**Be SpectACTIve! is part of the European Culture Forum 2016: a conference on active spectatorship with many testimonials from the network.**

**WHAT - Be SpectACTive!**, a project supported by the Creative Europe programme, is holding a conference on active spectatorship as part of the European Culture Forum 2016. The title is ***Audience Development: engagement is the key, but where are the doors?*** *Challenges, dreams and limits in activating people in cultural participation.*

*A round table to exchange success and failures*.

**WHY -** The event will be a unique opportunity to share results, suggestions and challenges in audience development; an opportunity to meet professionals, practitioners and cultural organizations in order to discuss the ways in which a more participatory approach from the public may enrich performing arts and their programming all over Europe.

**WHERE AND WHEN -** The conference will be held in the context of the European Culture Forum, on the **18th of April 2016, from 2.30 pm at KVS, 146 Rue de Laeken – Brussels.**

**WHO –** Amongst the speakers, **Monica Urian** Programme manager at the European Commission, responsible for the Audience development’ priority; **Luca Ricci** (director of Capotrave/ Kilowatt) and **Giuliana Ciancio** (freelance arts manager and lecturer) curators and project managers of **Be specACTIve!** And many others chosen inside the partner researchers - such as **Alessandro Bollo** of Fondazione Fitzcarraldo, and representants of innovative European projects like **Theatron**, **Corners**, **AVnode**, **Pivot Dance Project**, **Dancing Museums, IN SITU**. To end with discussants from **Be SpectACTIve!** such as: **Luca Kovecs** and **Csaba Paroczay** (Bakelit Multi Art Center)**, Vicentiu Rahau** (Sibiu International Festival)**, Luisella Carnelli** (Fondazione Fitzcarraldo)**, Félix Dupin Meynard** (Université De Montpellier)**, Jaroslava Tomanova** (Tanec Praha)**, Liz Wilson** (York Theatre Royal), and **Paola Rondini**, Aboca, **Be SpeactACtive! sponsor**.

\**For more information please see program below. In order to take part in the event* ***you can enrol*** *in our website (*[***www.bespectactive.eu***](http://www.bespectactive.eu)*) and follow us on Facebook and Twitter: the* ***partecipation is free*** *and you can register* ***until the 15th of April****.*

**BeSpectACTive!** started in 2014 and it is a four-year-lasting European project based on audience development, which encourages intercultural dialogue through practices exchange amongst professionals, artists and audiences all across Europe: its members are based in Italy, Hungary, United Kingdom, France, Spain, Czech Republic, Romania, Croatia and Slovenia. The project is lead by the municipality of Sansepolcro and CapoTrave/Kilowatt.

**Be SpectACTIve!** facts and figures:

- 4 live-productions and 3 online productions

* 160 days of artistic residency in different cities of the network (Sansepolcro, London, Ljubljana, York, Praha, Sibiu, Budapest, Zagreb)
* 80 participant performers
* 250 European spectators/citizens as part of the creation process, 80.000 are involved through press conferences, open rehearsals, shows in tour.
* 1 successful edition of the European Spectators Day.
* 1 international conference in Sansepolcro in 2015
* 7 workshops in progress on “participatory programming”, involving 130 spectators who chose 30 shows within the network.
* At the end of the 4-year-period **Be SpectACTIve!** aims to have strengthened engagement with artistic creation and with cultural organizations through:
* 21 new theatre and dance shows
* 54 creative residences
* 30 workshops
* 4 international conferences and constant online interaction between artists and web-users.

**Beyond the conference** – the **20th of April**, **Giuliana Ciancio and Luca Ricci**, creators and project managersof **Be SpectACTIve!**, will be invited as speakers at the European Culture Forum in the flash session “**Audience in Motion**”*.*

***PROGRAMME***

***Audience Development: engagement is the key, but where are the doors?***

Challenges, dreams and limits in activating people in cultural participation

A round table to exchange success and failures

KVS, Brussels I 18 April 2016 I 2,30 PM

*Welcoming:*

Monica Urian, **EU Commission**

*Introduction and moderation - Be SpectACTive! curators:*

Giuliana Ciancio, ***Arts manager*** and Luca Ricci, ***Capotrave/Kilowatt***

*3 Key questions - Be SpectACTive! research team:*

Alessandro Bollo, ***Fondazione Fitzcarraldo***

*Panellists:*

Cristina da Milano and Gianluca del Gobbo, ***AVnode***

Chris Torch, ***Corners***

Elisabetta Bisaro, ***Dancing Museums***

Ariane Bieou, ***IN SITU***

Peggy Olislaegers and Roberto Casarotto, ***Pivot Dance Project***

Benita Lipps, ***Theatron***

*Be SpectACTive! discussant:*

Csaba Paroczay, Luca Kovecs, **Bakelit Multi Art Center**

Luisella Carnelli, **Fondazione Fitzcarraldo**

Vicentiu Rahau, **Sibiu International Festival**

Jaroslava Tomanova, **Tanec Praha**

Félix Dupin Meynard, **Université De Montpellier**

Liz Wilson, **York Theatre Royal**

Paola Rondini, ***Aboca, Be SpeactACtive! sponsor***