

DIVADELNÁ NITRA INTERNATIONAL THEATRE FESTIVAL 2015

EMPATHY
sharing and giving

24th edition
Nitra, Slovakia

24–29 September 2015

DIVADELNÁ NITRA INTERNATIONAL THEATRE FESTIVAL 2015
project

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PROJECT DESCRIPTION

The Divadelná Nitra International Theatre Festival is a selection-based showcase of European theatre with an emphasis on drama and various innovative forms of scenic art, characterised by the way they go beyond the boundaries of genres and styles. Aiming to be open and diverse, the Festival offers a set of multi-art accompanying events falling under the following categories: theatre, film, visual arts, music, art in public space ("multimuseeness"). It also encourages public discourse and pursues non-formal education. The Festival communicates with a wide range of international bodies – foreign professional organizations, partner festivals, non-government organizations, funds, foundations, cultural institutes, government and representative bodies.

Today, the Divadelná Nitra International Theatre Festival ranks among significant European events. 2015 will be the year of its 24th edition, and as for its dramaturgy, aims and programming, its intention is to achieve the level of the most successful editions in its 23-year history.

MISSION OF THE DIVADELNÁ NITRA FESTIVAL

- The core mission of the Divadelná Nitra is to contribute to international culture exchange, encourage mobility of works of art and creators, and by offering top foreign art to enrich the cultural offer in Slovakia, raise awareness among Slovak public of the diversity of European culture, and provide impulses for further development of the domestic professional environment, as well as opportunities to present its works in an international context.
- The Divadelná Nitra is an important point on the map of European festivals. For many European countries it represents the only platform for presenting their art in Slovakia. Divadelná Nitra helps further build the relationship of citizens and representations of Slovakia toward art.
- In terms of programming, the International Theatre Festival Divadelná Nitra profiles itself as a platform initiating a movement of ideas, creative thinking and expression. In this sense it serves as a counterweight balancing commercial and conventional art.
- The Divadelná Nitra mediates the knowledge that art may serve as an important impulse for reflections on man, society and the world, as a platform for discovering values both inside and outside one's self, as an opportunity for purging and enriching one's spirit.
- The International Theatre Festival Divadelná Nitra helps raise the cultural level of the society, enhancing Slovakia's image abroad and improving the quality of life of the citizens.

LEITMOTIF, THEME OF THE 24TH EDITION

A defining characteristic of the Divadelná Nitra International Theatre Festival is its sub-title which indicates the main motif or theme linking together the works chosen for the programme and being an impulse for developing new programmes especially tailored for the Festival.

While in the past the theme used to be formulated only after the completion of the programming process (and as a common denominator of the attitudes or feelings the creators of the selected works held toward life, as perceived by the Festival organizers), in recent years and in connection with the transition toward a conceptual character of the Festival, the theme has been formulated beforehand and the selection of the works to be presented and/or the creation of new works, has been carried out based on this theme.

The three-year series of editions centred around social and political topics with the common aim to reveal taboos of the past, emphasize the role of social memory, and help purge the present of the accretions of injustice and guilt (*(don't) tell your secret, guilt/innocence, Purged?*, 2011 – 2013), was followed by a theme highlighting the role and position of art in the life of the individual and society (*Art, what for?*, 2014), accompanied with a homonymous public debate and national DAY WITHOUT ART events. In terms of theme, the next festival editions will follow up on these reflections on the role of art.

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In the highly secularized society of today, where school and family lose their traditional education tools, art seems to be one of the few areas able to impact on the formation of human character, one's ethical principles, as well as emotional depth. In contrast to the postulates of rationality, economic prosperity and technical development, art raises the issues of spiritual dimension in society and man's emotional development. In order to balance the mantra of social individualism, individual egoism and the ideal of pursuing one's personal pleasure, it brings forward the idea of solidarity, supra-personal engagement and self-denial.

Empathy as an ability to put oneself in another person's shoes – feelings, situation and thoughts – brings understanding. The ability to empathise is essential to understanding and, through an emotional experience, reaching rational knowledge – of man, community, nature – and thus to retrospectively enriching one's own personality. A cultural experience is based on empathy, what is more – art helps develop imagination which is the driving force of empathy.

