



adeste⁺

FROM AUDIENCE TO PEOPLE

FINAL EVENT

Unlocking the power of culture

TURIN / ONLINE

10TH - 11TH - 12TH NOVEMBER 2021

Complete Programme

For the participants coming to Turin: Mornings, workshops, study visits and social evenings with the Adeste+ community

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 after testing it with dozens of cultural organizations and hundreds of professionals**. The ACED 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 10TH, 11TH and 12TH November.



Format

The **Adeste+ European Conference** and **Policy Forum** will be a hybrid event online and in Turin at **Circolo dei Lettori**, Via Bogino 9, Turin.

Please register [>>> here <<](#) to attend the European Conference and Policy Forum in **Turin**.

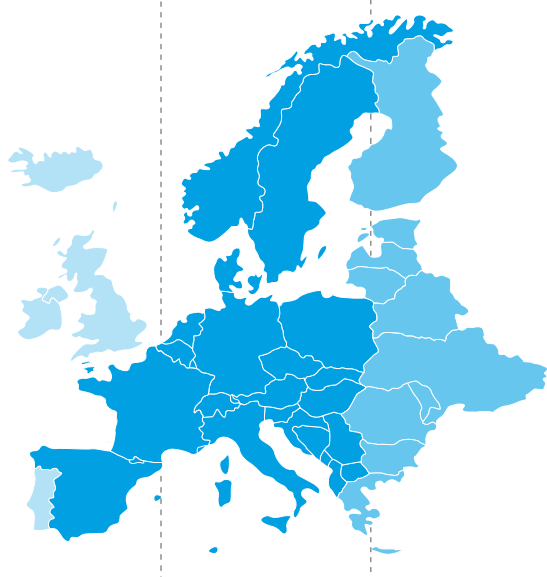
If you're not able to join us you may engage in **digital streaming** by registering [>>> here <<](#).



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 / 10th 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 Barelo**, 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

AFTERNOON
+ EVENING

PHYSICAL PARTICIPATION ONLY

YOU'LL BE ASKED TO PICK ONE OF THE PARALLEL WORKSHOP
AND TO CONFIRM YOUR PARTICIPATION IN SOCIAL EVENINGS

AFTERNOON WORKSHOPS @CIRCOLO DEI LETTORI

15.00 - 17.00

WORKSHOP 1

From Audience to People - SETTING YOUR INTENTION : RECONNECTING WITH PURPOSE
with **Lisa Baxter**

Language: English

A workshop dedicated to people working in arts organisations in any role and at any 'level' who, professionally, have minimal contact with audiences. Lisa is going to share and guide you through a series of unique frameworks and processes that will bring the dimensions of the audience experience more clearly into focus, enabling you to more astutely define the value you want to create, and in a way that aligns more convincingly with your core purpose.



15.00 - 17.00 WORKSHOP 2

From Audience to People: EMBEDDING ACED WITHIN CULTURAL ORGANIZATION PRACTICE with the **Adeste+ partnership**

Language: English

Thanks to the Adeste+ community Aced has now been tested and brought to practice within the experience of hundreds of professionals. Here we are sharing the necessity, the relevance and the obstacles within cultural organizations to embed such a dynamic and evolving perspective into every day's practice. A roundtable discussion facilitated by the adeste+ partnership to openly discuss the next level of the Aced methodology as a common ground to step into the future.

SOCIAL EVENING

19.30 - 23.00 APERITIVO&STUDY @BUNKER

visit **Bunker**, Via Niccolò Paganini, 0/200 – Turin





DAY 2 / 11th 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 Ciano**, 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 Ciano**,
BeSpectActive! / **Britta Lerch** (online), Smartplaces / **Airan Berg**, Orfeo & Majnun / **Célia Grau**,
Opera Europa / **Roshnara Corby**, RESEO

CLOSES

Representative of EU commission (online)

AFTERNOON
+ EVENING

PHYSICAL PARTICIPATION ONLY

YOU'LL BE ASKED TO PICK ONE OF THE PARALLEL WORKSHOP
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14.30

DEPARTURE POINT @CIRCOLO DEI LETTORI

15.30 - 18.00

STUDY VISIT 1

OffTopic, via Giorgio Pallavicino, 35 – Turin

A dialogue with OffTopic, Istituto Gramsci's and Centro Studi Piero Gobetti professionals

STUDY VISIT 2

Imbarchino, Viale Umberto Cagni, 37 – Turin

A dialogue with Imbarchino and Magazzino sul Po professionals



SOCIAL EVENING

19.30 - 23.00 **APERITIVO&STUDY @CASA DEL QUARTIERE**
visit **Casa del Quartiere**, via Oddino Morgari, 14 – Turin



DAY 3 / 12th 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