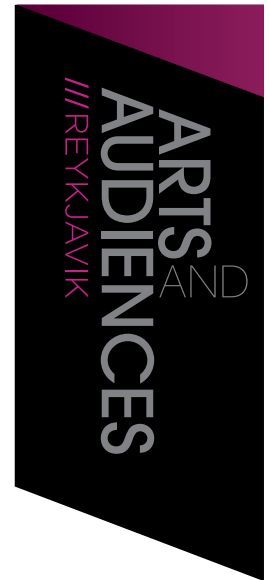


The digital shift has already turned audiences into co-creators. This year the Arts and Audiences conference will focus on how artists and cultural institutions across the Nordic countries respond to this situation. How can we utilize interactive technology in the arts itself, not just in the promotion of the arts? In what way does this affect artistic production and programming? Are we harnessing the power of audience engagement? Besides asking these questions we have invited some of the most innovative thinkers and practitioners of the field to try to answer them and discuss them with you. The program is ready, and it has been co-created with our fantastic speakers and partners.

Arts and Audiences is an annual Nordic meeting point for cultural leaders, artists, artistic directors, curators, producers, learning managers, communication managers, cultural architects and strategists who want to find new ways to extend audience engagement.

This is the fourth year the conference is hosted, and it has already visited Bergen, Stockholm and Helsinki, and this year you will find us in Reykjavik with the theme Digital at the Arts

The Arts and Audiences – DIGITAL AT THE ARTS 2014 conference will take place at magnificent Harpa, the Icelandic national concert hall in Reykjavik, Iceland on



MONDAY OCTOBER 20TH FROM 09:00 TO 18:00

TUESDAY OCTOBER 21ST FROM 09:00 TO 18:00

WE RECOMMEND FLYING IN ON THE 19TH AND DEPARTURE AT THE 22ND WITH THE MORNING FLIGHTS.

The theme DIGITAL AT THE ARTS has been developed as part of the Icelandic Presidency for the Nordic Council of Ministers for 2014. Building on the Nordic Council of Ministers shared core values of green growth and sustainable Nordic welfare, Iceland's presidential programme features a distinctive emphasis on technology, science, creativity, art and culture. These priorities, outlined in Iceland's programme, fall in line with the Nordic Council of Ministers' new strategy for Nordic cultural co-operation **2013-2020**:

- the sustainable North
- the creative North
- the Intercultural North
- the young North
- the digital North

For these reasons among others we have this year made it possible to participate even if you don't have the opportunity to travel to Iceland. We've been working closely with PCM Creative, a UK based company that specializes in digital audience engagement, and with whom we are creating a web based streaming and social media kit that will allow participants to follow, comment and interact with our keynote speakers, our debates, our breakout sessions and all our guests. Sign up to our newsletter to get the latest information and previews of the tools.

Arts and Audiences 2014 is produced by CKI - The Danish Centre for Arts & Interculture in collaboration with Audiences Norway, Producentbyrå, Kultur i Väst and The Icelandic Ministry of Education, Science & Culture. We've also been working closely with NORDBUK - the Nordic Committee for Children and Young People, who have provided the conference with considerable support.

Funded by The Nordic Council of Ministers.



[TO SIGN UP FOR THE CONFERENCE, CLICK HERE](#)



MONDAY OCTOBER 20, 2014

Venue – Harpa Music Centre

- 08:30 REGISTRATION AND WELCOMING COFFEE
Space: In front of Eldborg, 2nd floor
- 09:00 WELCOME AND INTRODUCTION by Auður Ran Thorgeirsdóttir
Icelandic Representative of Arts and Audiences 2014
Space: Norðurljós
- 09:05 OPENING SPEECH by Illugi Gunnarsson MINISTER OF EDUCATION, SCIENCE & CULTURE,
ICELAND AND CHAIR OF NORDIC COUNCIL OF MINISTERS FOR CULTURE 2014
Space: Norðurljós
- 09:15 SETTING THE MOOD - THE ENSEMBLE **Nordic Affect** WILL PERFORM THE PIECE **CLOCKWORKING** BY ICELANDIC
COMPOSER **MARÍA HULD MARKAN SIGFÚSDÓTTIR**
Space: Norðurljós
- 09:30 INTRODUCTION TO THE CONFERENCE THEME AND THE MODERATOR
by **Niels Righolt (DK)**
Space: Norðurljós
- 09:35 MODERATORS WELCOME
by **Katrine Nyland Sørensen (DK)**
Space: Norðurljós
- 09:40 TUNING IN! - A BACKDROP SPEECH by **Trond Tornes (NO)**
Marketing Manager at Phonofile AS, Norway
Space: Norðurljós

Trond will help us tune in on some of the aspects, frictions and opportunities in the increased digitalization seen from his perspective of digital distribution of music in the Nordics.



