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International Theatre Festival DIVADELNÁ NITRA 2013

Purged?

22nd edition



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e v a l u a t i o n ●●●

Darina Kárová, Festival Director
written based on evaluation reports of staff members and the Artistic Board

December 2013

●●● areas

- basic information
- festival in figures
- main programme – tendencies / highlights / attendance
- accompanying programme – tendencies / highlights / attendance

- working and social programme
- educational programme
- organization / partners
- promotion / PR / media promotion
- funding
- conclusions
- ITFDN 13 supporting materials

●● basic information

● The 22nd edition of the *International Theatre Festival Divadelná Nitra 2013*, the biggest international theatre event and one of the most important cultural events in Slovakia, took place from 26 September to 2 October 2013.

The festival bore *the motto* ● **Purged?**. The choice of the individual main programme productions and their messages corresponded to the central leitmotif of the edition, which was the closing part of a three-year thematic cycle (2011 – *(don't) tell your secret*, 2012 – *guilt/innocence*). The leitmotif was consequently reflected also in the accompanying and working programme, some of their parts had been created especially for the festival.

The central part of the main, accompanying and working programme was the culmination of the *international co-production project Parallel Lives – 20th Century through the Eyes of Secret Police*. The initiator of the idea, the project's spiritus movens, as well as its main producer, was the Divadelná Nitra Association. The project essentially consisted in creating 6 productions in 6 countries – former socialist states (Germany, Czech Republic, Hungary, Poland, Romania and Slovakia). Other project outputs will be a Reader containing the rest of the stories discovered in archives which have not been staged (5 from each country, 30 in total); a Parallel Lives publication which is being prepared for release in 2014 in cooperation with Theater der Zeit, a prestigious German publishing house, and which will contain, apart from interviews with the authors of the productions, two substantial studies (one historiographical and one theatrological paper); a documentary film capturing the preparation of the productions on their home stages supplemented with testimonies of authentic witnesses of the events in question.

An important part of the *Parallel Lives – 20th Century through the Eyes of Secret Police* project were the activities of the accompanying programme entitled ● **Parallel Lives PLUS** which created important synergy for the theme and multiplied its impact on festival visitors and in the media. The PLL PLUS included also film screenings centred around the given theme in the framework of the *Cinema PLUS* section as well as the specific *Parallel Lives for Schools* section.

The most important achievement of the ● **accompanying programme** would be the continuation of the *different_square* concept, including the architectural concept of scaffolding segments realised for the second time in a row, the programme's orientation toward art in public space, the engagement of consultants for the accompanying programme, and the fact that the programme had been consistently drawn closer to the thematic focus of the main programme.

The most important events of the ● **working programme** were public discussions – be it the international conference on the theme of the Parallel Lives project *Why Memory?* as well as debates between spectators and authors after the performances of the Parallel Lives project, and finally

Breakfast with... – the classic format for morning discussions with the authors of productions. An important part of the Festival's programme are networking: in 2013 a meeting of the participants of the Parallel Lives project – co-producers, authors of productions and authors of the publication; project presentations: in 2013 a presentation of the publications of the Polish Institute in Bratislava; and a briefing and final discussion about the latest edition of the Divadelná Nitra.

The programme of the 22nd edition of the Divadelná Nitra has attracted a rather • **high number of individual foreign observers** – important figures in teatrology (among them world-renowned prof. Patrice Pavis), representatives of important European festivals (e.g. the New Plays from Europe festival in Wiesbaden) and prestigious world daily newspapers (e.g. the Frankfurter Allgemeine Zeitung).

• **The 22nd edition** of the International theatre festival Divadelná Nitra can be evaluated as an event achieving European standards, which not only engages in international cooperation, but is its direct initiator, able to assume risks, one that brings new impulses and promotes thinking about theatre and the world. **A unique co-production project, attractive programme, high level of participation of foreign observers, excellent atmosphere, especially great media response, interesting developing elements.**

•• festival in figures

• motto, underlying theme:

Purged?

• main organiser

Divadelná Nitra Association

• main co-organisers

Andrej Bagar Theatre in Nitra
Karol Spišák Old Theatre in Nitra
Nitra Self-Governing Region
City of Nitra
Theatre Institute, Bratislava

• basic information

- 22nd edition of the biggest theatre festival and one of the most important cultural events in Slovakia
- under the auspices of the Minister of Culture of the Slovak Republic Marek Maďarič, the President of Nitra Self-Governing Region Milan Belica and the Mayor of the City of Nitra Jozef Dvonč
- third year of a cycle dealing with serious social and political issues: 2011 – *(don't)tell your secret*; 2012 – *guilt/innocence*; 2013 – *Purged?*
- international co-production project *Parallel Lives – 20th Century through the Eyes of Secret Police*; 6 productions (3 world premieres, 3 international premieres), accompanying programme *Parallel Lives PLUS*, a Reader made of stories, a publication, a documentary film
- **unique co-production project, attractive programme, high attendance by international observers, amazing atmosphere, extraordinary media coverage, transition to online ticket sales**