A higher level of empathy is the will to **share** – feelings, experiences, opinions, problems, or the whole fate of another person. The ethical imperative or simply a personal relationship then leads you to the need or obligation to **give – share** what you have – your possibilities, opportunities, experience, possessions.

Empathy thus reintroduces elementary ethical principles to society – a person able to feel and understand others is more likely to share and give. Such person becomes more tolerant, less superficial, free from egoism and xenophobia. They show interest in the different, the weak, the old, the sick, the poor, the oppressed. Empathy in the broader sense of being able to feel the needs and problems of societies, cultures, the environment and nature, is an attitude indicating one's overall feeling about life, and a call to action against the egoism of the civilization.

The theme of **EMPATHY – sharing and giving** will interlink the Festival's programme sections, as well as the individual productions included in the programme, and will thus have a synergistic effect on the visitor. The presentation of the theme in terms of PR, is aimed at the largest possible sections of society. This also determines the basic intentions of the Divadelná Nitra International Theatre Festival 2015 – continuity and conceptuality.

■ AIMS ■

- To bring to Slovakia **top-quality European theatre productions** – ones that are non-traditional, explorative and inspiring.
- To raise awareness among audiences about works, distinct figures and trends in **contemporary Slovak theatre**, with a special focus on the presentation of interesting Slovak theatre productions to foreign guests – publicists, managers, festival directors.
- To implement **consistent dramaturgy** in the main programme, as well as a clearly articulated and medially attractive theme arising from it.
- To bring **current topics, attractive forms, new tendencies**.
- To present both **top celebrities** and **new names of creators**.

- To constantly develop and implement the **concept of multi-genre-ness**, to present as part of the programme diverse activities falling under non-traditional forms of contemporary art, to include in the programme works of art media (film, literature, music, visual arts), to bring new space and visual concepts for public space, and deliver art in public spaces.
- To realise **projects of non-formal education**, as well as new forms of communication with the aim to forward the values of art to the public, to teach the public how to apprehend more difficult creative methods, understand the message contained in the works and artistic statements, foster awareness of cultural diversity, enhance creativity, emotionality and ethical values. To actively cooperate with **European festivals and networks: IETM** (International Network for Contemporary Performing Arts), **EEPAP** (East European Performing Arts Platform / www.eepap.org) and other European cultural operators and theatre organizations, such as theatre institutes, museums and networks.
- To steadily include in the programme such forms and types of activities (workshops, discussions, presentations...) whose professional character will address various sections of the **Slovak theatre environment**, from artistic to technical staff.
- **To steadily expand the programme** offered by the Divadelná Nitra in order to also reach spectators in other cities, to build partnerships which will help present selected productions also in other cities, or to hold throughout the year the Divadelná Nitra's activities which have proved to be valuable and well-received by the audience.

■ DRAMATURGY ■

The Divadelná Nitra's concept is to systematically focus on works dealing mainly with social and political topics and having an ethical dimension.

Therefore in 2015, the Festival dramaturgy will be focused on the following **general principles**:

- To prefer new drama, contemporary playwriting and authorial theatre (including documentary theatre), but also experimental theatre and new forms of theatre (conceptual, multimedia works, visual or physical theatre and extra-theatrical forms).
- To pay attention to works that interpret the classics of European theatrical culture in a new, inventive way.
- To build the main programme by including in it representative productions designed for big stages, as well as chamber productions or site-specific projects.
- To focus on boundary areas of creation.
- To pick up the threads of the latest years' dramaturgy in terms of its orientation towards productions that offer inspirational, new, unusual, and even provocative renderings, but also attitudes toward social issues.
- While programming activities for 2015, to also plan and prepare activities for the special 25th anniversary edition of the Divadelná Nitra, which will take place in 2016 during the Slovak presidency of the Council of the EU.
- To pay special attention to the preparation and organization of sustainable year-round activities. These will include the project *This Is Art, Too* which originated in 2014 and was immediately well received. The planned implementation of the project in 2015 as part of the accompanying events is described in more detail in the following parts of this project.
- To seek opportunities of expanding in order to also cover other cities in Slovakia with projects that are successful and can be inspirational also for other towns and regions – e.g. activities of the *This Is Art, Too* project.