Uffe Savery is the Artistic Director Chief Executive of the Copenhagen Philharmonics. His keynote will set the frame for the module, touching on their experience with organizational change, community engagement and artistic renewal.

Space: Norðurljós

MUSIC EXPERIENCE DESIGN A CASE PRESENTATION

by Erling Björgvinsson (SE) and Karolina Rosenqvist (SE) from Malmö University

Weaving Engagement - audiences, musical institutions, and designers.

Audience engagement is about mutual learning through long-term engagement. As such, it entails finding ways for cultural institutions, audiences, and designers to 'weave' together, that is, to collaborate and to explore new forms of relationships. This case presentation is based on insights gained from the Music Experience Design project, a research collaboration that has received funding from EU's interregional development fund where symphony orchestras and higher education institutions in Denmark and Sweden has worked together.

Space: Norðurljós

BREAKOUTS IN FIVE DIFFERENT THREADS BASED ON THE MODULE THEME

1

Perspectives on culture: Culture as canon, or culture as responding to current societal issues? Many symphonic orchestras, just as many cultural institutions, are facing considerable problems with attracting new and younger audiences. Because a large portion of the repertoire is from the early part of the 20th century and older, it seems that many institutions favor a canonical view of culture. This breakout session addresses the relationship between what perspective on culture is premiered and the ability to attract new audiences

With **Berglind María Tómasdóttir (IS), Ulrika Lind (SE) Uffe Savery (DK)**

Space: Silfurberg B

2

Audience engagement and democracy: Is it possible to move beyond the 'bildung' and experience-economy paradigms? The notion of 'audience participation' has historically been dominated by an effort to educate a 'passive' audience through effective one-way communication – what might be called the 'bildung' paradigm. Later, it was dominated by creating memorable and 'cool' experiences as part of the experience-economy paradigm. Today, we see a turn towards 'audience engagement', which emphasizes dialogue and mutual learning when planning, implementing, and assessing enriching experiences for all involved. This breakout session addresses how audience engagement is entangled in these multiple paradigmatic views that concern the role and relations between artist and audience

With **Dorte Grannov Balslev (DK), Maria Sahlstedt (FI)**

Space: Silfurberg A

3

Mediating audience engagement in a post-digital world: How do you combine different forms of mediations? This breakout session will address how mediating audience experiences affect roles, values, and organizational boundaries. Through a number of thematic show-and-tell stations, it spans different approaches to audience engagement intertwined with contemporary media practices. The themes range from interactive installations and community media to online interactive remixing and the 'expanded concert'

With **Curver Thoroddsen (IS), Richard Topgaard (SE), Eva Wendelboe Kuczynski (DK), Gabriella Bergman (SE),**

Space: Norðurljós

4

Audience engagement and organizational challenges: What (new) organizational forms do we need? Cultural institutions are often highly specialized, segmented, and at times inflexible. This makes it difficult to create teams across intra-institutional borders. Yet, the success of audience engagement hinges on organizational 'anchoring' where different departments collaborate, as well as that changes in core organizational values are achieved. This breakout session will address how cultural organizations can imagine new organizational forms that are favorable to audience engagement

With **Arna Kristín Einarsdóttir (IS), Per-Ola Nilsson (SE), Henrik Sten Petersen (DK)**

Space: Rima A

5

New value models for cultural institutions

– How to be of 'value' to the society and its citizens beyond the walls of the institution

In this breakout session we will be working with new business models of audience engagement, starting with framing what kind of value propositions is offered including 'contribution to society', 'reach to and engagement with audiences' We will look into how to engage external stakeholders as partners in business development – including private businesses, public institutions, schools and universities, communities, creative networks and medias. We will be working specifically on developing new businesses for your audience followed by tools and methods of how to put the knowledge into value – both for your organization and for your audience.

The breakout session will contain both talks and short co-creation processes in order to inspire and engage everyone participating in new business model breakout session. **Anette Vedel Carlsen (DK), Peter Løvschall (DK) Jakob Stigler (DK) & Elena Villaespesa (UK)**

Space: Rima B



12:30

LUNCH - PIT-STOP FOR BODY AND SOUL

Space: Flói

13:45

GETTING BACK ON TRACK - AN ARTISTIC INTERVENTION TO BE ANNOUNCED

Space: to be announced

14:05

MODERATORS REFLECTION BY KATRINE NYLAND SØRENSEN (DK)

Space: Norðurljós

14:15

MODULE 2: I'M AN ANALOGUE GIRL IN A DIGITAL WORLD

On interactive theatre and game design, multimedia and online participation co-created by CKI with Coney

KEYNOTE BY ANNETTE MEES (UK)

Annette Mees makes immersive theatre, interactive experiences and adventures. Her keynote will touch on mixing live performance and play with digital magic to create stories that are co-created by the audience. She is a co-director of Coney, who makes immersive stories to engage playing audiences everywhere.

