***Program***

**Audience Links Xchange**

**20-24 February 2017**

**Monday 20/2**

*Arrival for most participants*

**Tuesday 21/2 - PLATFORMS – INTERNAL**

*venue: Intercult Café & Studio, Nytorgsgatan 15A*

**Three** separate **Platform gatherings:**

**I) 10.00-12.00 Baltic Audience Links** *(ending with lunch)*

Iwona Preis, Intercult; Jekaterina Lavrinec, Laimikis Lithauen; Magdalena Zakrzewska-Duda & Malgorzata Toogood, River//Cities Poland

**II) 12.00-18.00** **River//Cities Board & Partners** *(starting with lunch at Intercult)*

*(meeting venue Södra Teatern room Kapten Rolla)*

* Reports from activities 2016
* R//C activity plan 2017
* Erasmus + project development

Martine Meire, Belgium; Sarah Walsh UK, Ranjit Atwal UK; Bernd Herger Austria; Magdalena Zakrzewska-Duda Poland; Malgorzata Toogood Poland; Jekaterina Lavrinec Lithuania; Anna & Wenancjusz Ochmann Poland; Iwona Preis Sweden

**III) 12.00-18.00 CORNERS - Audience Links Xchange #3**

* CORNERS Haninge - Kristyna Müller and others - reflections
* CORNERS Donostia - Iker Tolosa - reflections
* CORNERS Live - Matthew Pickering & Mariangela Dalfovo - Extensions
* CORNERS Gdansk - next steps
* CORNERS East Durham - lessons learned from Blyth?
* CORNERS Taranto - a return visit
* 15 CORNERS colleagues from 7 countries & other special guests invited
* CORNERS artists (Stockholm-based) will join us!

**18.00-22.00 Dinner** and **Drinks.** Venue: Intercult, Nytorgsgatan 15A

**Wednesday 22/2 - CONFERENCE - PUBLIC**

**10.00-16.00 Conference: AUDIENCE LINKS XCHANGE**

Venue: Champagnebaren/Södra teatern, Mosebacke torg, Stockholm

**09.30 - 10.00 Registration / Coffee**

**10.00 - 10:30 Introduction**s & **Keynotes**

 **Chris Torch** & **Iwona Preis** (Intercult)

 **Magnus Aspegren** (Riksteatern)

 **Patrik Liljegren** (City of Stockholm, Cutural Strategy/Head of Deparment)

**10.30 - 11.15** Presentation and discussion

**Audience Development Study: how to place audiences at the center of cultural organisations.** Commissioned by the EU, delivered in january 2017.

Chris Torch; Cristina da Milano; Alessandro Bollo; Alessandra Gariboldi

*11.15 - 11.30 Coffee and stretch*

**11.30 - 12.00** Response and interim report

**Study on Audience Engagement in the Baltic Sea Region**

Jekaterina Lavrinec, Laimikis.lt, Lithuania

*12.00 - 12:45 Lunch*

**12.45 - 13.45** Part 1: **Audience by Habit**

*introduction and moderation:* Cristina da Milano, ECCOM

Magdalena Zakrzewska-Duda, Baltic Sea Cultural Center (PL)

Calle Nathansson, VD, Folkets Hus och Parker (SE)

Ingrid E Handeland, Audiences Norway (NO)

Måns Lagerlöf, theatre director/Riksteatern (SE)

Anne Torregiani, Audiences Agency (UK)

**13.45 - 14.45** Del 2: **Audience by Choice**

introduction and moderation: Alessandra Gariboldi, Fitzcarraldo (IT)

Sarah Walsh, CEO, Thames Festival - London (UK)

Martine Meire, Director of Cultural Department, Oostende (BE)

Ingmari Pagenkemper, CEO Södra teatern, Stockholm (SE)

Ekaterina Sharova, Arctic Art Forum (RU)

Agnieszka Wlazel, researcher and vice-president, Impact Foundation (PL)

*14:45 - 15.15 Coffee*

**15:15 - 16.15** Del 3: **Audience by Surprise**

Introduction and moderation: Chris Torch

Anders Frennberg, CEO Cirkus Cirkör (SE)

CORNERS, Communication representatives (Croatia and UK)

Iker Tolosa, Donostia/San Sebastaian 2016 (Basque Country/ES)

Magdalena Malm, CEO Swedish National Public Art Agency (SE)

Patrik Liljegren, Head/Cultural Strategy - City of Stockholm (SE)

**16.15-17.00 Conclusions**

**19.00-22.00 Dinner & Drinks.** Venue: Intercult, Nytorgsgatan 15A

**Thursday 23/2 - WORKSHOP- PUBLIC**

**09.30-16.00 Audience Development: Tools of Engagement**

*Venue: Europahuset, Regeringsgatan 65, Stockholm*

**Part I. 9:30 - 12:00 ORGANIZATIONAL CHANGE REQUIRED!**

What happens to a cultural institution or organization when it decides to transform itself and become more “audience-centric” ? What kinds of capacities, staff development and skills are necessary? How does a committed leadership transfer commitment into concrete and cross-organizational capacity?

*Leaders:* Alessandro Bollo & Alessandra Gariboldi (Fondazione Fitzcarraldo, IT),

Anne Torreggiani (The Audience Agency, UK)

*12:00-12:30 Lunch*

**Part II. 12:30 - 15:30 LOCAL PERSPECTIVES:** **Neighborhoods**

During this session we will explore the experiences of cultural organisations, with concrete examples from the Baltic Sea Region, that develop cultural formats for fostering local participatory processes. The participants will present their approaches: how do we involve diverse groups in the creative processes? How do cultural initiatives foster a sense of local community? After mapping the cases from Baltic region, we will create a pilot toolbox for creative communication in public spaces.

*Introduction & presentation of River//Cities Platform:* Iwona Preis, Intercult (SE)

*leader:* Jekaterina Lavrinec, Laimikis.lt (LT), *urban games and research Lab.*

*Participants from Latvia, Lithuania, Russia and Poland, presenting their organisations:*

• Anna Ochmann (Foundation ARTeria, Poland)

• Kaspars Lielgalvis (Totaldobžė Art Center, Latvia)

• Ed Carroll and Vita Gelūnienė (Blue Drummers, Lithuania)

• Iza Rutkowska (Forms and Shapes, Poland)

• Evelina Šimkutė (Šilainiai project, Lithuania)

• Ekaterina Sharova (Arctic Art Forum, Russia)

• Diana Popova (LCCA, Survival Kit, Latvia)

• Indrė Misiulytė (Beepart, Lithuania)

• Jonas Büchel (Urban Institute, Latvia)

• Judita Strumilaitė (Street Music Day /Culture Night Vilnius, Lithuania)

• Ieva Lange (Free Riga, Latvia)

**18.00 - 22.00 Dinner and Final Gathering.** Venue: Intercult, Nytorgsgatan 15A