The above common/general dramaturgical principles of the Divadelná Nitra 2015 are further specified for the particular programme sections.

PROGRAMME STRUCTURE

The programme is structured into four basic areas:

- Main Programme
- Accompanying Programme
- Work Programme
- Educational Programme

■ MAIN PROGRAMME ■

Specific priorities in dramaturgy

- **link between the programme and the edition's theme**, socio-political topics, conceptuality
- new names, themes and **tendencies of European theatre**
- merging of forms and genres, **boundary concepts**
- **theatre of strong statements** and intense experiences
- **provocative topics** and forms
- non-conventional, **experimental productions**
- as for the **selection from Slovak theatre productions**, the respective dramaturgy looks for interesting outcomes of the past theatre season with a special focus on productions by independent artists and theatre companies

Concept and activities

- **Productions from European countries (7–8 countries, most probably 7–8 productions)** / the following are under consideration: V4 – (Poland, Hungary, the Czech Republic, France), Italy, Spain, Belgium, the Netherlands, Norway, Russia.
- **Focus France (TransArte)** – a more wide-ranging presentation of French contemporary theatre in cooperation with ONDA and the French Institute, with partners in the Czech Republic – the 4+4 Days in Motion International Festival, and in Hungary – Trafó House of Contemporary Arts, Budapest.
- **Focus Norway** – the DN's ambition is to foster relationships with this European country, to present productions of a chosen Norwegian theatre company as part of the Festival's Main Programme, and to organize a work meeting between Norwegian and Slovak artists where they could discuss possibilities of a more intense exchange and cooperation by means of an international co-production.
- **Productions from Slovakia (3–4 productions)** / Established artists and new faces – this year again, the selection of Slovak productions will be entrusted to a curator appointed by the Festival.
- Preparation for and approaching partners about the **creation of a new original production initiated and co-produced by the Festival** (premiere at DN 2016).
- **Divadelná Nitra Satellites** – the idea is to offer selected European productions also to other cities around Slovakia where high audience interest in imported productions can be expected – the

following are under consideration: Bratislava (A4 – Zero Space), Žilina (Stanica Žilina-Záriečie cultural centre), Košice (Kasárne Kulturpark), Bátorovce (Pôtoň Theatre).

- **Theatre Trip** – a new programme section, part of the Festival's efforts to work with the audience. The Divadelná Nitra Association (DNA) will offer coach tours to theatres (outside Nitra) in Slovakia and the near abroad (Žilina, Bratislava, Košice; Budapest, Vienna, Brno) tours to see extraordinary theatre productions; anyone who may be interested is welcome.

■ ACCOMPANYING PROGRAMME ■

It supplements and further develops the main programme of the Festival, it is innovative, brings new challenges in terms of both themes and solutions, reflects new tendencies and notable figures, discovers new possibilities of artistic communication in public space.

Specific priorities in dramaturgy

- programme in accordance with the Festival leitmotif, conceptuality
- enrichment of the offer to the broader public, projects that mobilise and involve local community, participativeness
- sustainability of the local environment
- art in public space
- new partners, new types of activities and events
- presentation of supra-regional activities
- promoting "multimuseeness"
- non-conventional events with the potential to attract wide audiences of all ages
- offer of activities for children and the youth that represent an alternative to the generally accessible commercial forms and products

Concept and activities

- Showcase of contemporary theatre, dance and visual art, with a special emphasis on interventions in public space
- Participatory projects involving broader public with the aim to bring contemporary art closer to the people and to actively involve them in the creative process
- Multimuseeness and multigenreiness as core characteristics; a varied programme covering various arts and delivered mainly in public spaces around Nitra to broader target audiences: in addition to theatre and dance also visual arts, multimedia, film, music, literature, poetry, radio
- Around 50 events in total falling under the following sections:

- **This Is Art, Too** – a DNA's initiative launched at the Divadelná Nitra 2014. Its ambition is to stimulate a debate of man's relationship to art, to inspire people to become interested in historical monuments, as well as works of contemporary art and architecture in public spaces, to motivate them to think about art, culture, about cultivating the spirit, environment, community. In 2015, *This Is Art, Too* project activities will again be evenly distributed throughout the year and will take the following forms:
 - art / culture quizzes – regular entertaining quizzes hosted by Ludwig Bagin and centred around the *This Is Art, Too* theme
 - applying the *This Is Art, Too* label including a technical description to objects in the streets of the city – both works of contemporary art and cultural monuments. In 2014 this project was very well received and appreciated by members of the general population, as well as representatives of the regional authorities. Therefore we plan to carry this project forward – the group of 11 extraordinary works of art and architecture labelled so far in Nitra, will be joined by 10 more objects in 2015