Space: Norðurljós

14:45

EVE ONLINE A CASE PRESENTATION

by Pétur Örn Þórarinsson (IS)

EVE Online is a massively multiplayer online game (MMOG) in which more than half a million people around the world play in the same online space, interacting with one another and outlining narratives, characters, and worlds. MMOGs live, grow, and evolve following their own rules and collective instincts; the player experience cannot be achieved in any other form of art or entertainment. EVE Online is, as of 2013, also a part of MoMA's permanent collection.

Space: Norðurljós

15:15

BREAKOUTS IN FOUR DIFFERENT THREADS BASED ON THE MODULE THEME

1

Transmedia: Lidén and Noschis presenting results from their research project called "The Impact of Participatory Experience on the Audience". The research answers the need to understand if real evaluations and measurements of the impact of transmedia storytelling or rather the quality of the experience of the transmedia story, can be made and if social media monitoring might be adapted as a tool to do so. With

Josephine Rydberg Lidén (SE) & Mathias Noschis (FI),

Space: Silfurberg A

2

Utilizing technology and art Tom specializes in working with young people and is writer/director of Coney's award-winning 'Adventures in Learning'; immersive productions which erupt in the classroom and use technology to deliver formal learning outcomes. With

Tom Bowtell (UK)

Space: Norðurljós

3

The crowd and digital cultural policy. This breakout aims to explore how the digital landscapes that we create and develop influence our thoughts and policies on economical distribution on the continent we call The Internet. With

Max Valentin (SE)

Space: Rima A

4

Digital Cultural Diplomacy: Fantasy or the New Reality. A breakout designed by the British Council on how digital solutions and opportunities challenge the modus operandi of the culture sector. With

Ruth Ur (UK)

and **Niels Righolt (DK)**

Space: Rima B

16:35

INFORMATION SESSION WITH Per Voetman (DK)

Per will be giving us a short information session as part of our program, where he will talk about how Nordic Culture Point makes a difference in making Nordic collaborative projects come through.

Space: Norðurljós

16:55

MODERATOR Katrine Nyland Sørensen (DK) sums up day one

Space: Norðurljós



17:25

COCKTAILS AND SNACKS

Space: to be announced

20:30

GET TOGETHER AND NETWORKING AT

Space: Tjarnarbió theatre & café

Tjarnargata 12

101 Reykjavík

TUESDAY OCTOBER 21, 2014

Venue – Harpa Music Centre

09:00 REGISTRATION AND WELCOMING COFFEE

09:30 RECAP OF DAY ONE AND INTRODUCING DAY TWO BY **Katrine Nyland Sørensen (DK) and Ingrid Handeland (NO)**
Space: Norðurljós

09:35: **MODULE 3: THE PRIVATE INVESTIGATOR**
On the art museum as a learning space, a digital space, and on cultural citizenship

KEYNOTE BY PETER GORGELS (NL),

Peter Gorgels is the Digital Manager and overall responsible of the Dutch Rijksmuseum's celebrated digital communication. He is always looking for innovative and interesting new ways to improve the interaction between the audience and the collection of the Rijksmuseum. His keynote will touch on the experiences, reflections and opportunities in a more advanced digital communication strategy.

Space: Norðurljós

10:10 **CULTURAL CITIZENSHIP A CASE PRESENTATION**

by Nana Bernhardt (DK) and Lise Sattrup (DK)

In recent years the National Gallery of Denmark and many other museums have explored the notion of cultural citizenship. This presentation and following workshop deals with the research by Ph.D. fellow Lise Sattrup in this particular field and presents a specific project at the SMK as a case study. The case study presented is a collaboration between the museum and adult language learners. Questions asked are among others: How can art museums help adult second-language learners acquire a language? How can such initiatives constitute a framework for cultural citizenship for new citizens in Danish society? How can the museum contribute in the creation of new cultural and historical frameworks for new Danish citizens as well as for the museum as part of a collective learning process?

