

WHAT IS TEEN?

TEEN AMBASSADORS
ACROSS EUROPE

TE
EN
THEATRE
EUROPEAN
ENGAGEMENT
NETWORK



Co-funded by the
Creative Europe Programme
of the European Union

WHAT IS TEEN?

FURTHER INFORMATION ABOUT THE TEEN AMBASSADORS ACROSS EUROPE PROJECT AND OUR NETWORK



The **TEEN Ambassadors Across Europe** project follows on from an earlier programme of work which developed a methodology aimed at developing best practice teenage audience development strategies based on positive experiences and practices at local and national levels. Founded by Programme Managers working in the Theatre for Young Audiences sector, the earlier project worked to identify the most suitable kinds of theatre performances, as well as the most effective engagement techniques for the Teenage age

Segni d'infanzia (Italy) | Cultuurcentrum Hasselt (Belgium)
Dialogue Community Performance (UK) | "la Caixa" Foundation (Spain)
Scenekunstbruk (Norway) | Teatercentrum (Denmark)

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group. This previous work established local collectives of Teenagers called 'TEEN Action Groups'. Completed activities included experimenting with tools of theatre criticism and bringing together Programme Managers, Creative Professionals & Artists, and Teenage audience members in TEEN Kitchen Table Meetings. Trialling, mapping, and translating these successful local practices into a methodology that can be applied across Europe, this earlier project marked the beginning of a permanent network structure supporting local arts organisations to engage Teenagers in their theatre programming.



When the **TEEN Ambassadors Across Europe** project was launched in December 2018, it sought to develop the Teenage audience development methodology further by testing the established methodology, alongside new approaches, across several existing

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partner countries, as well as to experiment with disseminating the toolbox of methods to new, associated partners. Fundamentally, it also seeks to answer whether it is possible for European theatre festivals targeting Teenagers to be programmed and produced by a team of Co-programmers, that includes Teenagers themselves. It is exploring how effective such tools are in different national contexts; is focusing on embedding digital strategies into the methodology; is seeking to create a dialogue between Teenagers and School Teachers around cultural experiences; and is working to empower Creative Professionals to work closer together with Teenagers. The project partners believe that the challenge is not to simply increase the number of Teenagers in our theatre audiences but, more significantly, to deepen the quality of Teenagers' engagement and instil in them the same enthusiasm for the theatrical art form as that which motivates those who make theatre.

The **TEEN Ambassadors Across Europe project** is co-funded by the **Creative Europe Programme of the European Union**. The project partners are **Segni d'infanzia (Italy)**, **Cultuurcentrum Hasselt (Belgium)**, **Dialogue – The Community Performance Network (United Kingdom)**, **“la Caixa” Foundation (Spain)**, **Scenekunstbruk (Norway)**, and **Teatercentrum in Denmark**.

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THE PROJECT PARTNERS ARE

SEgni D'INFANZIA (ITALY)

Segni d'infanzia is an artistic and cultural organisation which was founded in 2008. Segni believes that providing children and Teenagers with high-quality stimulation – and thus the motivation and tools to grow and trigger positive change – is the only way to contribute to the cultural development of contemporary society. One of their main projects is SEgni New Generations Festival (Italy). The festival is targeted at schools, families, and to all those who love the theatre, research, and the languages of the Arts.

SCENEKUNSTBRUK (NORWAY)

Scenekunstbruk, the Norwegian Touring Network for the Performing Arts, is the largest nationwide provider of Performing Arts for young audiences in Norway. They ensure that children and young people (aged from 0–20 years) will experience professional Performing Arts regardless of their background.

TEATERCENTRUM (DENMARK)

Teatercentrum ("Theatre Centre") is a professional centre for the distribution and dissemination of Theatre for Young Audiences. Teatercentrum disseminates knowledge about Theatre for Young Audiences and Touring Theatre. In addition, Teatercentrum has many years of experience in organising conferences and talks on themes related to Theatre for Young Audiences. Teatercentrum also houses the Danish branch of ASSITEJ, the Association of Theatre for Children and Young People.



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CULTUURCENTRUM HASSELT (BELGIUM)

A major cultural centre in Belgium, CCHA presents an Art programme of more than 250 performances and exhibitions a year, including 50 school performances and a series of 30 family shows. For young audiences, it also has a co-production platform to help artists create new work for children and their parents/grandparents. The major event for young audiences at the centre is the annual Krokusfestival held each February, an international arts festival for young audiences that focuses on new work, international productions, contemporary dance, and installation performances.

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d'INFANZIA
ASSOCIAZIONE CULTURALE

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»LA CAIXA« FOUNDATION (SPAIN)

“la Caixa” Foundation has a strong social commitment and dedication to further the interests of society at large, both through its financial business and through its Foundation. The Foundation supports and carries out activities related to society, culture, education and science. “la Caixa” Foundation focuses on social programmes that have the greatest capacity to transform society, with particular attention being paid to children; job creation; increasing investment in medical research; and maintaining excellence in disseminating both knowledge and culture. The cultural focus of the “la Caixa” Foundation is called the CaixaEscena programme which has been developing for nearly 15 years, being implemented across the whole of Spain. CaixaEscena is a participatory programme, which incorporates the application of the Performing Arts within education as a means of strengthening young people’s cultural, social, and pedagogical development. CaixaEscena provides teachers with resources and skills, working together with them to improve their projects.

DIALOGUE – THE COMMUNITY PERFORMANCE NETWORK (UNITED KINGDOM)

Dialogue is a non-profit knowledge sharing network with a mission to support practitioners working in the field of Community Performance, which includes those who produce Theatre for Young Audiences. Dialogue’s main activities revolve around increasing the capability of the sector to generate and use documentation and evidence in order to boost and sustain its work.



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