- expanding to other cities – in the light of the project's success and value, it is important to offer it as a format to other cities, e.g. Žilina, Košice, Bratislava and possibly even others interested
- **different_square** and its constituents:
 - **art in public space** – contemporary theatre, dance and visual art street events
 - **fest_design market** – selling articles of contemporary fashion, art and design, workshops, creative workshops and relax
 - **family afternoon** – street theatre performances, workshops and games for children and their parents
- **E3 = Empathy / Emotion / Education** – dance performance produced by the Festival and delivered in public space – the pedestrian area in Nitra
- **Festival to Children** – theatre performances for children and their parents, as well as schools, entertaining games and competitions for children fostering their creativity
- **White Night**
 - night time visits to the exhibitions of the Nitra Gallery, the Ponitrianske Museum and the Synagogue
 - an offer of theatre, music or visual street-art events in the streets of downtown Nitra
- **film.eu** – screenings of contemporary European films dramaturgically linked with the Festival's theme and Main Programme

■ WORK PROGRAMME ■

Specific priorities in dramaturgy

- to follow up on the Festival Main Programme
- to continue holding debates with the creators of Main Programme productions, but also to look for new, nonconventional debate formats
- presentations, seminars, workshops
- specific activities to prepare the 25th anniversary edition of the Divadelná Nitra in 2016
- promoting and enabling networking, informal and direct communication between participants and visitors to the Festival

Activities

- Approximately 15 events: debates, talks, work meetings, networking, workshops.
- **Breakfast with...** – daily discussion meetings with creators of productions hosted by the Festival, moderated by outstanding European critics.
- **Talks with the authors** after their respective theatre performances or film screenings.
- **Preparations for the 25th anniversary** of the Divadelná Nitra International Theatre Festival, which will be celebrated in 2016:
 - processing of archives and summarizing databases,
 - digitalization of DN archives,
 - preparation of a photo exhibition,
 - preparation of materials for a book and a DVD to be released in cooperation with the Theatre Institute,
 - preparation of co-production works – approaching organizations, meetings, beginning of the collaboration.
- Discussions, meetings, presentations and workshops **organized for culture staff, especially for theatre professionals.**

- **Festival Meeting Point** – a place reserved for informal meetings and networking between authors, Festival participants and visitors.

■ EDUCATIONAL PROGRAMME ■

Specific priorities in dramaturgy

- new, non-traditional forms and methods of educating both the lay public and professionals, with a special focus on young people
- application of the Main Programme in terms of productions, as well as in terms of authors / outstanding figures across the various formats of non-formal education
- to enrich the general public with knowledge about contemporary Slovak and European theatre, theatre productions and dramatic texts
- to let people experience the process of creating theatre, but also teach them how to perceive and interpret theatre and comment on it
- to provide opportunities for the Slovak professional environment to increase their practical proficiency
- to help increase people's interest in art and culture as such

Activities

- **A Tulip for You** – 9th edition, a year-round project to support the integration of partially sighted and blind children through art; A Tulip for You Club.
- **Divadelná Nitra to Schools** – as a follow up to the international co-production project *Parallel Lives*, in 2015 the Divadelná Nitra Association will organize visits to elementary and secondary schools in Nitra: screenings of documentary films of the *Parallel Lives* series and discussions with historian Ľubomír Morbacher about Slovakia's communist past. **Discovering Theatre** – a non-formal education project on contemporary theatre realized in cooperation with Slovak theatres and secondary schools and universities; non-conventional encounters with theatre art, outstanding productions and theatremakers.
- **Residency.sk** – the DNA will offer 5 to 6 residential stays at the Divadelná Nitra 2015 to young Slovak critics, dramaturges and directors aged under 35 who would like to compare their theatre knowledge and experience with current events taking place on European and Slovak theatre stages, with a view to developing critical thinking on theatre. Under the mentorship of a recognized expert, theatre scientist and critic, they will attend theatre performances and events and within their circle they will discuss and analyse them at their daily meetings. The outcomes of their residential stays will be texts written on the performances they have seen and published at www.nitrafest.sk and/or in the Festival Diary. During the 25th edition in 2016, a similar format of Residency is planned (Residency.eu), this time the offer will be widened to also address young critics, dramaturges and creators across Europe.

