



**International Meeting FETEN 2018**  
**Performing arts for young audiences: present and future**

February 21, 2018  
Salón de Actos. Biblioteca Pública Jovellanos

Thanks to the support of Acción Cultural Española (AC/e), FETEN organized at 2016 and 2017 two International Meetings with directors of festivals all around the world, such as Belgium, Brazil, Canada, South Korea or South Africa.

After knowing about different realities in the field of performing arts for young audiences, and intense debates and exchange of experiences, FETEN propose in this third edition to deepen about the main issues exposed on the previous meetings.

“Where are the youths between 12 & 18 years?”, “Why is important for childs to attend to theater?” or “Creative risks on performing arts for young audiences” are some of the topics to talk about.

The meeting will be divided in two sessions. In the morning, experts from Germany, Chile, Scotland, United States and Norway will share with us their experiences about the proposed topics. In the afternoon, the attendees will be divided on 5 working tables, to deepen on the topics above with our international guests. At the end, a moderator of each table will present the conclusions.

**Morning**

- 10:00 h. Welcome by organizing entities.
- 10:10 h. International Meeting presentation. Marián Osácar (FETEN's Artistic Director).
- 10:20 h. The role of performing arts in children's development. Lola Lara (Spain)
- 10:30 h. **GAM and young audience development (12 to 18 years). Pamela López (Chile).**

GAM is a Cultural Center that has specialized since its beginning in the development of audiences, focusing on the ones with different access gaps to culture. Thinking about the creation of cultural capital on young audiences they generate specific programs of artistic appreciation and training. We will review the example of Fetyc (School festival of Theater and Science) which in its four editions has served as a case of study to evaluate the impact on 310 students between 14 & 17 years, and the benefits or contributions generated in education, using the theater as a teaching and social change strategy.



11:10 h. **Expanding arts education through civic engagement: “Any given child” program. Jordan LaSalle (United States).**

Arts education in schools provides opportunities for students to shine in remarkable ways. How can we build opportunities for all students to experience high quality arts education and have access to those platforms in a sustainable manner? The John F. Kennedy Center for the Performing Arts in Washington, D.C., believes we can achieve sustainable arts education by activating communities and engaging civic leaders to plan for and uphold equitable arts education for all young people in their region. This session will cover best practices and challenges faced when engaging in this type of work.

11:50 h. Coffee Break.

12:20 h. **Why should a festival be interested in artist development? Fiona Ferguson (Scotland).**

Since the introduction of the Creative Development programme of artist development and education programmes, Imagineate has played a major part in developing Scotland’s position as one of the world’s leading producers of theatre and dance for young audiences. We will explore the impact of artist development on a festival organisation and ultimately on the young audiences who experience the work.

13:00 h. **Shift happens. Theatre for young audience must change. Dirk Neldner (Germany).**

Today’s young people are digital natives who move naturally between real and virtual worlds. Theatre for them must respond to this new reality in order to sustain and grow existing audiences and build new audiences for the future. As real and virtual worlds became one reality for young people, theatre must, can and finally will shift. We want to discuss the challenges facing theatre for young people in the digital age. What are the consequences for audience development and engagement, artist professionalization and artistic explorations? The future is being constructed every day in the hands, minds and virtual activities of young people. Theatre can shift to be part of the world they build. The key to change is real acknowledgement and deeper understanding of how the digital world operates.

13:40 h. **SAND Festival and its bet for the artistic challenge in performing arts for young audiences. Theis Irgens (Norway).**

SAND Festival has, in the past three years, operated with specific themes for each festival: Interplay (2015), Boundaries (2016) and On the Run (2017). Each of the themes has, in different ways, presented certain artistic challenges when it comes to creating the festival programme. We will talk about how the festival have worked with programming performances of international quality within these themes, and discuss some of the experiences we’ve drawn from the meetings between these performances and young audiences in Kristiansand.



**Afternoon**

- 18:00 h. Working tables.
- 20:00 h. Working tables' conclusions.
- 20:15 h. Closure.

**Support by:**

Spanish Culture Internationalization Program – PICE



**Coordinator:** Tania Swayne Obregón



**Pamela López (Gabriela Mistral Cultural Center) | Chile**



Actress graduated at Pontificia Universidad Católica de Chile. Thanks to the support of the Chile Scholarship and the Fulbright Scholarship, she completed his MA in Cultural Management at the University of Columbia, New York. She has developed research in the field of theater, management and cultural policies. Between 2014 and 2016 she was Executive Director of the Teatro de la Universidad Católica. She is currently a teacher at the same university and Director of Programming and Audiences at the Centro Cultural Gabriela Mistral (GAM).

