



THE FESTIVAL ACADEMY

Digital (R)Evolution: Communication and New Technologies Training - 2nd edition

27-30 APRIL 2021

INTRODUCTION

The second edition of "Digital (R)Evolution: A Communication & New Technologies Training" will take place digitally between 27-30 April 2020, organised in partnership with deSingel International Arts Campus. This 4-day long training programme will bring together festival managers and artists coming from all over the world to critically reflect on the subject of digitalisation and the use of new technologies in the festivals' field.

30 emerging and expert festival leaders, cultural activists, and artists from **Armenia, Austria, Bangladesh, Bolivia, Comoros, Egypt, Estonia, Germany, Greece, Iran, Ireland, Kenya, Lithuania, Montenegro, Nigeria, Norway, Portugal, Singapore, South Africa, the United Kingdom, the United States of America, and Zambia** were selected to participate. The programme will contribute to the knowledge on audience development/participation/interaction and to reaching out to diverse communities in civil society, to citizenship building, to improve access to arts and culture and the role of digital tools and new technologies in this.

MENTORS AND SPEAKERS

Mentors and speakers are festival experts as well as cross-sector experts (from foundations, social movements, education fields, technology, etc.) who have knowledge and expertise in the topic.

The programme will be facilitated by **Mike Van Graan** (Playwright, project manager at Sustaining Theatre and Dance Foundation [STAND] - South Africa), who has developed the programme together with our partners and us.

FORMAT

All sessions will take place on **Zoom**. We will use a **WhatsApp** group for communication, and we might also make use of tools such as **Mural, Stickynotes, Mentimeter** and others.

For better concentration and to deal with Zoom fatigue, we invite you during the presentations to **walk around, lie down, stretch, only listen to the audio**, and be actively in the Zoom meeting (with your camera on) during Q&A moments.

ATELIER PROGRAMME

Please note that all times indicated below are in **CEST/Brussels Time**. If you need to convert times to your time zone, please find a tool for this [here](#). For reference, 12:00 p.m. CEST/Brussels Time is 5:00 a.m. in Central USA Time and 6:00 p.m. in Singapore time.

This programme (dated 26/04/2021) can change prior to and during the Atelier as it considers the needs of the participants.

EXPERTS

Facilitator

- **Mike Van Graan** – Playwright and project manager at Sustaining Theatre and Dance Foundation (STAND) – South Africa

Mentors and working group facilitators

- **Dr. Tegan Bristow** – Senior lecturer and director at Fak'ugesi Festival and Wits School of Arts, Digital Arts Department – South Africa
- **Rashmi Dhanwani** – Arts consultant, curator, creative producer, founder of The Art X Company – India
- **Martin Honzik** – Head of the Ars Electronica Festival – Austria
- **Brett Pyper** – Associate professor and head of the Wits School of Arts at the University of the Witwatersrand, Johannesburg; former CEO of the Klein Karoo National Arts Festival (Absa KKNK) – South Africa
- **Mark Russell** – Artistic Director, Under the Radar Festival at the Public Theater and Director of the Public Theater's Devised Theater Initiative – United States of America

Speakers

- **Stuart Green** – Principal at Davies Collison Cave - Australia
- **Marion Louisgrand Sylla** – Founder and director at Kër Thiossane – Senegal
- **Natália Machiavelli** – Initiator and Director of MIT+ at MITsp – São Paulo International Theatre Festival – Brazil
- **Manon Muti** – Free Press Unlimited, former training coordinator at Justice and Peace – Netherlands
- **Hooman Nassimi** – Founder of Society in Motion and the New Faces toolkit - Netherlands
- **Suzette Pullinger** – Trade Marks Attorney at Davies Collison Cave – Australia
- **Dharam Saraviya** – Vice-president at Brand Solutions, OML Entertainment – India
- **Courtney White** – Lawyer at Davies Collison Cave – Australia
- **Christine Van Winkle** – Professor at the University of Manitoba and associate faculty member at Royal Roads University – Canada

deSingel Team

- **Shamisa Debroey** – Producer at deSingel, illustrator and comic artist – Belgium
- **Katrijn De Wit** – Coordinator press and audience development at deSingel - Belgium
- **Hendrik Storme** – General and artistic director at deSingel – Belgium
- **Michiel Vandeveld** – Performing arts programmer at deSingel, Choreographer – Belgium