TARGET GROUPS

■ YOUNG PEOPLE – MAIN TARGET GROUP ■

- students of secondary schools and universities in Nitra
- fresh graduates at the start of their careers
- students of Slovak universities and colleges and students of schools of art in other cities
- young people working in the creative industry and other industries in Nitra and around Nitra (Nitra + 150 km)

■ THE PUBLIC ■

- the lay public living in Nitra and the Nitra region interested in culture, an particularly in theatre
- families with children as addressees of events, particularly of the accompanying program
- the public as participants of the educational programme
- the lay public also from more distant towns

■ THE PROFESSIONAL PUBLIC ■

- theatremakers, practitioners from Slovakia and abroad
- theatre critics, publicists, theoreticians, historians from Slovakia and abroad
- managers and artistic directors or dramaturges of other festivals and theatre or culture houses
- the media and journalists representing Slovak and foreign professional, as well as society-wide media

■ SPECTATORS ■

All programme activities of the main, work, educational and accompanying programme are expected to be attended by a total of **10,000 spectators**.

PROJECT REALIZATION

■ PROJECT PREPARATION AND ORGANIZATION ■

(assumption based on 2014)

- main organiser: **Divadelná Nitra Association (DNA)**, non-state actor (legal form: civil society 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**
- co-organisers: **10 entities**
- donors and sponsors: over **50 entities**
- media partners: around 25 entities
- advisory bodies: Artistic Board, consultants, curators – approximately 10 people
- staff: around **20 people**; collaborators: more than **100 people**; volunteers: around **140 people**

■ OTHER PARTNERS AND CREATORS ■

In 2015, the Festival will cooperate actively with all the relevant theatre institutions based in its focus countries.

Special attention will be paid to partnerships with the so called festival satellites, i.e. culture centres to which the Festival intends to forward parts of its programme, e.g. Stanica Žilina-Záriečie culture centre, A4 – Space for Contemporary Culture, Bratislava, Pôtoň Theatre, Bátovce...

■ PERFORMERS ■

Based on the number of activities planned in all sections of the Festival's programme structure, the estimated number of members of ensembles, performers and participants is around **530 people**.

■ PARTICIPANTS ■

The number of individual foreign observers is estimated to be **30** (including critics and journalists); the number may be higher due to attendees to work events or due to main programme attractiveness. Slovak participants are estimated at **40**, plus there will be around **25** journalists.

METHOD OF PROJECT FINANCING

As for fundraising, the Divadelná Nitra Association every year starts with zero and its entire budget is used exclusively to cover the Festival and all its real expenses. Insufficient funding weakens both the presentation part of the programme and the interest of foreign stakeholders.

Methods of Financing:

- **multi-source financing**
- **high level of independence from state funding**
- **Slovak Ministry of Culture as the main funding source for the Divadelná Nitra International Theatre Festival**
- **success of the DNA as a leader of EU projects**
- **effectiveness, economy and transparency in spending financial resources**
- **high proportion of in-kind contributions from partners**

■ MULTI-SOURCE FINANCING ■

For more than two decades, the Divadelná Nitra Association has promoted multi-source financing of its projects.

We plan to cover the budget of the Divadelná Nitra International Theatre Festival 2015 using the following sources:

- Ministry of Culture of the Slovak Republic – request submitted
- City of Nitra – subsidy approved as part of the city budget
- Nitra Self-Governing Region – subsidy approved as part of the region's budget
- funds and foundations in the Slovak Republic (Nitra Community Foundation, Orange Foundation, Tatrabanka Foundation, Children of Slovakia Foundation and others) – planned
- International Visegrad Fund and other foreign funds (ECF and others) – planned
- cultural institutes of the countries represented in the Festival programme – planned (some requests already submitted)
- Ministries of Culture of Poland, the Czech Republic, the Russian Federation, Italy, Spain, France – planned (some requests already submitted)
- business sphere and 2 %
- income from sales of tickets to Main Programme performances
- alternative and new methods of fundraising: online fundraising, crowdfunding, preparation of a fundraising event – a contemporary art auction which will take place in 2016 and the respective revenue will also be used in 2016

In 2015 we will also carry out fundraising for the 25th anniversary edition of the Festival, which will take place in 2016 (jubilee publication, international co-productions etc.).

