

I International Congress of Theatre Spectators

Barcelona, from October 24 to 26 2022

afOra
FOCUS



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Why

The main goal of the **I International Congress of Theatre Spectators** is to call the spectators to regain their leading role, to recover the collective energy that is created when they connect with the performances of the actors and actresses on stage.

The spectator remains an unknown and an enigma that everyone wants to unravel. This congress wants to give viewers a face and a voice to the spectators, to understand their interests and theatrical expectations.

The **I International Congress of Theatre Spectators** also aims to be a tribute to the many people who, in these uncertain times, have supported the theatre by their presence as spectators.

A congress of, by and for theatre spectators. Art and part

The organiser

ÀFORA is the agora of **GRUP FOCUS**, a space of reflection and activity that, starting from the landscape experience, aims to influence the artistic, cultural and social life in our sphere of our influence. A hub of thought that seeks to valorise human space as a field of relationship, debate, curiosity and shared intelligence, offering guided tours through the different sensibilities of theatrical activity.

ÀFORA is the reunion of citizens with curiosity, fascination and all that is unexpected; a platform to reinforce the importance of theatre and culture; to restore the connections between society and thought; an agora understood as a place where the wisdom of the scientist, the artist, the politician, the craftsman, the citizen is sought out, displayed and shared without prejudice.

One of the 5 fields of action of ÀFORA focuses on "the Spectators", the public as a field of work and reflection. One of the first activities is the organisation of this **I International Congress of Theatre Spectators**.

Curatorship



Pepe Zapata

Expert on cultural audiences,
is currently director of TRES C -
the Community of Culture.

He was responsible for publicity, communication and marketing at Grup Focus and Mercat de les Flors. He has also been a partner and director of Tek-ne Cultura, coordinator of the Alícia Foundation and cultural manager of Pompeu Fabra University.

He is a regular lecturer and professor in various master's and postgraduate courses in cultural management and specifically in audience development, marketing and communication.

Advisory committee



Marta Buchaca

Author, writer
and theatre director



Eva García

Expert on
community arts



Macarena Cuenca

Professor at the University of
Deusto, specialized
on audience development



Joan Morros

Member of El Galliner
and curator at
Teatre Kursaal in Manresa



Javier Ibacache

Head of the Audience
and Programmes
department at the Ministry
of Culture, Chile



Marta Turu

Theatre spectator
and socia of
TRES C - Comunitat de Cultura



Xavier Fina

Cultural consultant



Esteve León

Board member at
Fundació
Teatre Lliure

Target groups

Theatre spectators

General public, representatives of theatre spectator associations, theatre and performing arts lovers, responsible for cultural projects based on the participation of theatre spectators.

Creators and artists

Artists, artistic companies, producers interested in knowing and strengthening the motivations of theatre spectators.

Public administrations

Responsible for public cultural policies, cultural managers of public organizations.

Cultural managers

Directors of cultural organizations, heads of public departments, audience development, mediation, education, communication and marketing.

Researchers, consultants

Experts in audience analysis.



Spaces

On-site venue

Barcelona - Teatre Romea



A place with a vibrant artistic scene that takes risks with innovative proposals. Crossing boundaries, provocation, reflection and entertainment are the hallmarks of this production centre that animates contemporary cultural debate. Josep Maria Pou has been its artistic director since 2019.

Immersive platform

Virtual headquarters

Immersive Platform. Virtual access to the spaces and contents of the congress

Immersive platform to reach a wider audience without neglecting the interaction and engagement of both target groups. An innovative multi-purpose space that can be stands, exhibition areas, workshop areas and an auditorium where presentations take place with real or virtual stage backgrounds, all via streaming.

- Brand activation
- Advertising and communication
- Creation of customised virtual spaces
- Personalised avatars
- Digital marketing
- Networking
- Interaction between audiences (chats and voice chats)
- Animation
- Gamification
- Merchandising
- Press room
- National and international audience



Programme

- More than 50 speakers from 25 countries, in addition to all those who have registered for the congress, will meet at the 1st International Congress for Theatre Audiences to share remarkable international experiences that make theatre audiences the backbone of theatrical activity.
- Conferences, plenary sessions, presentation of projects, workshops, artistic actions and theatre visits. Encounter between spectators in on-site spaces and/or in virtual spaces (immersive platform) using accessibility criteria.
- In this first edition, the Congress will address, in different formats (conferences, debates, presentations, workshops), the roadmap to follow in order to promote, improve, develop, encourage and bring about change and innovation in the performing arts sector from the role of spectators, focusing on 3 priority areas of work.

Congress languages: **Catalan, Spanish and English.**

The programme will be implemented following 3 priorities

• **Diversity**

Every project, artistic action or contemporary creative process must be affected by values such as equity, cultural diversity and social inclusion, environmental sustainability or respect and knowledge of different languages, customs and cultures.