**Gabriela Mistral Cultural Center (GAM)**

Contemporary cultural center, located in a historic building in the heart of Santiago. GAM was inaugurated in September 2010, to bring culture to all audiences. Its mission and name are inspired by the Gabriela Mistral Metropolitan Cultural Center, inaugurated in 1972 and baptized in honor of the poet and first Nobel Prize of Chile. GAM is a diverse and open meeting place. Today it has 22.000 m<sup>2</sup> in which there are ten rooms for theater, dance, circus, classical and popular music, visual arts, popular art and conferences. Along with its contemporary artistic programming and open spaces, GAM works for the development of audiences with meetings, workshops, talks and special functions that promote the participation of audiences with less access to culture.

**Jordan LaSalle (The Kennedy Center) | Estados Unidos**



Director of Education Operations at the John F. Kennedy Center for the Performing Arts. She managed the Chicago Public Schools Department of Arts Education, which supports 1400 arts teachers, provides student programming, and advocates for how to best include the arts in schools' core curriculum. She serves with pride on the Board of Directors for Young Chicago Authors. Experience as a public school music teacher as well as advanced degrees in business and arts administration.

**John F. Kennedy Center for the Performing Arts**

National champion for arts learning and creativity. Committed to increasing opportunities for all people to participate in, learn about, and understand the arts, Education at the Kennedy Center offers programs and events that strive to reflect the nation and communities and that are accessible and inclusive for all. From performances and exhibits on the Center's stages and in the community, to online resources accessible nearly anywhere, the Center serves the burgeoning artists, the exploring student of any age, the teacher and any person interested in arts learning and utilizing the arts for positive change.



**Fiona Ferguson (Imagine)** | Scotland



Flautist graduating with a Masters in Performance from the Royal Conservatoire of Scotland. Since then, move through classical music to music theatre performance and curation organically led to a focus on live performance for children and young people. She has worked as a Cultural Co-ordinator, Arts Development Officer and venue programmer. Her current role with Imagine includes initiating and managing projects, devising training programmes and workshops, curating platforms for artists, etc.

**Imagine**

The festival promotes, develops and celebrates theatre and dance for children and young people. It's a place for programmers from all over the world to see work of the very highest standard. It is also a place where artists meet, see and discuss work. They want more children in Scotland to experience work that is deeply engaging, innovative and inspiring. They believe that all children deserve the opportunity to develop their creativity and emotional intelligence. They want more high quality children's work made in Scotland, and so support artists with a year-round programme of creative development.

**Dirk Neldner (Platform Shift+)** | Germany



He has studied German Philosophy and Political Sciences in Berlin. In 1982 he started his theatre career as a playwright and since then he was general manager at various theatres in Berlin. Since 2001 he is leading large-scale cooperation projects under several European grants. Platform Shift+ is created to meet the new challenges of producing theatre for young people in the digital age.

**Platform Shift+**

It consists of 11 partners from 9 countries which have identified the urgent need to engage with digital technology in order to understand their target audience. This will enable to accurately portray young people's reality and inspire them with a belief in theatre as a unique live medium for modern times.



### **Theis Irgens (ASSITEJ Norway) | Norway**



He has worked as a theatre director, actor and producer since 2008, mainly with his own company Finken & B. Alongside theatre work, he has worked as a teacher, and other cultural work with children and young people. A lot of the performances he has worked with has been for young audiences. His greatest passion in the world of theatre is puppetry: the magical moments when objects comes to life.

#### **ASSITEJ Norway**

Assitej Norway is an independent, member based, organization, that builds bridges between professionals in the field of theatre for young audiences. One of the main events run by Assitej Norway is Sand-festival, in Kristiansand. The festival is an international festival that presents theatre performances for young audiences and gathers both Norwegian and international artists and scholars with its seminar programme.

### **Marián Osácar (FETEN) | Spain**



Artistic Director of FETEN and Chief of Promotion of the Arts' area at Municipal Foundation of Culture, Education and Popular University of Gijon Council. She has a Degree in Dramatic Art at Dramatic Art Royal School of Madrid. She has been an actress, director and theater teacher until 1992, when she incorporated to the cultural manager team of the Municipal Foundation of Culture.

#### **FETEN. European Performing Arts Market for Young Audiences**

It has as main objective to offer a meeting point for performing arts professionals that works on the field of creation and production for young audiences. It has representations on more than 15 venues across the city that lets it collect a variety of proposals and artistic styles. In addition to shows, FETEN is a discussion forum, a book presentation space and other activities that contribute to enhance and enrich this field.