Space: Norðurljós

10:50 **ROUNDTABLE SESSION**

Nana Bernhardt (DK), Lise Sattrup (DK) and Nanna Holdgaard (DK) will together with CKI co-create a roundtable session that will discuss and answer questions that are raised from the case presentation, our online participants and those attending the conference. **Bjarki Valtýsson (IS)** will attend as a critical friend

Space: Flói

11:30 **Katrine Nyland Sørensen (DK) facilitates a summation and discussion of the previously covered topics**

Space: Norðurljós

12:00

LUNCH - PIT-STOP FOR BODY AND SOUL

Space: Flói

13:00 **MODULE 4: BRIDGING THE GAP**
On policy based, community based and artist run projects, identifying motivations and barriers for cultural participation among non-users of performative arts.

KEYNOTE BY FAITH LIDDELL (UK) AND KATH MAINLAND (UK)

Faith is the Director of Festivals Edinburgh and **Kath** is Chief Executive of the Festival Fringe Society. They will talk about the keys to successful collaborations and the Edinburgh Festivals Innovation Lab. The Lab, believed to be the first of its kind in the UK, will enable Festivals to work with leading thinkers, technologists, artists, audiences and digital communities to develop and prototype ideas that improve and inspire the audience experience

Space: Norðurljós

13:30 **PERFORMA – OSLO ATLAS AND CREATIVE CULTURE DIALOGUE A CASE PRESENTATION**

by Ingrid Handeland (NO) Director of Audiences Norway and Allan Klie (DK) Artistic Director of Copenhagen Music Theatre

Space: Norðurljós

The presentation will give an in depth understanding of two different ongoing Scandinavian projects. One aiming at increasing knowledge about motivations and barriers among users and non-users of performative arts and one aiming to increase knowledge about motivations and barriers among

performing artists.

14:10

BREAKOUTS IN FOUR DIFFERENT THREADS BASED ON THE MODULE THEME

1

Bursting the community arts bubble: connecting with communities making culture on their own terms Is the game up for the traditional model of “community art” making (& funding)? This session offers a few provocations towards re-thinking our approaches to producing “community arts”, in an era when the digital shift blurs the line between professional and amateur creative, but also creates new kinds of cultural disenfranchisement. With **Tim Jones (UK)**

Space: **Rima A**

2

The Experience Business. How to inspire and equip the cultural sector to re-imagine and design their experience offer for 21st Century audiences. Lisas work is founded on a model of Strategic Value Creation that brings together Design Thinking, Creative Problem Solving and Empathy. At the centre of everything she does is the beating heart of the audience

With **Lisa Baxter (UK)**

Space: **Silfurberg B**

3

Audiences Europe Network. Reflections from the newly finished Audiences Europe Network project “Open All Areas”, a transnational project with partners from 9 different European nations. With **Richard Hadley (UK)**

Space: **Rima B**

4

Turning non-users into users – why, if and how?

A Moderated talk continuing on the case presentation, raising some critical questions. Who takes more interest in the audiences – the policy-led instrumental players or the artistic motivated ones? What works: Inside out projects as Creative Culture Dialogue or outside in projects like Performa?

With **Ingrid Handeland (NO)** and **Allan Klie (DK)**

Space: **Norðurljós**

15:20

MODULE 5: ON THE PATH TO THE FUTURE

On art and sustainability and where we go from here.

VOX POP BLOGGERS

We have invited 6 arts and culture bloggers under the age of 27 to follow and document our conference as critical friends. The 6 young Nordic bloggers take the stage where they each get 7 minutes to present their work, thoughts and findings from the past two days

Rebecka Bülöw (SE)

Ida Frisch (NO)

Björk Brynjarsdóttir (IS)

Scott Shigeoka (US)

Aleksi Rantamaa (FI)

Magnus Kirchheiner (DK)

Rannvá Næs Hoyda (FO)

Space: **Norðurljós**

16:00

PANEL DEBATE

Five Nordic experts and artists will from different professional positions approach some of the key aspects that need to be addressed in the future. E.g. the perspective of artistic property rights, collaborative solutions and how we produce and create cultural experiences and how new opportunities challenge the way we organise the cultural ‘infrastructure’

With **Ole Kristensen (DK)**, **Camara Christina Lundestad Joof (NO)**, **Bjarki Valtýsson (IS)**, **Dag Rosenqvist (SE)** and **Kolbrún Halldórsdóttir (IS)**

Space: **Norðurljós**

17:30

PLENARY REFLECTIONS ON KEY ISSUES TO BE FOLLOWED UP ON

MODERATED BY **Ingrid Handeland (NO)**

Space: **Norðurljós**

18:00

A CLOSING RECEPTION HOSTED BY THE CITY OF REYKJAVIK

Space: **Reykjavík City Hall**