• **Participation**

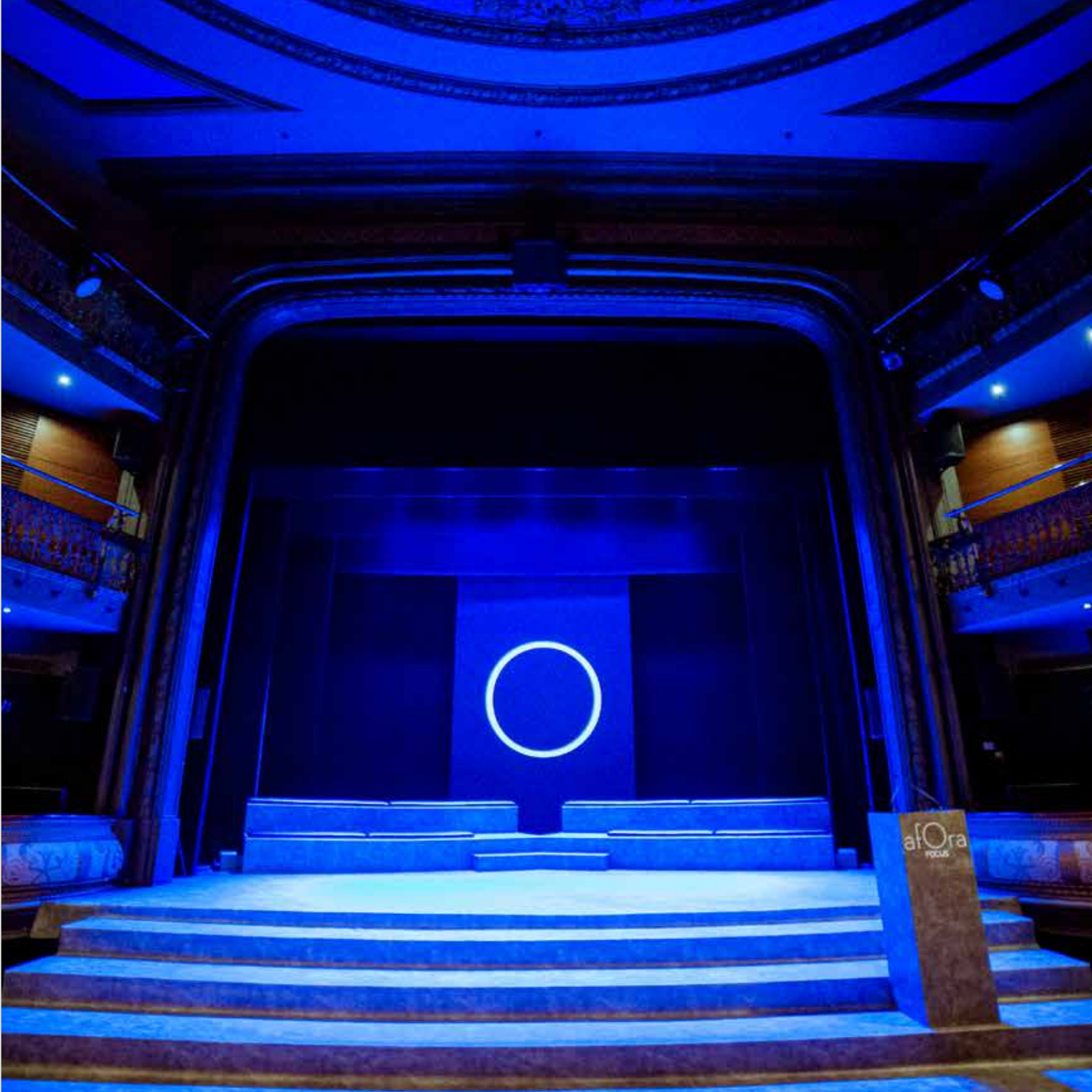
Participation means having an active role and getting involved in all the different processes that occur in any performing arts project, from participating in the design of the projects themselves, the programming of the spaces, in the creative processes, or in the development, management or financing among others.

• **Transversality**

Reject limits on roles, sectors and disciplines, dialoguing with other fields, not only cultural but also scientific, social, anthropological or philosophical, including issues as the relationship between culture and health or cultural mediation, in order to share, understand and generate new spaces for dialogue.

Activities

	Monday <i>October 24, 2022</i> Day 1	Tuesday <i>October 25, 2022</i> Day 2	Wednesday <i>October 26, 2022</i> Day 3
Morning	Official welcome Inaugural dialog	Conferences, plenary sessions, presentations and working tables Artistic actions	Conferences, plenary sessions, presentations and working tables Artistic actions
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Evening	Conferences, plenary sessions, presentations and working tables Artistic actions	Practical workshops	Conclusions Barcelona Manifesto Official Closing
Night	Visit to Teatre Romea and Teatre Goya	Visit to Sala Beckett/ Focus headquarters oficial dinner at Antiga Fàbrica Damm	Visit to Gran Teatre del Liceu Performance at the Teatre Romea: "Paraíso Perdido" (with English subtitles).