Artists

- **Marko Ciciliani** – Composer, audiovisual artist and performer, artistic director of ChampdAction.LaBo and TimeCanvas@DeSingel - Belgium
- **Fien Leysen** – Writer, theatermaker, videographer, voice-over, storyteller – Belgium
- **Manu Siebens** – Scenographer – Belgium
- **Guy Weizman** – Artistic Director at Noord Nederlands Toneel, Club Guy & Roni and Nite – Netherlands
- **Collegium Vocale Gent**, dir. **Philippe Herreweghe** – Belgium

Observers

- **Malin Nagel** – Head of project at German Centre of the International Theatre Institute (ITI) – Germany
- **Stella Jacobs** – Intern at German Centre of the International Theatre Institute (ITI) – Germany

PROGRAMME

DAY ONE: Tuesday, 27 April

- 11:30 – 12:00** Registration on Zoom
- 12:00 – 12:30** **Introductory session:** Short Welcome by Hendrik Storme (CEO – deSingel), and Inge Ceustermans (General Director – The Festival Academy)
Short Poll
- 12:30 – 14:00** **Introductory session:** Introductions by participants and mentors
Dynamic introduction round – 1 minute per person to mention your name, country, and one thing that has been helpful in keeping you optimistic through these challenging times
Introductions in small working groups – 10 minutes per person to present your digital projects
Facilitators: Brett Pyper, Inge Ceustermans, Mark Russell, Martin Honzik, Dr. Tegan Bristow
- 14:30 – 15:30** *[Lunch break – Optional yoga session]*
- 15:30 – 17:00** **Opening Keynote Panel:** How is COVID-19 shaping our arts and festival world and/in the digital space?
Speakers: Dr. Tegan Bristow, Rashmi Dhanwani, Martin Honzik, Mark Russell
- 17:00 – 17:30** *[Break – Optional meditation session]*
- 17:30 – 18:30** **Dynamic session:** Zoom Walks – Introductions to participants' cities: Participants are invited to go for a walk and to show others in the session something of their location
- 18:30 – 19:30** **Informal Networking and Cultural programme:** TALK #1 with Fien Leysen and Manu Siebens

DAY TWO: Wednesday, 28 April

- 11:30 – 12:00** **Networking session:** One-on-One informal meetings
- 12:00 – 13:30** **Panel conversation:** Festivals that worked and festivals that didn't: Lessons from the digital world - Digital and/or hybrid festivals, how to run a digital festival, which tools to use, how to engage your audiences, how to monetise it, how to evaluate the audience experience, etc.
Speakers: Marion Louisgrand Sylla, Natália Machiavelli, Dharam Saraviya
- 13:30 – 14:15** *[Lunch break – Optional yoga session]*
- 14:15 – 14:30** *[Optional meditation session]*
- 14:30 – 15:50** **Working Groups:** Practical (and theoretical) tools for operating effectively in the digital space
Experts running different working groups for participants to choose from (2 topics/participant):
- On customer experience and brand integrations, led by Dharam Saraviya, co-facilitated by Dr. Tegan Bristow
 - A critical reflection on the use of new technologies from a Global South perspective, led by Marion Louisgrand Sylla, co-facilitated by Rashmi Dhanwani
 - On turning a physical festival into a digital one, led by Mark Russell
 - On the process of decision making and what we've learned, led by Martin Honzik, co-facilitated by Brett Pyper
- 15:50 – 16:00** *[Break]*
- 16:00 – 17:00** **Plenary session:** Communication of the online program and the connection with the audience + Production work during these Corona times
Speakers: Katrijn De Wit, Shamisa Debroey
- 17:00 – 18:00** **Networking session:** One-on-one meetings with mentors and fellow participants (peer learning)
- 18:00 – 19:30** **Cultural programme: NITE Delivery**
Optional: OnLive: Koor & Orkest Collegium Vocale Gent, dir. Philippe Herreweghe