■ HIGH LEVEL OF INDEPENDENCE FROM STATE FUNDING ■

The Divadelná Nitra International Theatre Festival is one of the few big cultural events in Slovakia whose degree of compulsory co-funding is much higher than the obligation imposed in the MC SR subsidy scheme. This means that the ratio of state funding to the total project budget has long been much smaller than the usual ratio of state funding in similar events.

Over the past 10 years, co-funding by the DNA has been between 27% and 61% of total project costs, while co-funding is understood to mean any sources other than the MC SR or any resources other than the subsidies granted by state authorities.

■ MINISTRY OF CULTURE AS THE MAIN FUNDING SOURCE FOR THE ITF DN ■

Despite the fact that the Divadelná Nitra International Theatre Festival is funded from multiple sources, the Ministry of Culture of the SR remains the most relevant source whose contribution to the financing of the Festival over the past 10 years has been from 39% to 73% (which is the ratio of the subsidy amount to the total budget of the Festival).

An alarming situation arose in 2004. The share of MC SR funding dropped below 50%, which resulted in a lower number of foreign countries and productions, as well as in shorter length of the Festival – the usual six-day programme was reduced to four days. Moreover, the Festival lost another partner whose contribution had been much lower, but still important – the DNA was not awarded any grant from the International Visegrad Fund. **Thus compared to 2013, the Festival's income dropped by 40%.**

For the sake of future existence of the Festival, it is essential that the MC SR subsidy returns to the level of 70–75% of the Festival budget. Lower subsidies will result in poorer programmes, and more importantly, they will disqualify the DNA from applying for EU grants for the period 2016–2020, not to mention the fact that they will hamper the continuous preparations for and smooth running of the 25th anniversary edition of the Festival during Slovakia's presidency in the EU in 2016.

■ SUCCESS OF THE DNA AS A LEADER OF EU PROJECTS ■

The DNA is one of the most successful applicants for EU grants in the field of art and culture in Slovakia. Not only as a project partner, but mainly as a project leader.

Between 2011 and 2013 the DNA realised a three-year project funded by a grant from the EU's Culture Programme, strand Support for European cultural festivals, which accounted for more than 25% of the Festival budget.

Moreover, in 2013 the Divadelná Nitra Association benefited 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.

Since the Parallel Lives project was realised also in 2014 and it ends in 2015, during the next project period under the Cooperation strand the DNA will submit its application in 2015 requesting funding for 2016.

■ EFFECTIVENESS, ECONOMY AND TRANSPARENCY ■

The DNA uses financial resources gained from various sources effectively and economically.

This fact is demonstrated by financial statements submitted to various funds, and by donor satisfaction with the outcomes. The management and use of state funds by the DNA is regularly examined by the relevant industry or state authorities which have not yet revealed any serious malpractice.

■ HIGH PROPORTION OF IN-KIND CONTRIBUTIONS ■

The DNA receives a substantial part of donations (around 25% of the total “big” budget) in kind, i.e. in form of non-financial support (products and services).

They are contributions from partners, co-organizers, collaborators in the business sphere, collaborating cultural institutions, as well as individuals (volunteer work).

■ REVENUE FROM TICKET SALES ■

The revenue from ticket sales is another source used for covering project expenses. It is an important source of income, not in terms of its ratio to the total budget (3–4 %), but because it represents free, non-dedicated resources, serving as a financial tool used for activities and expenses which must not be covered by dedicated subsidies (e.g. overheads).

Due to increased performance attendance, in 2014 ticket sales increased considerably (from 4 to 8%).

The launch of online ticket sales in 2013 and the gradual increase in the number of tickets sold online, are definitely pluses. Other pluses include an earlier start date of online ticket sales in 2014, as well as the fact that various DNA activities and Festival PR activities started as early as before the summer holidays (internet debate Art, What For?, the Day Without Art initiative).

