

adeste+

# FROM AUDIENCE TO PEOPLE

FINAL EVENT

Unlocking the power of culture

ONLINE ————— 10<sup>TH</sup> - 11<sup>TH</sup> - 12<sup>TH</sup> NOVEMBER 2021

## Programme

### Concept

**FROM AUDIENCE TO PEOPLE - Unlocking the Power of Culture** will be the final Adeste+ event - a **European Conference** and a **Policy Forum** that will take place both on-site and online. A **hybrid event** with two gathering spots. On the one hand, Adeste+ partners and keynotes will meet face-to-face in Turin, but on the other hand, Adeste+ will articulate **digital participation** to catch up with cultural organisations from all over Europe and share experience, practice and thoughts.

The Adeste+ European Partnership is finally ready to unveil the **ACED** model for **Audience Centred Experience Design**. It is a *blueprint* for organisational change to support cultural organizations to become more audience-centred. It's also an online platform to guide professionals through experiences, resources, tools and to **connect with their communities**.

We are happy to announce this opportunity to openly discuss together what is needed to unlock the power of culture in Europe and make it more relevant and accessible to citizens and communities. Whether we call them "audiences" or something different, culture is about people.

We will have the chance to take Audience Development further into the next chapter. We will discover that together on the 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> November.



## Format

The **Adeste+ European Conference** and **Policy Forum** will be a hybrid event online and in Turin.

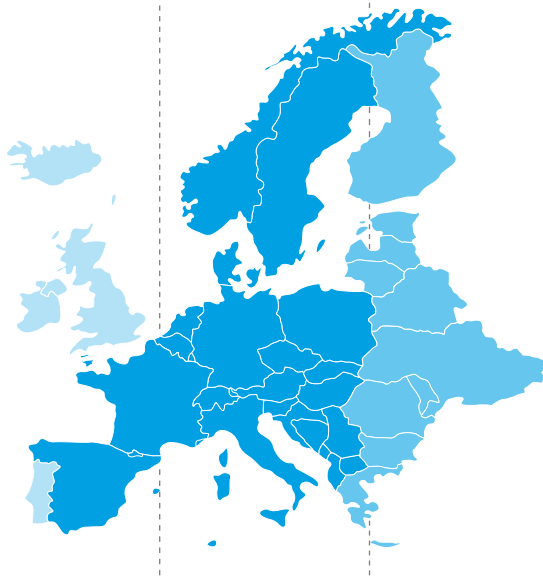
Please gather to attend in streaming **3 days** - 3 online sessions - 3 hours 30 minutes interactions from 10.00 to 13.30 CET or 9.00 to 12.30 WET or 11.00 to 14.30 EET.

**Registration mode:** <https://europeanconference2021.it/>

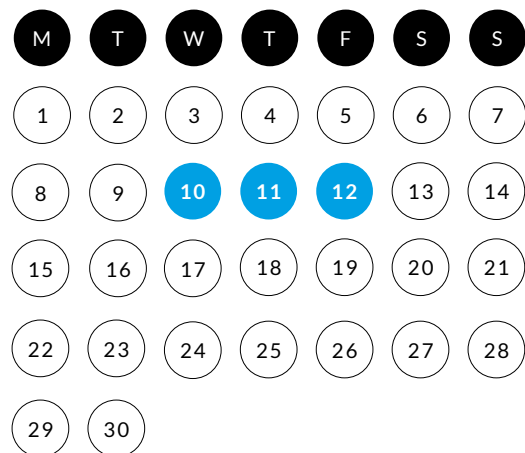
9.00 - 12.30  
WET

10.00 - 13.30  
CET

11.00 - 14:30  
EET



NOVEMBER  
2021



## Context

**Adeste+** is a large-scale European cooperation project aimed at expanding cultural participation. Fifteen partners in 11 cities of 7 European countries have been working together for almost 4 years to bring the public to the centre of cultural organizations.

- **We believe that increasing cultural participation is a crucial challenge** for an inclusive and sustainable European society. Adeste+ aims to contribute to improving people's lives through culture. We developed ACED - Audience Center Experience Design to support cultural organizations in embracing this challenge.
- **We are a community** of arts professionals, policymakers, artists and audiences that provides opportunities for anyone interested in knowing more, supporting and widening the cause of placing audiences at the heart of cultural organizations in Europe.



## Summary

Over the course of the project, through our conferences and events, we explored several perspectives on **cultural participation** by starting conversations around cultural democracy, how we can define **change**, and **how critical it is to open up cultural organizations to more diverse and active participation**. Changing is hard, but not impossible. And since the pandemic changed everything, these principles and ideas are not only still valid, but critical stepping stones to envisaging a **sustainable future for Europe**, with culture and creativity at the heart of it. With this in mind, we designed our final conference.

