AUDIENCE DEVELOPMENT AND THEATRICAL EXPERIENCES
AUDIENCES ARE NOW, APRILFESTIVALEN 2016
PRESENTATION

2 concepts
- Audience development
- Theatrical experiences

2 relations
- Between audience development and theatrical experiences
- Between audience development and young audiences

1 presenter
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  research interests: audience research, audience development, theatre for children, evaluation
MY STARTING POINT

Audience research with children, youngsters and adults
Different methods, same ethics: To value/appreciate the experience – no matter what

General conclusion
Some audiences might lack specific competencies
No audiences are unable to experience, reflect on their experience or to share and negotiate different experiences
Hvad følte du?

ordt i benene
trist stemning
ord stemning
afskrup - god stemning - høj/dramatisk
spænding - satt 340 mør.
sving
trygget stemning.
sult
”Voksen: Og (barnets navn), hvorfor synes du, det var det vigtigste at fortælle?
Barn 1: Fordi den gor sådan her.
Voksen: Var det fordi, det var sjovt at se på?
Barn 1: Ja.
Barn 2: Jeg synes, det vigtigste var det der med, at han ikke kom til jul.
Barn 3: Ja det sagde jeg også. Det er synd for ham ikke også?
Barn 1: Jeg synes, det var det der hvor den sådan gok gok gok.
Voksen: Hvor hun blev enhone?
Barn 1: Ja (fortsætter et stykke tid med at sige som en hone)” (1. klasse)
AUDIENCE DEVELOPMENT

Cultural policy concept
Increase and diversify audiences at (publicly subsidized) theatre venues

Aim: democratise art and access to art
Beyond the obvious barriers
Demographic, quantifiable objectives
THEATRICAL EXPERIENCES

Going to a theatre performance is not merely about the things happening on stage (Sauter et. al. 1986)

Theatre is a social event taking place in a specific setting (time and place)

The theatrical experience is

- Sensoric
- Emotional
- Intellectual
AUDIENCE DEVELOPMENT AND THEATRICAL EXPERIENCES

Why do ‘we’ (as adults, as politicians, as society) what someone else to go to the theatre? And why should they bother?

Shift focus from merely: Who is going? Towards: What do they experience?

Value the theatrical experiences
Understand every audience member as a competent audience member
AUDIENCE DEVELOPMENT AND YOUNG AUDIENCES

The ‘role’ of theatre for young audiences in an audience development perspective

- Develop future audiences
- Present theatre in a socially inclusive setting (schools)

By focusing on the theatrical experience we are reminded:

- Theatre is a social event. Make it a valuable and familiar social event
- Children are competent audiences, because they are competent in experiencing, reflecting and sharing

Further reading:

- [http://www.participations.org/Volume%2012/Issue%201/15.pdf](http://www.participations.org/Volume%2012/Issue%201/15.pdf)