

23rd Sept, Monday

PEOPLE AND COMMUNITIES AS A CORE VALUE: PLACING AUDIENCES AT THE CENTRE

09h30 - 12h00

STUDY VISITS

DIFFERENT CULTURAL VENUES IN LISBON

LU.CA THEATRE / SÃO LUIZ THEATRE / CARPINTARIAS S. LÁZARO / CALOUSTE GULBENKIAN FOUNDATION (MUSEUM, MUSIC AND GARDENS)

Meeting point at the chosen venue

12h30 - 14h00

REGISTRATION AT CALOUSTE GULBENKIAN FOUNDATION

Information desk (Secretariado)

14h00 - 14h30

WELCOME SESSION

Teresa Patrício Gouveia, Susana Gomes da Silva and Inês Câmara - speakers

Auditorium 2

14h30 - 15h30

OPENING LECTURE

PLACING AUDIENCES AT THE CENTRE

Alessandra Gariboldi and Anne Torreggiani - speakers

Auditorium 2

15h30 - 16h00 *Coffee Break*

16h00 - 17h30

DEBATE

PLACING AUDIENCES AT THE CENTRE – WHAT DOES IT MEAN? 3 DIFFERENT INSTITUTIONS, MANY QUESTIONS

Alessandra Gariboldi and Anne Torreggiani - facilitators
LU.CA THEATRE - PROGRAMMING EXCLUSIVELY FOR CHILDREN AND YOUNG AUDIENCES

TEATRO MEIA VOLTA - O PÚBLICO VAI AO TEATRO, in partnership with Teatro São Luiz

CARPINTARIAS S. LÁZARO – A NEW CONTEMPORARY ARTS CENTRE IN THE CITY OF LISBON

Auditorium 2

17h30 – 18h00

WRAP UP

PLACING AUDIENCES AT THE CENTRE

Alessandra Gariboldi and Anne Torreggiani

Auditorium 2

24th Sept, Tuesday

AUDIENCE DEVELOPMENT AS AN EVERYDAY PRACTICE: BREAKING THE WALLS

09h30 - 10h30

LECTURE

BREAKING THE FOURTH WALL

Lluís Bonet - keynote speaker

Niels Righolt - moderator

Auditorium 3

10h30 - 11h00 - *Coffee Break*

11h00 - 16h30

MASTER CLASSES

LISTENING TO THE AUDIENCES

Ingrid Handeland and Niels Righolt

Foyer

LEADING THROUGH DESIGN

Anne Torreggiani, Antonia Silvaggi and Patrizia Braga

Auditorium 3

HOW TO ORGANIZE AN AUDIENCE DEVELOPMENT PLAN FOR A WHOLE CITY

Sonia Sin and Macarena Cuenca

Room 1

THE VALUE OF ARTS. BEYOND PERFORMANCE INDICATORS

Mercedes Giovinazzo and Alessandra Gariboldi

Room 2

12h30 - 14h00 – *Lunch break*

16h45 - 17h30

GET TOGETHER

Macarena Cuenca and Antonia Silvaggi

Room 1

25th Sept, Wednesday

EMPOWERING AUDIENCES, REIMAGINING CULTURE

09h00 - 10h15

VERY IMPORTANT TREE TALKS

Gulbenkian Garden (Art Library entrance)

10h30 - 11h30

HOW PARTICIPATION WON, AND WHY IT MATTERS

Mercedes Giovinazzo - keynote speaker

Dea Vidović - moderator

Auditorium 2

11h30 - 12h00 *Coffee Break*

12h00 - 13h00

CASE STUDIES

PARTIS - ARTISTIC PRACTICES FOR SOCIAL INCLUSION PROGRAMME

Hugo Seabra (Calouste Gulbenkian Foundation) - speaker

Diana Pereira - moderator

Auditorium 3

LEADING THROUGH DESIGN

Anne Torreggiani (Audience Agency) - speaker

Inês Câmara - moderator

Foyer

SMART CITY = ARTS CITY

HACKING AUDIENCE: WORKING ON CLASSICAL CONCERTS AND ON COMMUNITY PROGRAMS

Sonia Sin (Zaragoza Cultural) - speaker

Diego Garulo - moderator

Room 1

GIVING THE STAGE TO CITIZENS

Miriam Tscholl (Staatsschauspiel Dresden) - speaker

Lorenzo Barello - moderator

Room 2

13h00 - 14h30 *Lunch break*

13h30 - 14h15

OPTIONAL VISITS

GULBENKIAN GARDEN / FOUNDER'S COLLECTION / MODERN COLLECTION / THE RISE OF ISLAMIC ART – TEMPORARY EXHIBITION

Confirm registration on the same day at Information desk

(Secretariado)