• main programme

- **focus on contemporary productions — new original works — serious social and political topics — documentary theatre**
- **Suite № 1 “ABC” (FRANCE) • Typography Majuscule (ROMANIA) • The Seagull (CROATIA) • Toufar – The Torture Games (CZECH REPUBLIC) • Follow me (POLAND) • 25 671 (SLOVENIA) • My File and I (GERMANY) • Reflex (HUNGARY) • The Inside of the Inside + Rechnitz – The Angel of Death + Bluebeard (Hope of Women) + Uncertain Ground + Holocaust (SLOVAKIA)**

13 productions from **9 countries** including Slovakia / a total of **19 performances** / **3,600 spectators** / **80 % attendance**

● **accompanying programme**

- **different_square / art in public space – contemporary theatre, dance and visual art street events, fest_design market**
- **different_square / family afternoon – street theatre performances, workshops and games for children and their parents**
- **Festival for Children – theatre performances for children and their parents and for schools**
- **White Night** – night time visits to the exhibitions of the Nitra Gallery, the Nitra Museum and the Synagogue, plus events in the streets of the town
- **Music from the Fountain** – contemporary music concerts and untraditional music projects set in an unusual space
- **Cinema PLUS** – screenings of contemporary Slovak and Czech films related to the theme of the Parallel Lives project as well as documentary films from the Nation’s Memory Institute
- **Parallel Lives PLUS** – accompanying events dealing with the theme of the Parallel Lives project: exhibitions, radio plays, documentary films, happenings, events and discussions at schools

78 events / around **8,500 spectators**

● **working and social programme**

- **Why memory?** – public debate with professionals including international participants
- **Breakfast with...** – discussions with the authors of productions and guests, presentations
- **Talks with the authors** after theatre performances or film screenings
- **Dosky (Boards) 2013** – 18th edition of the Slovak Theatre Awards of the Season
- **Social gatherings**, reception of guests, glasses of wine, cocktail

24 events / **918 participants and guests**

● **educational programme**

- **How to Understand Theatre** – informal education about theatre for children and youth, sixth edition – **40 participants**
- **A Tulip for You** – artistic activities aimed at integrating partially-sighted and blind children, sixth edition – **4 events, 60 participants**

● **festival organisation**

- main organiser: **1**
- main co-organisers: **5 entities**
- co-organisers: **18 entities** (from Nitra, Bratislava, Košice)
- Artistic Board: **6 people**
- foreign consultants: **13 people** from **10 countries**
- consultants for the accompanying programme: **3 people**
- staff members: **22 people**
- technical support and assistance personnel for the programme: **160 people**

- external co-operators: **73** individuals and businesses
- volunteers: **142**

● **support**

- donors: **17** institutions
- media partners: **25** entities
- partners from business and public spheres: **38** firms and institutions

● **performers and participants**

- main programme production teams: **226** members
- performers in the accompanying programme: **220**
- individual participants at the festival: **90** including:
from abroad: **52** people from **8** countries (RO, PL, HU, DE, FR, CZ, BG, HR)
from Slovakia: **38** people, **25** journalists

● **media outputs and media campaign**

- **609** outputs in the media (**28** foreign and **581** Slovak)*
- (**343** internet, **206** print media, **21** radio and **11** television outputs)
- number of reviews published: **8**
- number of 30' spots broadcasted: **460** on TV channels, **135** over the radio
- number of web pages displaying DN banners: **10** internet addresses

**foreign media reflection continues*

● **www.nitrafest.sk visitors count**

2013 up until 30 October:

19,228 unique visitors from **103** countries

30,164 visits

112,642 clicks on particular urls

from 1 September to 2 October 2013:

9,349 unique visitors from **63** countries

14,170 visits

average number of visits per day – **442**

highest number of visits per day – **1,285** (Friday 27 September)

63,441 clicks on particular urls

● ● **main programme – tendencies / highlights / attendance**

Over ● **6 days** the main programme featured ● **13 ensembles from 9 countries** including Slovakia, 6 of them were productions presented in the framework of the **Parallel Lives** – PLL project (there were 3 international premieres and even 3 world premieres):

- **Suite № 1 “ABC”** (FRANCE)
- **Typography Majuscule** (ROMANIA, PLL)
- **The Seagull** (CROATIA)
- **Toufar – The Torture Games** (CZECH REPUBLIC, PLL)
- **Follow me** (POLAND, PLL)
- **25,671** (SLOVENIA)
- **My File and I** (GERMANY, PLL)
- **Reflex**, original title *Meltdown* (HUNGARY, PLL)

● **The Inside of the Inside (PLL) + Rechnitz – The Angel of Death + Bluebeard (Hope of Women) + Uncertain Ground + Holocaust (SLOVAKIA)**

During 6 days the International Theatre Festival DN presented in the framework of its main programme ● **19 performances** at two theatres in Nitra.

