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## **AN INTERNATIONAL SEMINAR ON AUDIENCE DEVELOPMENT, EDUCATION AND APPLIED THEATRE 5.10. – 6.10.2009**

**Centre for Practise as Research in Theatre, University of Tampere  
Hämeenpuisto 28 D, Tampere, Finland**

**MONDAY 5.10.**

**10.00 – 10.30      Registration**

**10.30 – 11.00      Welcome to Tampere! The opening of the seminar**

Niina Torkko, Project Manager, Ylös – challenges of audience development and education within theatre – project, Centre for Practise as Research in Theatre, University of Tampere

**11.00 - 12.30      Audience Development, Education and Participation in Theatre, Experiences from the UK**

*Once it was so easy. Theatres produced work, theatres offered tickets and audiences came. More recently, with ideas of social equity, and the need to sustain and increase earned income, UK theatres have undertaken with enthusiasm a number of actions aimed at 'developing' audiences, including extending their range in terms of age, gender, ethnicity.*

Michael Quine, Senior Lecturer (until recently), Department of Cultural Policy and Management, London City University

**12.30 - 13.30      Lunch break**



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**13.30 – 15.00**

**Little Red Riding Hood – Experiences from a Theatre Project That Took Place in Vanaja Prison for Females**

*In addition to the lecture we see live fragments of the play the prisoners made*

Hannele Martikainen, Theatre Director and members of the Little Red Riding Hood crew

**15.00 – 15.30**

**Coffee break**

**15.30 - 17.30**

**Workshops**

Registration to the workshops on the spot

**a) Zodiak – The Centre for New Dance:**

**A Guide for Time Management**

*A workshop for work communities: For improving work welfare and better time management*

Virva Talonen, Choreographer, Dance Teacher, Zodiak

*You will need comfortable and loose-fitting clothes suitable for moving, a bottle of water, a pen and paper, an open mind and warm socks.*

**b) Katrin Byréus:**

**Forumplay and Values Clarification Exercises as Creative, Interactive Methods**

Katrin Byréus, dramateacher, consultant, supervisor and author to a big variety of pedagogical books

*Forumplay for liberating and changing. A theatrical method to rehearse reality and focus different action models. "The spectator becomes the spectactor" (Augusto Boal). By values exercises the participants get the opportunity to express their opinions, listen to others and to reflect and revise attitudes. We become aware of the choices we make and our freedom to choose something else.*



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**c) Helsinki Metropolia University of Applied  
Sciences, Degree Programme in Performing Arts:**

**Site-specific Theatre as a Method of Audience  
Development**

Siri Kolu, Lecturer of Applied Drama and Dramaturgy and  
Pieta Koskenniemi, The Head of Adult Education and  
Teacher of Theatre Directing, Helsinki Metropolia University  
of Applied Sciences

**17.30 – 18.00 The Conclusion of the Seminar Day**

**TUESDAY 6.10.**

**10.00 - 11.30 Artistically-led but audience focused: how can arts  
organisations engage effectively with their  
communities?**

*How can arts organisations develop audiences but still stay true to their artistic vision? This interactive session will explore how UK and Irish arts organisations engage with the communities they serve while maintaining artistic excellence.*

Heather Maitland, consultant, author and Research Associate at the Centre for Cultural Policy Studies, University of Warwick

**11.30 - 12.30 Lunch break**

**12.30 – 13.30 The Future Work Sights of a Professional of Applied  
Theatre**

Marja Louhija, Principal Lecturer of Performing Arts, Helsinki Metropolia University of Applied Sciences



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**13.30 – 14.00 Coffee break**

**14.00 - 15.30 How We Made It  
Close-ups of Finnish Audience Development Projects**

*Zodiak – Center of New Dance*  
Jenni Sainio, Outreach Officer

*Rovaniemi Theatre – the Regional Theatre of Lapland*  
Tytti Oittinen, Director

*Helsinki City Theatre*  
Mirja Neuvonen, Audience Development

**15.30 - 16.00 Coffee break**

**16.00 - 17.30 A Panel Discussion on Future Possibilities of Audience  
Development and Applied Theatre**

*The Chairwoman of the Panel:*  
Kati Sirén, Drama Pedagogue,  
Draamaräätälit, Co-operative society

*The Members of The Panel:*  
Seija Metsärinne, Director of Wasa Teater

Perttu Pesä, Actor, Vice Mayor of Tampere

Janne Saarakkala, Theatre Director in Lappeenranta City  
Theatre and Reality Research Center

**17.30 – 18.00 The Joint Conclusion of the Seminar**



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*Changes in the programme and in the timetable are possible.*

During the seminar in The Centre for Practise as Research in Theatre on display  
**My favourite movement in a portrait - An exhibition about a workshop on movement and visual expression for senior citizens**

In April 2009, Zodiak – Center for New Dance and the Finnish Museum of Photography held a movement and visual expression workshop for senior citizens at the Cable Factory. The workshop was about movement expression and about finding your own favourite movement. During the workshop, the participants themselves were both photographers and models, and they chose where and how they wanted to be photographed just as they were making their own favourite movement.

During the workshop, movement and visual expression were integrated, the result being an ageless series of portraits of each of the participant's favourite movements. The participants also took part in the setting up of the exhibition at the Museum of Photography.

My favourite movement in a portrait - workshop was run by dancer and choreographer Joonas Halonen, and photographer Marika Turtiainen of the Finnish Museum of Photography.

## **PRACTICAL INFORMATION**

You need to sign up for the seminar in advance.

Enrollment via e-mail to the address

**info@yleisotyo.fi**

When you sign up, please tell us your name and postal address.

Registration to the workshops of the seminar takes place on the spot, starting Monday, October 5<sup>th</sup>, 10 am

The Fee of the Seminar: 80 €

The Fee for Students of Theatre: 20 €



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The participants of the seminar have the possibility to have lunch in Café Katiska, in the TTT-Theatre, Papinkatu 9, where the lunch costs 5,40 – 6,90 €. There are many other good places to have lunch near the Centre for Practise as Research in Theatre as well.

Welcome to Tampere!

#### Additional Information

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Ylös-project  
<http://www.yleisotyö.fi/english.htm>

Centre for Practise as Research in Theatre  
University of Tampere  
<http://t7.uta.fi/en/>



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