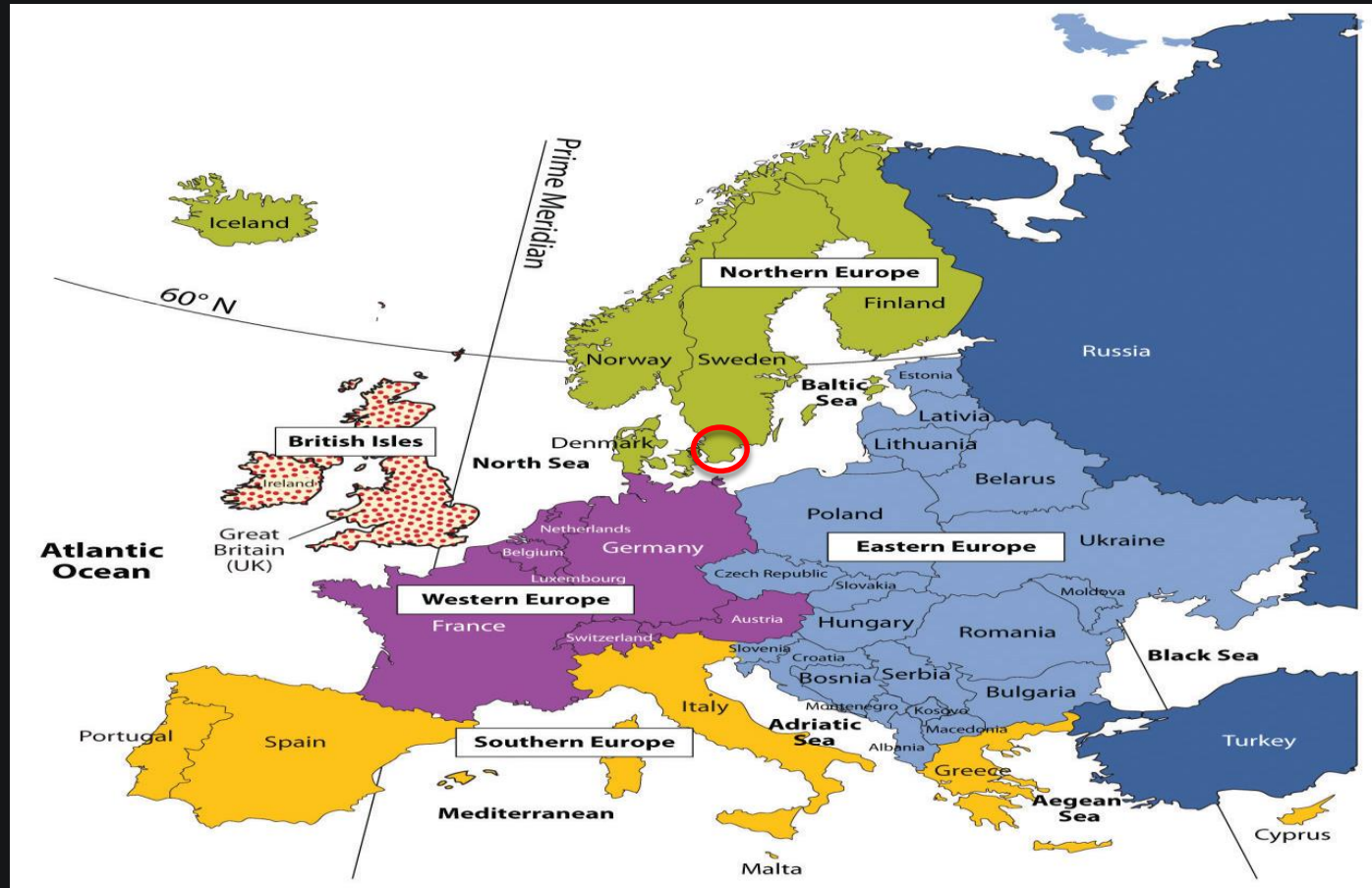


Audience development in live arts – How to build relations and make art relevant.

By
Gitte Gronfeld Wille, department of culture.

We are right here



Facts about Skane

- 1, 3 inhabitants in Skane
- 33 municipalities (largest 330.000 / smallest 8000)
- 30 minutes commuting to Copenhagen in Denmark
- 177 nationalities in Skane (every third in the city of Malmo are born abroad)
- 48 % of the citizens in Malmö are below 35 years of age
- 64 % of children under the ages of 18 in Malmo has foreign background (second generation)
- People from the region are more active in cultural life than other swedes
- 15.000 creative business in Skane (16.800 jobs)
- 5000 jobs in public cultural sector
- Increased mental illness in youth

The swedish cultural policy objectives:

Culture is to be a dynamic challenging and independent force based on the freedom of expression

Everyone is to have the opportunity to participate in cultural life

Creativity, diversity and artistic quality are to be integral parts of society's development.

photo: Skånes Dansteater

To achieve the objectives, cultural policy is to promote:

Opportunities for everyone to experience culture, education and develop their creative abilities

Quality and artistic renewal

A dynamic cultural heritage that is preserved, used and developed

International and intercultural exchange and cooperation in the cultural sphere

Equal access to arts and culture for children and youth.

photo: Skånes Dansteater



Development for a better future

economic + social + environmental

+



culturel

=

Sustainable development

How do Region Skane work with policies to engage new audiences?

- Audience development as a political goal within funding system
- Promoting new ways of thinking – funding for new skills and sharing of insights
- Building relations with new target groups
- An audience development plan as a condition of funding (2021)
- Audience development is not all about marketing for us!



Digital developer in residents

Photo: Bombina Bombast



"Young power in residents"

Foto: Skurups Folkhögskola

Promoting art-cinema in rural areas



Foto: Doc Lounge

Library — democracy in real life



Photo: Malmö stadsbibliotek

Architecture, form and design – for children



Photo: Wanås Konst

Cultural heritage – telling new stories

Photo: Regionmuseet Kristianstad

Clowns in hospitals



Foto: Malin Bonde

What to do...

Cultural organisations:

- Artistic development – new perspectives
- Be curious and get everyone involved
- Talk to the audience –target groups
- Audience expect more of you
- Use the insights and each other
- Step by step – no quick fix
- You are not alone

Municipalities – political level:

- Policymaking – be brave and open minded
- Seek new ways – cross-over approach
- Change takes time - no quick fix.



Thank you!

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