfield – VR content creation /

Karl Caulfield is from Dublin and has been interested in the concept of virtual reality since he was a kid. He works with VRAI producing and editing VR video content.

During his studies in DIT he set up a video production company with a colleague, Tick Tock Films, producing everything from music videos to short films.

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Paula Keogh – Immersive VR film-maker /

Paula is an award winning filmmaker whose work in documentary is informed by an interest in social justice, the environment, language and culture. A feature of her work is an exploration of the possibilities for visualising poetry on film and as immersive experience. In 2016 she created Ireland's first narrative-led VR 360 film, I am Galway 2020, for Galway's successful bid for European Capital of Culture in 2020. She is currently collaborating with the Belgian poet and filmmaker Maxime Coton on an immersive piece called Living Pages, 'a poem born and rendered in VR', incorporating the work of VR Artist and virtual sculptor Jamil Medhaoui.

Paula's work has been shown at the Irish Film Institute in Dublin; Female Eye Film Festival Toronto; Irish Film Festival Sydney; Screen4All 360 Film Festival Paris and many more.

Loretta Ní Ghabháin – Founder & Director of Digital Marketing Agency Lorg Media /

Loretta has a background in TV, Film, Radio & PR. Her company Lorg Media works to experiment, gain expertise and produce new ways of entertaining, educating, and communicating through the use of video, photography & online interactivity. Lorg Media have worked with numerous companies in entertainment, education and the arts in Ireland, including TG4 (National TV broadcaster), Baboró International Arts Festival for Children, TechSpace and National University of Ireland, Galway.

Barbara Rovere – Cultural Manager and grant writer /

Barbara is a cultural manager and grant writer. Her focus is on EU centralised funding programmes, e.g. Horizon 2020 - SME Instrument Phase 1&2, Culture/Creative Europe, Fundamental Rights and Citizenship/Europe for Citizens, Progress and others. She demonstrates a 100% success rate in grant applications to the Culture/Creative Europe programme for the time period 2008 – 2018.

She holds a MA degree in European Politics and Administration from the College d'Europe in Bruges, Belgium, and is currently pursuing a PhD degree in Business Administration and Management at the University of Primorska in Koper, Slovenia.

Barbara will join the international group of artists at each of the incubators, helping them to refine their project ideas and to develop project funding applications.

'Digital Practices' Art Incubator – Local & Regional Artists

In February 2019 Galway Theatre Festival held an open call for applications from artists from Ireland and the UK to join the 'Digital Practices' co-creation lab.

The local and regional artists will join the international group of artists from April 26th - May 3rd. They will participate in the co-

creation lab out on Inis Oirr, developing new skills in digital technologies, working with the international artists on project ideas, creating the works-in-progress and participating in the reflection and communication activities of the project.

The 10 artists who were selected from this open call are:



Sorcha Ní Chróinin
Galway



Anja Kersten
Galway / Germany



Eileen McClory
Belfast



Cathal McGuire
Dublin



Liza Cox
Dublin



Grainne O'Carroll
Dublin



Conor Geoghegan
Galway



John Rogers
Galway



Sandra Gonzalés Bandera
Galway / Spain



Orlaith Ní Chearra
Galway

'Digital Practices' Art Incubator – Indicative Programme

Thursday, April 25th 2019

- General Introduction
- 1st focus group with international artists (led by UAT)
- Contact making sessions - exchange of work and practices between residency group
- Official Welcoming
- Workshop: Social media strategy and content creation - Lorg Media
- Walking tour of Galway City
- Welcome Dinner
- Informal gathering in local pub

Friday, April 26th, April 26th 2019

- Contact making sessions (continued)
- Workshop: Digital audience development, blogging and vlogging

- Travel to Inis Oirr
- 1st focus group with local & regional artists (led by UAT)

Saturday, April 27th - Thursday, May 2nd 2019

- Introduction to the experts & technologies
- Trialing the technologies as audience
- Walking tour of Inis Oirr
- 1st scratch projects (4 hrs each) with technologies
- Digital aesthetics, ethics & audiences - group discussions
- 2nd scratch project (1.5 days) with technologies
- Preparation of works-in-progress
- Delivery of works-in-progress on Inis Oirr
- Flexible time to co-create, trial ideas, etc.



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Friday, May 3rd 2019

- Preparation & delivery of works-in-progress as part of GTF
- 2nd focus group with local & regional artists (led by UAT)
- Workshop: Creative Producing
- GTF Opening - opportunity to meet and network with local artists

Saturday, May 4th 2019

- Workshop: Creative Europe funding
- Workshop: Building a sustainable arts practice - knowledge exchange
- Individual sessions with Business expert - project funding
- 2nd focus group with international artists group (led by UAT)
- Farewell Dinner

Host / **Galway Theatre Festival**

Location / **Galway and Inis Oirr**

The 'Digital Practices' Art Incubator is made possible through the additional co-funding and support of:



CULTURAL PARTNER



Notes

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'Site Specific Theatre and Audience Outreach'

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— 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.



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‘Inside Out – Positioning non- institutionalised theatre practices in a critical journalistic and business context’

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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.



Photo credits / Cristina Gânj, for the University of Arts in Târgu-Mureș



Action Research Methodology

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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 will 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.

In keeping with the project's commitment to 'action research' methodology the researchers will evaluate the incubator using artist questionnaires, focus groups and observation. From this they will develop learnings and recommendations for the subsequent two art incubators which will be held as part of 'Make a Move'.

These learnings and recommendations will also form part of the project's final report.

The researchers attending the 'Digital Practices' Art Incubator are: Lia Contiu (UAT), Traian Penciu (UAT) and Lorand Janos (IAB / Choreoscope).

Besides internal researchers and evaluators, the project involves two renowned external expert collaborators to evaluate the Art Incubator program as well as the project that are Cristina Da Milano and Darko Lukić.

Leading researchers

Lia Codrina Conțiu and Traian Penciu
University of Arts Târgu-Mureș,
Târgu-Mureș, Romania

Guest researcher

Loránd János
Institute of the Arts Barcelona /
Choreoscope, Sitges, Spain



External evaluators

Darko Lukić
Ph. D., Theater scholar and author

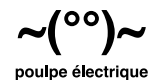
Cristina Da Milano
President of ECCOM



Partners



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