A follow-up to the presentation of the Parallel Lives performances were two performances presented in Košice on 20 and 21 November 2013 in the framework of the *EU Theatre for Košice 2013*, namely *The Inside of the Inside* (SK) and *Reflex* (HU).

● **The theme of Purged?** created some kind of an “umbrella” for the edition and linked it with the previous ones which were focused on the study of social and political phenomena of the past and present. The concept of *Purged?* suddenly worked in various metaphorical meanings, but also literally, especially in some accompanying events and happenings as well as in the spatial realisations of the interior areas. Purging your name, reputation, mind, conscience, memory. Purging yourself of accusation, sin, accretions of lies, phrases and cliché. Purging yourself through reflections on the past, searching for the truth, expressing regret, through confession, silence. Purgation of an individual and the society. Purgation through art, theatre – catharsis. And a question mark at the end expressing doubt whether purgation is at all possible.

● The focus and character of the **main programme** was determined by the *Parallel Lives – 20th century through the Eyes of Secret Police* project which formed nearly one half of main programme productions (2/3 of foreign works presented). There is no doubt that the ● **international co-production project** *Parallel Lives – 20th Century Through the Eyes of Secret Police* helped increase the Festival’s prestige.

This concentration on the theme and the inner potential of the project became a magnet attracting both visitors and the media. In a way this was an original concept – especially within the Slovak context – of creating and presenting political documentary theatre which moved the Divadelná Nitra up in rank into a league of clearly profiled European events whose programme is oriented toward contemporary drama, international cooperation and creation of new stage plays.

The consistent and compact programme of the Parallel Lives productions drew attention to **contemporary drama, authorial theatre, archival research methods, documentary methods.**

● Three foreign productions supplemented the spectrum presented within the *Parallel Lives* and consistently accomplished the festival’s leitmotif using various methods – a classic play purged of traditional interpretations, acting performance purged of psychological cliché, relationships purged of the accretions of hypocrisy and lies (*The Seagull*, Croatia), human communication purged of any content, speech purged of the meaning of the words and transformed into music (*Suite ABC*, France), society purged of unwanted citizens, the past of a European country purged of a tabu (*25,671*, Slovenia).

● **The Artistic board** consisting of Marina Vannayová, Maja Hriešik, Dáša Čiripová, Ján Šimko and Miroslav Zwiefelhofer were in charge of the concept and selection of the programme. The team of the *Parallel Lives project* comprised Ján Šimko (curator), Martina Vannayová (dramaturge), Katarína Dudáková (manager) and Darina Kárová (guarantor).

Without any doubt, a great positive aspect was the ● **unity of the foreign and Slovak part of the programme**, both in terms of theme as well as artistic quality and originality. The productions, divided into two groups, also based on the size and origin of the ensembles, were attractive due to their resolute approach to the theme, dramaturgical innovativeness and quality interpretation.

The character of the ● **Slovak part of the programme** confirmed that its selection through a curator's choice, realised for the third time (2011 – Rastislav Ballek, 2012 – Marián Amsler, 2013 – Peter Pavlac), was truly justified. Peter Pavlac managed to present interesting works of Slovak theatre produced by representative stages (Slovak National Theatre, Arena Theatre) as well as smaller theatres (the dramaturgically ambitious City Theatre Žilina and the revived legendary Stoka Theatre).

● **The most interesting productions** at the International Theatre Festival Divadelná Nitra 2013, and ones that had caught the attention of professionals and foreign observers most, were the *Parallel Lives* productions, which also influenced the number of individual foreign guests. Foreign guests were also curious about some of the productions of Slovak theatres (*Rechnitz – The Angel of Death, Holocaust*).

In addition to the usual highly-attended Slovak performances (this year *Bluebeard* of the City Theatre Žilina, *Rechnitz – The Angel of Death* of the Slovak National Theatre and *Holocaust* of the Arena Theatre), among the ones that achieved ● **the greatest audience success** were also the productions *Toufar – The Torture Games* (CZ) and *25,671* (SI).