### DAY 1

First, we will explore how our blueprint works, to then open a conversation on the potential of **design-based approaches as “relational” tools to spark change** and push individuals and organizations to shift perspectives.

### DAY 2

Second, the conference will gather some of the long-standing European-funded projects that, in the frame of the European priority on “audience development”, have tackled the same issue as Adeste+ but from slightly different perspectives. Whether through artistic co-creation, digital strategies, storytelling, participatory approaches to organisational innovation, we all have explored, tested and reviewed different solutions to answer the same challenges. **The learning from these experiences must be the starting point for a shared understanding of what is needed to foster cultural participation in the future.**

### DAY 3

Finally, **research and practice are fundamental, but no change is possible without policies**. What is the future of cultural participation in cultural policies like? A set of recommendations for supporting the cultural sector in fostering participation will be presented and discussed by experts and policymakers, looking for the right conditions **to turn the European values into practice**.



DAY 1 / 10<sup>th</sup> NOVEMBER

## The Adeste+ journey

*Learning, impact and legacy*

10.00 - 10.20

WELCOME

**Matteo Bagnasco**, Responsabile Obiettivo Cultura, Fondazione Compagnia di San Paolo

INTRODUCTION

**Alessandra Gariboldi**, Presidente Fondazione Fitzcarraldo e Adeste+ Project Leader

10.20 - 11.30

PANEL

A blueprint for audience-centred organisations: tackling complex issues through simple tools?  
Presentation and reflections on the ACED methodology / **with the Adeste+ partnership**

11.30 - 11.45

15' BREAK

11.45 - 12.45

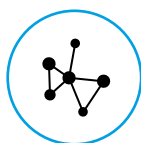
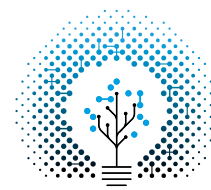
PANEL

Learning beyond the pandemic *as challenging assumptions, taking risks, embedding a relational approach* / **with the Adeste+ partnership**

12.45 - 13.30

PANEL

People-centred approaches *as the path for sustainable culture*  
**Moderator: Lisa Baxter**, independent cultural expert and curator



DAY 2 / 11<sup>th</sup> NOVEMBER

## Empowering participation in practice

*Learning from each other*

10.00 - 10.10

WELCOME

**Sandra Aloia**, Responsabile Missione Favorire Partecipazione Attiva, Fondazione Compagnia di San Paolo

10.10 - 12.00

**COOPERATION PROJECTS: WHAT ARE THE KEYS TO PARTICIPATION?**

PANEL

Learning from other funded European projects and initiatives

PARTICIPANTS

*Representative of EU commission:* **Fiona Deuss Frandi** (online), Project adviser, Selection coordinator 'Support to European cooperation projects, Monitoring coordinator EACEA

*Project coordinators of other European Commission funded initiatives:* **Claudia di Giacomo e Cristina da Milano**, FaBULAMUNDI / **Giuliana Ciancio**, BeSpectActive! / **Britta Lerch** (online), Smartplaces / **Airan Berg**, Orfeo & Majnun

12.00 - 12.15

15' BREAK

12.15 - 13.30

**ROUNDTABLE: WHAT'S NEXT? DIRECTIONS FOR THE FUTURE OF PARTICIPATION FROM PRACTICE AND HOW TO MAKE A BRIDGE TO POLICIES**

*Moderator:* **Chris Torch**, independent cultural expert and curator

PARTICIPANTS

*Project coordinators of the invited EU funded projects:* **Alessandra Gariboldi Adeste+** / **Cristina da Milano** FaBULAMUNDI / **Giuliana Ciancio** BeSpectActive! / **Britta Lerch** (online), Smartplaces / **Airan Berg**, Orfeo & Majnun / **Célia Grau**, Opera Europa / **Vania Cauzillo** and **Roshnara Corby**, RESEO

CLOSES

**Fiona Deuss Frandi** (online), Project adviser, Selection coordinator 'Support to European cooperation projects, Monitoring coordinator EACEA



DAY 3 / 12<sup>th</sup> NOVEMBER

## Empowering Participation in policies

*Turning European values into practice*

10.00 - 10.10

WELCOME AND INTRODUCTION

**Matteo Bagnasco**, Responsabile Obiettivo Cultura, Fondazione Compagnia di San Paolo

10.10 - 11.15

**Presentation of the Policy forum recommendations** for audience-centred cultural policies: examples of successful policy programmes and actions / **with the Adeste+ partnership**

11.15 - 11.30

15' BREAK

11.30 - 13.00

DEBATE

Enabling conditions for Participation to thrive

*Moderator:* **Gabriele Rosana**, Policy Director Culture Action Europe

**Policymakers in dialogue with the Adeste+ partnership**

13.00 - 13.30

CONCLUSIONS