

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.

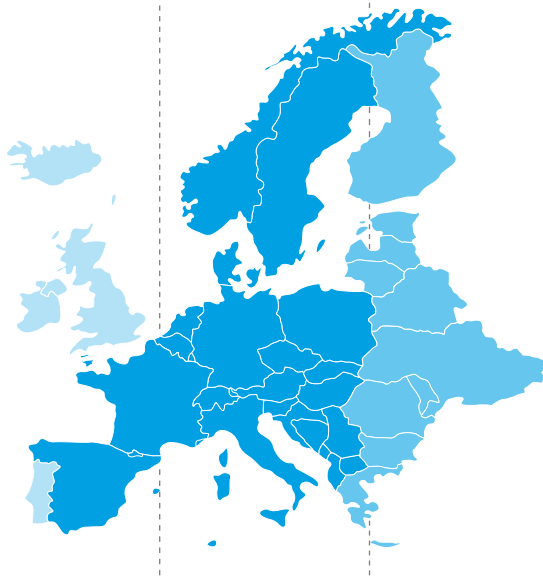
Please gather to attend in streaming **3 days** - 3 online sessions - 3 hours 30 minutes interactions from 10.00 to 13.30 CET or 9.00 to 12.30 WET or 11.00 to 14.30 EET.

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

9.00 - 12.30  
WET

10.00 - 13.30  
CET

11.00 - 14:30  
EET



NOVEMBER  
2021

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



## Calendar



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

### The Adeste+ journey

*Learning, impact and legacy*

MORNING

HYBRID EVENT

BOTH ONLINE AND PHYSICAL PARTICIPATION

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](#)

*Participants:* **Beata Dubiel**, City of Warsaw / **Antonija Letinic**, Kultura Nova Foundation / **Ilidio Louro**, Mapa das Ideias / **Simona Martini**, Fondazione Fitzcarraldo / **Niels Righolt**, The Danish Centre for Arts and Interculture / **Anne Torreggiani**, The Audience Agency

Q&A FROM THE COMMUNITY

11.45 - 12.45

PANEL

Learning beyond the pandemic *as challenging assumptions, taking risks, embedding a relational approach*

*Moderator:* **Antonia Silvaggi**, Melting Pro

[with the Adeste+ partnership](#)

*Participants:* **Lorenzo Barello**, Teatro Stabile di Torino / **Susana Gomes Da Silva**, Fundação Calouste Gulbekian / **Diego Garulo**, Harinera ZCZ / **Dilek Latif**, Mercury Theatre / **Jasmina Šegon**, National Croatian Theatre / **Mette Wolf**, Nørrebro Theatre

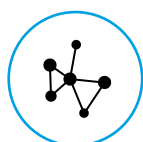
Q&A FROM THE COMMUNITY

12.45 - 13.30

PANEL

People-centred approaches *as the path for sustainable culture*

*Moderator:* **Lisa Baxter**, The Experience Business founder



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 - 10.25

PARTICIPATIVE WARM-UP

**Giovanna Garzotto**, Empowering Dance Erasmus+



**10.25 - 11.50 COOPERATION PROJECTS: WHAT ARE THE KEYS TO PARTICIPATION?**

INTRODUCTION

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

PANEL

Learning from European projects and initiatives

*Moderator: **Inês Camãra**, Adeste+*

*Participants: Project coordinators of other European Commission funded initiatives*

**Britta Lerch** (online), Smartplaces / **Claudia di Giacomo**, FaBULAMUNDI / **Airan Berg**, Orfeo & Majnun / **Giuliana Ciancio**, BeSpectActive! / **Tanja Kalčić**, ECoC Rijeka2020

Q&A FROM THE COMMUNITY

**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 / **Roshnara Corby**, RESEO

CLOSES

*Representative of EU commission (online)*



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

**Empowering Participation in policies**

*Turning European values into practice*

**10.00 - 10.10**

WELCOME

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

**10.10 - 11.10**

**Presentation of the Policy forum recommendations** for audience-centred cultural policies:

Examples of successful policy programmes and actions

*Introduction and moderation: **Matteo Bagnasco***

*Presentation in dialogue with Adeste+ partnership*

*Participants: **Anne Torreggiani**, The Audience Agency / **Ines Camara**, Mapa das Ideias / **Niels Righolt**, Center for Kunst & Interkultur / **Franco Bianchini**, Fondazione Fitzcarraldo*

**11.10 - 11.30**

20' BREAK

**11.30 - 13.00**

DEBATE

Enabling conditions for Participation to thrive

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

*Participants: **Piera Castagnacci**, Culture delegate Città di Genova / **Antonja Letnic**, Kulturanova Foundation / **Alessia Zabatino**, policy adviser / **Lidian Fleers**, Fonds Voor Cultuurparticipatie /*

***Walter Zampieri** (online), DG Education and Culture Head of Unit: Cultural diversity and innovation*

**13.00 - 13.30**

CONCLUSIONS AND FAREWELL