The total ● **number of main programme attendees** – 3,600 – was lower than in the previous year, also due to lower seating capacity – especially the *Parallel Lives* performances took place in small halls. The 80 % attendance, i. e. lower than in the previous years, was mostly a result of the peculiar character of the programme as well as the fact that a great number of performances took place late at night, which is a rather unusual, unacceptable time for local audience. On the other hand, some performances achieved 100 % attendance, and where there were two performances of the same production, one of them had often much higher attendance than the other, which proves the above-mentioned arguments and attests to the interest of festival guests and participants in the programme.

As for the area of marketing, the Divadelná Nitra ● **for the first time in its history reached for an online instrument for selling tickets to performances** which may be considered one of the most important elements of development. Such sale has brought greater availability of tickets for the main target groups (young people, middle class), faster order processing, it has laid down the foundations for building a better relationship with the audience, making it possible to contact them directly, and last but not least, it has made it possible to realise a serious analysis of the interest in performances, spectator habits and attendance.

We may say that the main programme of the Divadelná Nitra 2013 had accomplished one of the Festival's long-term conceptual intensions, namely its ● **exploring character: new productions, new texts, new names, new tendencies, new themes**.

● **Nine directors or authors of productions introduced themselves for the first time** in Nitra (that is one more than last year) in form of ● **13 productions** presented at the DN 2013 (Joris Lacoste – France, Dániel D. Kovács and Péter Závada – Hungary, Petr Zelenka – Czech Republic, Radek Rychcik and Tomasz Kireńczuk – Poland, David Jařab – Czech Republic/Slovakia, Oliver Frjlić – Croatia/Slovenia, Clemens Bechtel – Germany); many of them may be considered not just ● **raising stars**, but true **established names**.

After a shorter or longer time, the festival received again ● **renowned figures** of the European scene (Bobo Jelčić, Gianina Cărbunariu, Aleš Březina) or the Slovak theatre environment (Blaho Uhlár, Eduard Kudláč, Rastislav Ballek, Ľubomír Burgr, Dušan Vicen).

● ● **accompanying programme – tendencies / highlights / attendance**

● **The accompanying programme** continued developing new conceptual elements and lines, the most important being the *different_square* (for the second time with a new architectural solution) and *art in public space*. The most attractive sections included the *White Night, Music from the Fountain, Festival for Children*, and also *Parallel Lives PLUS*. Due to organizational reasons the *Young Theatre in Nitra*

section and the events of the *Lantern Parade* and the *Poděbrady Days of Poetry* did not take place due to organisational and conceptual reasons. In the fourth year of its existence, the programme line *Slovak and Czech Street Theatre* presented top-quality street theatre ensembles as one part of the presentation of art in public space for which a call had been announced (theatre, dance, visual art).

An important part of the accompanying programme was the participation of independent activities and entities based and working in Nitra, but also elsewhere. One of the ● **innovations** was the designation of consultants for the dramaturgy of the accompanying programme (music – Marek Piaček, art in public space – Christian Potiron, film – Richard Kováčik). There was a smaller share of visual art in public space as compared to last year.

● **The different square project** underlined the innovative character of the presentation of artistic activities in public space. In 2013 the architectural realisation of the square changed, achieving a greater synergistic effect, a fuller square and its connection with the building of the Andrej Bagar Theatre as the main festival seat. By far the best idea of this year was to install a stage in the space of the fountain. The fact that the programme on the square continued even after the weekend and until the end of the festival was also very positive.

As for the particular programme items, those that met with especially ● **positive response** were *Reliquiarum* (Depressed Children Long for Money, CZ), *Brkelemeke* (tme theatre, CZ), *Funeral Attendants* (Wariot Ideal, CZ), *Putin Skiing* (Líšeň Theatre, CZ) and *Café Dostoyevski* (Wandering Theatre).

On the whole it may be concluded that ● **attendance** was very satisfying; the 78 events were attended by a total of 8,500 spectators (including attendees of the other_square programme: 41 events / 4,045 spectators; the White Night: 11 / 2,052; Festival for Children: 2,250). Total attendance in 2012 was higher than in 2013 due to a greater number of events included in the programme. However, due to the concept of art in public space, some of the usually massively attended events were conceptually unsuitable and were thus excluded from the programme (e. g. the *Lantern Parade* and the like).

Film screenings took place under the title of ● **Cinema PLUS** and were tightly related to the *Parallel Lives PLUS* programme. There were 6 screenings in total; two of them offered a higher number of documentary films produced by the Nation's Memory Institute in Bratislava.

Before and after the summer holidays several Nitra-based secondary schools hosted the events of the ● **Parallel Lives for Schools** programme: film screenings, discussions with professionals, distribution of publications of the Nation's Memory Institute. As part of the project the students attended film screenings during the Festival, the *Parallel Lives* performances and discussions about them as well as two re-installed exhibitions – *Top Secret!* of the Nation's Memory Institute, Slovakia, and *Prague through the Lens of the Secret Police* created by the Czech Institute for the Study of Totalitarian Regimes in cooperation with Post Bellum. Last but not least, the project also included the creation of a unique *Glossary of State Secret Police (ŠtB) Terms* compiled by the Divadelná Nitra Association.