Value concept

Different values of the I International Congress of Theatre Audiences:

- **First Congress**

This is the first time that the spectator is at the centre of debates on the performing arts. The aim is therefore to consolidate the project so that it has continuity and a permanent periodicity in time, in principle every two years, and to acquire a referential role in the sector.

- **The audience** at the centre of the strategy

It is not just another professional meeting about theatre-goers, but a congress of, by and for theatre-goers. Art and role.

- **International meeting**

From a global vision, the aim is to broaden the view of theatre-goers without geographical and socio-cultural restrictions, without distinction of race, gender or origin, without any kind of barrier or social exclusion. Speakers, guests and participants from all over the world will contribute to providing a global overview.

- **Barcelona is pioneering** as a venue for a cultural event among national and international theatre-goers.

Barcelona Manifesto

The highlight of the Congress will be the presentation of the **Barcelona Manifesto of Theatre Spectators**, which addresses the role of theatregoers and the performing arts in the future, especially the current changes in habits brought about by the pandemic period.

This manifesto will set out a series of rights and obligations to promote actions and initiatives that challenge all actors in the sector, its value chain, in terms of optimising audience development, especially with regard to the values of diversity, participation and transversality, both nationally and internationally.

We will position and give visibility to the **Barcelona Manifesto of Theatre Spectators** audiences nationally and internationally and generate interest for the performing arts and the cultural sector in general, as well as for all theatre-goers, citizens, the press, institutions and organisations.

The **Barcelona Manifesto of Theatre Spectators** as a value proposition for culture and society, for our present and future, will make Barcelona the global epicentre of theatre. For Grup Focus, it is a contribution to the importance of the cultural capital of the city.

“Stating that theatre spectators continue to be the true rulers of theatre and turning to them to better understand their hopes and ambitions to conquer knowledge and emotions”.

50 Congress
spectators
Guests

More than **25**
participating countries
from 5 continents

More than **500**
registered attendees
(in person/online)

1 Immersive
platform

3 Days
of activities

7 Expert
speakers

More than **20**
presentations of experiences,
conferences, workshops,
artistic actions and visits

Confirmed experts



Roger Bernat

Catalan playwright. His theatrical career has been characterized by his engaging and immersive work with audiences. Editor of the book *Querido Público* (Dear Audience).



Toni Jodar

Dancer, teacher, performer, artist and dance teacher for over 25 years through Explica Dansa, his project with Beatriu Daniel.



Antonella Broglia

Advertising creative, cultural promoter, educator, lecturer, television host and actress, expert in political communication, public speaking and social entrepreneurship and innovation.



Katya Johanson

Audience research professor Deakin University. One of the four editors at *Routledge Companion to Audiences and the Performing Arts*.



Zavel Castro

Theater expert and specialized in audience training. Co-Founder of *Aplaudir de Pie* (Standing ovation), the theater review and commentary page.



Antonio Monegal

He coordinates the Master in Comparative Studies in Literature, Art and Thought of the Pompeu Fabra University. He recently published the essay *Com l'aire que respirem* (Like the air we breathe).

Confirmed countries

Argentina

Australia

Brazil

Canada

Chile

Costa Rica

Denmark

El Salvador

France

Germany

India

Italy

Japan

Lebanon

Mexico

Morocco

Netherlands

Norway

Peru

Serbia

Slovenia

Spain

Uganda

United Kingdom

United States of America



Institutions and partners

We want to make this event a reference event in the national and international cultural world and a meeting and reflection point for the performing arts and audiences.

By organising the **I International Congress of Theatre Spectators**, which is pioneering and unique, we want to consult society, citizens in general and the sector (artists, institutions, cultural managers, etc.) to encourage them to participate and discuss; to claim the role of the audience, to give them a voice and relevance in order to identify the interests of theatre audiences.

These objectives are part of the current programmes of the cultural institutions that directly influence the cultural policy of the city of Barcelona.

A program with the characteristics of the **I International Congress of Theater Spectators**, aiming to internationalize our city based on the value of culture, requires public and private collaboration. For this reason, we have such relevant institutions as the **Ajuntament de Barcelona**, the **Generalitat de Catalunya**, and the **Ministerio de Cultura INAEM**, and collaborators such as Costa Serra, Correduría de seguros, Grupo Catalana Occidente, Fundació Damm, SGAE, Atiram Hotels, Iberia, and Renfe, to help organize and promote the **I International Congress of Theatre Spectators**.

"The audience is the most revered member of the theatre. Without an audience there is no theatre. Everything done is ultimately for the enjoyment of the audience. They are our guests, fellow players and the last spoke in the wheel which can then begin to roll. They make the performance meaningful".

Viola Spolin

**A Congress
of, by and by
theatrical spectators.
Art and part.**



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