The organizers plan to start promoting the 2015 Festival even earlier than in 2014, i.e. to extend the PR campaign and also to maintain the trend of the growing attendance and revenues from ticket sales.

PROJECT PROMOTION

In 2015 the Festival's marketing and promotion strategies must be based on its real needs as identified in the previous years. The Festival will continue pursuing the most effective marketing and PR activities and using the most effective tools, while also searching for new ones. The reason is the intention to inform people about its activities more intensively throughout the whole year, and not to plan PR activities only for the period immediately preceding the Festival or for the Festival days, nor to limit Festival promotion due to an unfavourable financial situation.

■ PRINTED AND ELECTRONIC MATERIALS ■

PLAN FOR 2015

- headed notepaper: electronically
- new year postcard: electronically and physically (500 pcs)
- notification: electronically
- 2% campaign promotional leaflet: electronically and physically (1,000 pcs)
- preliminary programme: electronically
- foldable programme booklet: 10,000 pcs
- poster: 500 pcs
- city lights: 45 pcs
- billboards: 20 pcs

- outdoor banners: 20 pcs
- roll-ups: 3 pcs
- leaflets on the accompanying and educational programmes, and for volunteers: up to 2,000 copies
- catalogue: 1,800 pcs
- press releases – SK – 14 releases: electronically
- press releases – EN – 8 releases: electronically
- newsletter – SK (10 issues sent to around 2,300 addresses): electronically
- Newsletter – EN (6 issues sent to around 1,000 addresses): electronically
- supporting and reference materials for work and educational events
- promotional wall calendar 2016 (to celebrate the upcoming anniversary edition)

■ WEBSITE www.nitrafest.sk ■

The website is not only one of the most important media instruments, but also a means of communicating with the public, a space for publishing news about the Festival events throughout the year, and before the start of the Festival it is also serve as an instrument allowing registration for the Festival and ticket reservation. Given the fast development of technologies and web design trends, the current DN's web page is outdated in terms of both graphic design and technology, especially due to its lack of compatibility with modern mobile devices (smartphones, iPads etc.).

It is therefore important to invest in a new web page which will meet the Festival's communication needs, as well as the demanding criteria of today's users which are based on the widely used technologies and changing trends.

The Divadelná Nitra Association will continue running websites dedicated to its special projects and subprojects: www.nacoumenie.sk a www.parallel-lives.eu.

■ SOCIAL NETWORKS ■

The Festival also uses informational and promotion tools available on social networking sites – Facebook, YouTube and Twitter.

The Festival continued to intensify its use of Facebook in 2014. Communication via Facebook was greatly strengthened by sharing news, uploading videos, sharing statuses, pictures, information about on-line ticket sales, productions and their creators...

As for online communication, in 2015 we will focus more on providing information about productions by posting video-trailers and short video interviews with creators or respected figures working in the field of culture in Nitra or elsewhere in Slovakia.

The Festival's ambition is to include among its communication media also other relevant social networks used in Slovakia. The prerequisites for success in the area of social media and online communication as such include investments in paid advertising on Facebook, Google Ads or the use of other possibilities of context and targeted advertising.

■ INFORMATION AND PROMOTION THROUGH MASS MEDIA ■

Partners from 2014 who are expected to cooperate also in the next period:

- **printed media:** Pravda, SME, Nitrianske noviny, The Slovak Spectator, .týždeň, kØd,
- **electronic media: TV:** RTVS – Dvojka, Umenie, TV Central, TV Nitrička, Film Europe (Kino CS – CS TV); **Radio: RTVS –** Rádio Slovensko, Rádio FM, Rádio Devín; Rádio One, Radio Max; radioplus
- **internet media:** Shiz, Webnoviny, citylife.sk, Moja Nitra.sk, Kam do mesta, nitalive.sk, Taneční aktuality.cz, topky.sk
- **outdoor:** large-scale video displays: medias media, boomerang, euroawk

- **others:** isic, SITA

PUBLIC-BENEFIT CHARACTER OF THE PROJECT

The Divadelná Nitra International Theatre Festival:

- **mediates artistic values**, cultural heritage and contemporary art of multiple European cultures;
- **fosters cultural exchange and cultural diversity**;
- **brings to Slovak spectators** valuable works of art, interesting topics and creative techniques from various cultural environments;
- **creates new possibilities for meaningful ways of spending leisure time** for the citizens of Nitra and the surrounding region;
- **broadens the visitors' cultural outlook**, mediates knowledge of theatre cultures existing in other countries, enables people to also perceive different views on global social issues, introduces new theatre topics, personalities and forms, educates and entertains, and helps shape taste preferences;
- **is a platform** for presenting foreign countries in Slovakia;
- **creates opportunities for presenting** Slovak art abroad;
- **helps enhance the potential** of Slovak artists and professionals – through workshops, seminars, professional debates etc. they have access to the know-how from other European countries;
- **enables presentation of regional culture**;
- **pursues non-formal education** in the field of contemporary art, volunteering, culture management or marketing;
- **offers university students opportunities for practical education** – they can complete their compulsory practice at the Festival;
- **involves students in the preparations and organization of the Festival**;
- through its media strategy and price policy, it **makes all the values offered accessible to members of broad public**, offers benefits to the disadvantaged sections of the population, to young people, students and seniors;
- **involves in the creation** of the individual programme activities, as well as in their realisation, various entities – not only valuable professionals, but also young people, children, the handicapped;
- **seeks to promote the participation of young people in culture**, offers them many advantages;
- By involving multiple partners in the organization and funding, it **strengthens links between industries**, raises cultural awareness, fosters cooperation and deepens people's relationship towards art and culture;
- **serves as an example of diversification of sources** and persistent fundraising efforts;
- **creates jobs** (around 20 paid employees work for the Festival every year – 6 year-round staff members, 2 people employed for 5–8 months, and 12 people for 1–3 months);
- **helps boost tourism** in Nitra by expanding and enhancing the cultural offer and making it attractive for visitors from around Slovakia and abroad;
- **is the foremost actor of the region's culture and creative industries** and contributes to their development by creating opportunities for presenting their outcomes and products.

EXPECTED EFFECTIVENESS OF PROJECT IMPLEMENTATION

For several years now, the Festival organisers have thoroughly analysed the implemented activities and approached very responsibly the evaluation of the event management and the analysis of effectiveness of financial resource use, while including these analytical activities as an essential segment into their planning. A qualified project evaluation covering as many aspects of the event as possible, requires a sophisticated determination of both qualitative and quantitative indicators

(criteria). Besides this feedback, effectiveness of the use of public funds is regularly evaluated by means of regular inspections by the State.

■ QUANTITATIVE PARAMETRES ■

- number of events actually carried out
- number and capacity of venues where events took place
- number of directors presented at the DN for the first time, number of authorial theatre and new drama productions
- number of individual performers and members of ensembles
- number of event participants
- attendance expressed as a percentage
- number of accommodation facilities
- number of media promotion and promotion outcomes
- number of spots aired
- number of collaborators
- number of collaborating entities
- overview of sources providing financial and in-kind support for the Festival – the expected number of approached product partners
- expected revenue

All the above mentioned parameters are being constantly monitored and are subject to year-to-year comparisons.

■ QUALITATIVE PARAMETRES ■

The fulfilment of project aims and intentions is measured by means of qualitative parameters of the Festival's effectiveness, and represents a fundamental part of evaluation reports submitted by all staff members and the Festival's Artistic Board, which serve as a basis for writing an overall final report on the Festival.

The individual parts of the report comment on the fulfilment of the monitored qualitative parameters in the framework of one particular edition and giving due consideration to the development tendencies (comparisons to previous Festival editions etc.).

Another source of information for quality evaluation is domestic and foreign reflection and response from Festival participants and professionals working in the field of theatre.

The following items are being monitored:

- fulfilment of project aims and objectives;
- festival preparation, concept, selection, programming, cooperation with theatres and ensembles;
- quality of the main and accompanying programmes, audience reception and reception by professional public;
- impact of the work and educational programme;
- organisational support (including technical support and translations, promotion and distribution);
- evaluation of attendance and response to festival events; promotion and media promotion;
- evaluation of management and cooperation;
- fundraising; feedback; cooperation, communication and inputs of cooperating entities.

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