The 2013 accompanying programme possessed some **distinct qualities**, its dramaturgy noticeably shifted towards contemporary art, very original and enhancing was its unity with the *Parallel Lives project* and its creative accomplishment of the motto *Purged?*.

●● working and social programme

● In accordance with the long-term concept of development of thinking about theatre and the world, maintaining a permanent platform for critical thinking, and for the sake of provoking a discourse on the main theme, the main focus of the working programme at the DN 2013 turned to public discussions.

The most important one was the ● *international conference entitled “Why Memory?”* which with the help of professionals from various fields (historiography, sociology, theatre science) aimed at encompassing the phenomenon of preserving the past, the continuity of consciousness and search for the truth through memory.

As in previous years, there was the time-tested format of ● *discussions between spectators and authors* immediately after performances – in 2013 after all performances of the *Parallel Lives* project.

And finally ● *Breakfast with...* – the classic format for morning discussions with authors of productions.

An important part of the Festival’s programme is that of ● *networking and project presentations*. In 2013 there was a meeting of the *Parallel Lives* participants – co-producers, authors of productions and authors of the publication, and the Polish Institute in Bratislava presented Slovak publications about contemporary Polish Drama (the presentation also included a lecture).

The attendees to the opening and closing Breakfasts with... of the festival had a chance to know the intentions of the Artistic Board of the DN 2013 and their final evaluation. Original and especially inspiring additions to the Breakfasts with... were the improvised contributions of the world-renowned theatrologist Patrice Pavis – margin notes on the performances just seen.

Every year the Divadelná Nitra programme features also some social events – reception of guests, glasses of wine, opening cocktail.

Somewhere between the working events, the accompanying programme and the social events stands the solemn award-giving ceremony of the Slovak Theatre Awards of the Season. The 2013 Dosky/Boards took place on the first day of the Festival for the 18th time already.

●● educational programme

Also in 2013 the Divadelná Nitra Association continued implementing the line of ● *informal education*.

● *How to Understand Theatre*, a project for educating university students in the field of theatre, was organised for the sixth time already. Its focus on non-traditional theatre forms of contemporary theatre and independent theatre ensembles has turned out to be truly beneficial.

● *A Tulip for You*, a year-round project for integration of visually impaired children through artistic activities, also took place for the sixth time. An innovation of the latest edition was a workshop which took place during 10 days before the launch of the Festival at the biggest shopping centre in Nitra; it was very successful and helped promote the Festival.

In addition to the ongoing projects, in 2013 there were also the activities of the ● *Parallel Lives for Schools* project – events which took place directly at schools: film screenings, discussions with professionals, distribution of publications of the Nation’s Memory Institute. As part of the project the students attended film screenings during the Festival, the *Parallel Lives* performances and discussions about them as well as two re-installed exhibitions – *Top Secret!* of the Nation’s Memory Institute, Slovakia, and *Prague through the Lens of the Secret Police* created by the Czech Institute for the Study of Totalitarian Regimes in cooperation with Post Bellum. Last but not least, the project also included the creation of a unique *Glossary of State Secret Police (ŠtB) Terms* compiled by the Divadelná Nitra Association.

●● organization / partners

Apart from the 22 staff members and several dozen collaborators, the ● **preparation and realization** of the Festival also involved the Divadelná Nitra Association as its main organizer, 5 main co-organizers, 18 co-organizers from Nitra, Bratislava and Košice, 142 volunteers, 73 external collaborators – both individuals and businesses. While due to the re-organization of the accompanying programme the number of co-organisers was lower as compared to 2012, the number of volunteers increased (from 120 to 142). There were also a higher number of staff members (4 more people).

● **Financial and material support** for the festival was provided by 17 donors from Slovakia and abroad (including international funds) as well as 38 partners – businesses and institutions from the public sphere, 55 entities in total, which represents a slight increase compared to 2012 (53).

● **Media promotion** was realised in the framework of a campaign by 25 media partners (3 more compared to 2012), including 11 main partners (1 more compared to 2012).

There were a total of 446 ● **performers** in the main and accompanying programme, i.e. approximately the same number as in 2012.

● **90 guests – individual participants registered** for the festival. These included 52 guests from 8 countries; compared to 2012 this number was markedly higher (2012 – 39, 2011 – 84). What was smaller was the number of countries of origin of the observers (2013 – 8, 2012 – 12, 2011 – 18).