PROGRAMME

DAY THREE: Thursday, 29 April

- 11:30 – 12:00** **Cultural programme:** “Crossing the Distance and about Infini”, the installation of Fien Leysen, with Michiel van de Velde
- 12:00 – 13:30** **Panel Conversation:** Sharing research about the contemporary digital (arts/festival) world from a cross-sector perspective: academic field, journalism, human rights activism, etc. in relation to audiences, performances, platforms, digital safety, etc.
Speakers: Brett Pyper, Christine Van Winkle, Manon Muti, Hooman Nassimi
- 13:30 – 14:30** *[Break – Optional yoga session]*
- 14:30 – 16:00** **Working Groups:** Practical (and theoretical) tools for operating effectively in the digital space
Experts running different working groups for participants to choose from (2 topics/participant):
- On digital tools and safety, led by Manon Muti
 - On audience interaction, led by Christine Van Winkle, co-facilitated by Brett Pyper
 - On collaborations with new technologies partners, led by Dr. Tegan Bristow, co-facilitated by Rashmi Dhanwani
 - On how to work with newcomers in the digital world with Hooman Nassimi
- 16:00 – 17:30** **Networking session:** One-on-one meetings with mentors and fellow participants with particular skills (peer learning)
- [Free noon, evening or night]*

DAY FOUR: Friday, 30 April

- 11:00 – 12:00** **Cultural programme:** ChampdAction - TIME CANVAS / ALTER EGO, with Marko Ciciliani
- 12:00 – 13:30** **Roundtables:** mentors and participants present on particular themes
- On current intellectual property issues for businesses in an online environment with Stuart Green, Suzette Pullinger and Courtney White
 - Other topics to be defined during the Atelier by participants
- 13:30 – 14:00** *[Break – Optional yoga session]*
- 14:00 – 15:00** Group evaluation
- 15:00 – 16:00** Individual evaluations
- 16:00 – 18:00** Sharing of videos, talks, festivals, and initiatives by participants that are relevant to the topic
Preparation of the party: putting together our talents and creativity to organise a fun digital party
- 18:00 – 19:30** Party: how to party on-line

ORGANISER



The Festival Academy receives a grant of [Open Society Foundations](#) for 2020-2022.

The Festival Academy's project [Act for Global Change: A Global Conversation from the Arts to the World' \(ACT\)](#) is implemented with the support of the [Creative Europe Programme](#) of the European Union.

If you wish to strengthen our global inclusive conversation and [support](#) young festival managers and our international activities, click [here](#).

PARTNER



[deSingel International Arts Campus](#) combines grandeur and adventure in a programme of international theatre, dance, music and architecture. It is not only a place for the contemporary, critical and transnational canon; but also an incubator for artistic creation, new trends and insights. deSingel wants to unlock this programme for as wide an audience as possible. The cohabitation of four art disciplines on the same site, of artists in residence, a conservatory and an architecture institute, is unique in Flanders and the world.

ACT FOR GLOBAL CHANGE



Co-funded by the
Creative Europe Programme
of the European Union

The project entitled 'Act for Global Change: A Global Conversation from the Arts to the World' (ACT) has the ambitious goal to build bridges between different fields of actions, being the artistic, social, political and business world. ACT is implemented with the support of the [Creative Europe Programme of the European Union](#).

The Festival Academy's initiator, European Festivals Association



The Festival Academy is an initiative of the European Festivals Association (EFA) which unites distinguished music, dance, theatre and multidisciplinary arts festivals from Europe and beyond since 1952. It connects about 100 festivals and festival associations in 40 countries. EFA's activities are implemented with the support of the [Creative Europe Programme of the European Union](#).