14h30 - 17h:00

CASE STUDIES AND WORK GROUPS

MEET THE ADESTE+ ARTISTIC PARTNERS: FROM THE FIRST KISS TO GETTING THE KEY - 6 DIFFERENT WAYS OF APPROACHING

AUDIENCE ENGAGEMENT

CALOUSTE GULBENKIAN MUSEUM with Andreia Dias

+ NØRREBRO THEATRE with Charlotte Kjær

Room 1

CROATIAN NATIONAL THEATRE IVAN PL. ZAJC FROM RIJEKA with Katarina Mažuran Jurešić

+ MERCURY THEATRE with Lizzy Hayes

Room 2

TEATRO STABILE TORINO with Lorenzo Barello

+ LA HARINERA and ZARAGOZA CULTURAL with Diego Garulo

Auditorium 3

17h15– 18h00

GET TOGETHER

Inês Câmara

Auditorium 2

26th Sept, Thursday

EMPOWERING AUDIENCES, REIMAGINING CULTURE

9h30 - 10h45

LECTURE

CULTURAL DEMOCRACY - PAST, PRESENT, FUTURE

Steven Hadley and Ana Žuvela - keynote speakers

Dea Vidović - moderator

Auditorium 2

10h45 - 11h45

PERPETUAL RETURN OR ON BEING INCLUDED: AGAIN, AND AGAIN AND AGAIN...

Wayne Modest - keynote speaker

Susana Gomes da Silva - moderator

Auditorium 2

11h45 - 12h15 *Coffee Break*

12h15 - 13h15

CASE STUDIES

THE URGENCY OF DIFFICULT CONVERSATIONS

Maria Vlachou - speaker

Susana Gomes da Silva - moderator

Auditorium 2

ONE GALLERY, MANY THINGS FOR DIFFERENT PEOPLE

Sally Shaw - speaker

Antonia Silvaggi - moderator

Auditorium 3

WHO OWNS THE THEATRE?

Darko Lukić - speaker

Niels Righolt - moderator

Room 1

DANCING MUSEUMS: EXPLORING NEW WAYS OF ENGAGING THE PUBLIC THROUGH PHYSICAL EXPERIENCE

Elisabetta Bisaro - speaker

Patrizia Braga - moderator

Room 2

13h15 - 14h45 – *Lunch break*

14h45- 16h45

CASE STUDIES

GOING PERIPHERAL: REINVENTING CREATIVE LANDSCAPES

Inês Câmara - moderator

MUSEU DO DOURO - I AM LANDSCAPE: RESEARCH AND CREATION OF EXPERIENTIAL RELATIONSHIPS BETWEEN PEOPLE, LANDSCAPES AND THE MUSEUM

Samuel Guimarães - speaker

PLANO NACIONAL DAS ARTES - A STRATEGY, A MANIFESTO

Paulo Pires do Vale - speaker

DANÇANDO COM A DIFERENÇA: THE ART OF TRANSFORMING REALITIES

Diogo Gonçalves - speaker

Auditorium 2

16h45 – 17h15 *Coffee Break*

17h15 - 17h45

GET TOGETHER

Sonia Sin and Niels Righolt

Auditorium 2

18h30 - 20h00

OPENING OF EXHIBITION

IRINEU DESTOURELLES - SUBTITLING

Modern Collection Calouste Gulbenkian Museum

– *Project Room*

27th Sept, Friday

ADESTE+ IS ABOUT QUESTIONS

9h30 - 10h30

WHERE ARE WE? WHAT NEXT? QUESTIONS FOR THE FUTURE

Alessandra Gariboldi and Anne Torreggiani

Auditorium 2

10h30 - 11h30

5 QUESTIONS FOR THE FUTURE, 5 WORK GROUPS

Ilidio Louro, Ivo Oosterbeek, Macarena Cuenca,

Niels Righolt and Patrizia Braga - facilitators

Auditorium 2, Auditorium 3, Room 1, Room 2

11h30 - 12h00 *Coffee Break*

12h00 - 13h00

CLOSING SESSION: THIS WEEK'S JOURNEY

Auditorium 2