The course of the festival was monitored by ● **25 journalists** including the representatives of 10 foreign media, while the most numerous and most prestigious were the media representing the Czech Republic and Germany (for instance the Czech Television, Czech Radio, Mladá fronta Dnes Journal, Frankfurter Allgemeine Zeitung, Theater der Zeit).

As for the participation of foreign guests and the number of media outputs, the difference between 2011 and 2012 was caused by the fact that in 2011 the festival celebrated its 20th anniversary and hence more guests had been invited and more money spent on the media campaign. On the other hand, what most attracted foreign guests in 2013 was the *Parallel Lives* project.

The main and accompanying programmes of the International Theatre Festival Divadelná Nitra 2013 ● **were attended by 12,100 spectators**; given the decrease in the number of accompanying events this naturally represents a smaller number when compared to 2012. Main programme attendance reached ● **80 % of the available seating capacity**.

●● promotion / PR / media promotion

Year to year there is an increasing tendency in what concerns ● **media coverage**. While in 2012 there were 559 outputs about the festival in both Slovak and foreign media (interviews, news reports, articles promoting the festival, reviews and the like), in 2013 the number was ● **609 outputs**. Proportionally to the ratio of Slovak and foreign observers, the number of mentions in Slovak media increased (**581** in Slovakia and **28** abroad, compare: Slovakia: 2011 – 391, 2012 – 536; abroad: 2011 – 59, 2012 – 25), while foreign media reflection of the Festival usually continues until the beginning of the following year.

In 2013, the Divadelná Nitra ● **media campaign** was accounted for by a total of 8 advertisements in printed media (4 less than in 2012 and 7 less than in 2011), 460 television and 135 radio advertising spots (in 2012 – 432 and 149, in 2011 – 512 and 93). DN advertising banners were located on 10 different internet portals (in 2012 – 11 portals, 2011 – 14).

From July until the launch of the Festival, the Divadelná Nitra Association organised • **three press conferences** in Bratislava. During 2013 Association published 17 press releases in Slovak and 13 in English, plus 9 newsletters in Slovak and 7 in English.

A great asset was the continuation of the • **cooperation with Radio and Television of Slovakia** which may be regarded as very valuable. It was the third year that the **Festival Minutes** were filmed by the Slovak Television. Their five parts were broadcast late at night on channel Dvojka and as a whole – all the five parts together – they offer a great and quality picture of the whole DN. For the first time, the Slovak Television also arranged a live broadcast of the solemn **DOSKY/BOARDS 2013** ceremony. One whole edition of the **Umenie/Arts 2013** programme was dedicated to the *Parallel Lives* project.

One of the most significant partners was SITA Slovak News Agency and the SME daily; apart from media partners, the Pravda daily provided extraordinary news coverage of the Festival.

During the Festival, the • **Festival Diary** was published regularly with a daily circulation of 500 physical copies on the first and second day, and 700 copies per day for the rest of the festival. From the very first day the number of copies was markedly higher as compared to 2012 (when only 300 copies were published daily), and it even increased in order to satisfy the actual demand.

• **Website attendance to www.nitrafest.sk** was comparable to the level reached in 2012. From 1 January to 30 October 2013 the website was accessed by 19,228 unique users from 103 countries (about 900 fewer accesses than in 2012, but from 5 more countries); out of them, over September, i. e. in the time when preparations for and organization of the festival culminate, there were 9,349 accesses by unique users from 63 countries.(which is 500 more than in 2012). The daily average number of visits was 442 (456 in 2012) and the highest number of visits in a day was 1,285 (1,232 in 2012).

In 2013 the number of clicks on particular urls recorded over the year reached 112,642 (including 63,441 clicks in September).

The use of • **Facebook** was by far more intensive in 2013. Communication through Facebook was greatly intensified by sharing news, uploading videos, sharing statuses, pictures, information about the behind-the-scenes festival preparations, information about on-line ticket sales, about productions and their authors... In 2013 the Divadelná Nitra Association ordered paid advertisements on Facebook which had significant impact on the number of fans and also helped inform the public about the newly implemented online ticket sales.

The DN Facebook page gained 978 new fans, the advertisement was viewed by 86,565 people who were thus informed about online ticket sales, and it was displayed on Facebook 825,179 times. The highest daily reach of any mention about the DN was on 25 September 2013 – 23,223 people; during the rest of the period when the advertisement was displayed the number was always around 20 thousand people.

The International Theatre Festival Divadelná Nitra published several types of • **information and promotional materials** that served not only the participants, but also the broad public, before, during and after the festival; thanks to guests and Slovak representations abroad, the festival catalogues usually get to reach various foreign countries. In this sense, for a couple of years now, distribution of printed materials has been realised according to an elaborated and constantly improved plan.

The new • **visual** of the International Theatre Festival Divadelná Nitra 2013 conveyed the essential idea of the festival and its motto *Purged?*. It was very well applicable in all forms of printed materials and large-scale advertising, inspiring new mutations e. g. on banners, in the TV spot, on the website etc. It also inspired the visual artists' 3D solutions for the festival venues (including the square in front of the Andrej Bagar Theatre in Nitra) as well as the individual works. In accordance with the character of the visual, the basic materials used two colours and were bilingual (Slovak and English).

● *overview of printed materials of the ITF DN 2008 – 2013*

Type of printed material	2008:	2009:	2010:	2011:	2012:	2013:
headed notepaper	electronically	electronically	electronically	electronically	electronically	electronically
new year postcard	elect. + 400 copies	elect. + 400 copies	-	electronically	electronically	electronically + 1,500 copies printed
advance notification / programme planned	-	electronically	electronically	20,000 copies printed for free by a sponsor	electronically	electronically
stickers, badges	-	-	-	1,000 pcs 1,000 pcs	-	1,000 pcs
V.Y.P. flyer (for volunteers)	-	-	-	1,000	1,000	1,000
leaflets about performances in Košice	-	-	-	3,000	printed in Košice	-
bookmarks	-	-	-	-	2,000	-
2 % of income tax campaign	4,000 copies	-	-	electronically	1,500 copies	500 copies
programme brochure (since 2012 foldable programme booklet)	12,000 copies	10,000 copies	10,000 copies	12,000 copies	10,000 copies	10,000 copies
idea poster	850 copies	450 copies	-	600 copies	500 copies	600 copies
programme poster	850 copies	450 copies	700 copies	600 copies	500 copies	600 copies
facade canvas	1	1	1	1	1	1
outdoor banners	-	-	-	-	different_square	different_square + cubes
city lights	120 pcs	-	-	41 pcs	15 pcs	15 pcs
tickets	8,000 pcs	6,500 pcs	5,000 pcs	6,000 pcs	6,000 pcs	4,000 pcs
catalogue	2,500 copies	2,300 copies	1,500 copies	2,000 copies	2,000 copies	2,000 copies
newsletter SK (cca 1,795 addresses)	electronically	electronically	electronically	electronically	electronically	electronically 8 issues 17 issues
press release SK						
newsletter EN (cca 2,087 addresses)	-	-	electronically	electronically	electronically	electronically
press release EN						6 issues 13 issues
jubilee publication “+ 4 = 20”	-	-	-	1,000 copies	-	-
publication “20 Years of Volunteering at the Divadelná Nitra”	-	-	-	-	-	(700 copies) rescheduled for 2014

In addition to printed materials, the following materials for the performances and events of the ITF DN 2013 were distributed as photocopies: Information Guide for guests; Festival Diary – newspaper; separate materials with additional information related to performances according to individual

ensembles' requests (Stasi Dictionary – *My File and I*, a list of sources – *Suite № 1 “ABC”*, historical realia – 25,671); a *glossary of State Security terms* (Parallel Lives for Schools, DN guests, Košice 2013); documentary films of the Nation's Memory Institute – screened at Bunka (alternative space for culture); international conference *Why Memory?*, flyers for Košice.

●● funding

The International Theatre Festival Divadelná Nitra is one of the few big cultural events in Slovakia that for the past two decades has systematically relied on ● **multisource funding**, just as it did in 2013 when the project funding came from public resources in Slovakia, international funds, foreign public resources as well as private resources in Slovakia. The Divadelná Nitra Association obtains an important part of products and services (about 25 % of the “big” budget) ● **in kind**, i. e. in form of non-financial support, in other words in form of partners' input (material, stationery, groceries, beverages, accommodation deals, advertising, cooperation with media, personnel secondment, voluntary work). Revenues from ticket sales are another source for covering expenses.

2013 was ● **especially favourable in terms of funding** because the Divadelná Nitra Association was awarded several significant grants for the ITF DN 2013 project, but also for the *Parallel Lives project*.

2013 was the final year of the three-year grant of the EU's Culture Programme, strand Support for European cultural festivals (2011 – 2013) which accounted for more than 25 % of the festival budget.

Moreover, in 2013 the Divadelná Nitra Association drew the main part of its financial resources from a grant awarded under the European Commission Partnerships Programme / Cooperation for the project *Parallel Lives – 20th Century through the Eyes of Secret Police*. The grant was beneficial also for the International Festival Divadelná Nitra 2013, as its main programme featured 6 new productions whose staging was covered from this EU grant.

The Festival managed to get a rather generous subvention from the Ministry of Culture of the Slovak Republic compared to the previous years, even though it was 14 % lower than in 2012.

The above-mentioned resources together with the grants awarded by the Goethe Institute, the Visegrad Fund, the City of Nitra, Nitra Self-Governing Region, German foundations Allianz Kluturstiftung and Erste Stiftung, Intenda foundation, Enel a.s., and the help of donors and partners made it possible to realise a quality event meeting European standards that is interesting for visitors, foreign guests, the citizens of Nitra and the media.

The ratio of the ● **sources of financial income** for the realization of the International Theatre Festival Divadelná Nitra 2013 expressed as a percentage of the total festival income indicates a greater European contribution to the festival funding and a smaller participation of domestic resources. It also reflects other above-mentioned facts (2012 ratio and comparison between parentheses).

58 % – public resources in the Slovak Republic (63 %, 5 % decrease compared to 2012)

28.7 % – foreign public funds (25 %, 4 % increase compared to 2012)

4.25 % – foreign public resources (5.75 %, 1.5 % decrease)

1.45 % – domestic funds and foundations (0.43 %, 1 % increase) 7.6 % – earned income
(revenues from tickets sales, 2 % of income taxes assigned by taxpayers etc.) (5.82 %, almost 2 % increase)

●● conclusions

The International Theatre Festival Divadelná Nitra 2013 continued following its basic conceptual lines and managed to fulfil the ● **aims and objectives** stipulated in the project for 2013:

- it presented top European theatre,
- searched for and found non-traditional, open-minded, innovative and inspirational scenic works,
- presented new tendencies and new names of authors,
- brought a rich accompanying and working programme,
- created space for other forms of art and presentation of regional cultural activities,
- continued in the realization of non-formal education,
- introduced new elements in its programme,
- continued in the implementation of its own international co-production project.

The festival once again managed to fulfil its ● **mission**: to present art as an important platform for reflections on man, society and the world; as a place for discovering values both inside and outside one's own self; as an opportunity for purging and enriching one's spirit; as an important counter-pole to commercial art and culture.

The main programme productions accomplished the objective to bring ● **provocative themes and means of expression**. The programme fulfilled its intention to address ● **the main target group** – young people. This is indicated mainly by audience attendance and audience structure.

The ● **concept of festival satellites** was realised again in 2013. On 20 and 21 November, in cooperation with the European Capital of Culture – Košice 2013 and in the framework of a separate project entitled European Theatre for Košice 2013, two productions of the *Parallel Lives – 20th Century through the Eyes of Secret Police* project (*The Inside of the Inside* of the Slovak SKRAT theatre in Bratislava and *Reflex* of the Hungarian ensemble Sputnik Shipping Company, Budapest) were hosted in Košice.

● **Among the positive factors that influenced the programming** were the financial conditions thanks to EU grants (the ending three-year grant of the European Commission Culture Programme 2007 – 2013 under strand Support for European cultural festivals, and the Partnership grant / Cooperation for the *Parallel Lives* project). Very significant was the initiative and financial input by the Goethe Institute into the co-production *Parallel Lives* project as well as support from the Intenda foundation for the *Parallel Lives Plus* and *Parallel Lives for Schools*.

The festival dramaturgy was ● **exclusively contemporary** – even the topics of the past or the only piece of classical drama appeared as contemporary renderings. The most fundamental contribution were the productions of the *Parallel Lives* project initiated by the Divadelná Nitra Association and staged on their impulse and with the financial support from the awarded grants, resulting in 6 original works, new texts written especially for the productions using the method of authorial theatre. The texts were either based on collection of documentary materials through survey or fieldwork (oral history) or archival research.

●● ITF DN 13 supporting materials – public, internal

- Project International Theatre Festival Divadelná Nitra 2013
- Project *Parallel Lives – 20th Century through the Eyes of Secret Police*
- Project EU Theatre for Košice 2013
- Dosky / Boards 2013 – nominations, winners – e-version, internet; list of participants of the poll
- DN 13 press releases and newsletters, DN 2013 coverage, the Festival Diary – photocopies + e-version
- ITF DN 2012 and 2013 evaluation reports
- Foldable programme booklet – printed + e-version (Slovak and English)
- Catalogue – printed + e-version (Slovak and English)
- Idea poster and programme poster – printed version

- Audio and video recordings (musical theme, TV spot, Festival Minutes, Umenie / Art 2013, montages of the performances, discussion and conference recordings)
 - Texts of plays presented at the DN 2013 in Slovak, English and the original languages
 - Photos of the individual performances at the DN 2013, reportage photographs
 - Jubilee publication (2 in 1 package DN 1992 – 2011)
- Lists: partners, consultants, co-operators, suggestions, submitted videos, guests, hotels, distribution of printed materials, archival materials, translated texts of plays, media outputs, benefits from partners



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