

# INTERNATIONAL THEATRE FESTIVAL DIVADELNÁ NITRA 2018 – RE

(28 September – 3 October 2018)

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(Association Divadelná Nitra ©, October 2017)

## PROJECT APPLICANT

### ASSOCIATION DIVADELNÁ NITRA

- International festival
- Local and foreign projects in the field of performing arts, informal education and volunteering work, international conferences, workshops, own productions, community events devoted to the city and region

### MOST IMPORTANT PROJECTS AND SUCCESSES

- 26 years of the International Theatre Festival Divadelná Nitra (1992 – 2017);
- Publication of *Desire Alive For Beauty...* (25 years of DN);
- Bearer of EFFE Label 2017 – 2018;
- ITF Divadelná Nitra 2011 – 2013 (3-year grant from the EU);
- *Parallel Lives – 20th Century Through the Eyes of the Secret Police* (2013 – 2015, 3-year grant from the EU);
- *V4@Theatre Critics Residency* – international workshop for theatre critics aged under 35 led by experts in the field (since 2015);
- *How to Understand Theatre* – informal education for high school and university students and the public (since 2008);
- *A Tulip For You* – integrational activities for visually impaired children (since 2007);
- *This Is Art, Too* – a project that maps the forgotten artworks of Nitra (since 2014);

## PROJECT SUMMARY

### AIMS AND OBJECTIVES

- Reminiscing, reassessing the past, renewing quality, re-establishing values – the theme of DN 2018 – **RE**;
- Developing the festival's conceptual character in accordance with the given theme;
- Overlapping with other art fields, disciplines, professional communities;
- Support of networking between Slovak art and the world;
- Maintaining the festival's international character and its reputation abroad;
- Presenting new themes, new names, new trends;
- Creating a programme that counterbalances the mainstream;

### TARGET GROUPS

- Young people (primary groups),
- Public – Nitra and its vicinity, Bratislava and other Slovak and foreign cities,
- Professional community – Slovak and foreign theatre-makers and experts in various fields.

## **ACTIVITIES**

### **MAIN PROGRAMME**

(10 – 11 works), 6 to 7 foreign, 4 to 5 Slovak,  
countries: FR, GR, BE, DE, CZ, PL, HU, SK

### **ACCOMPANYING PROGRAMME**

(30 – 35 events) for adults and children

- presentation of arts and other activities (FESTpark)
- theatre, reading, films for children (ARTtent Teatro Tatro)
- public discussions (AGORA Nitra)
- film programme (Doc.film)
- visual art in the public space (INTERventions)
- meetings during and outside of Divadelná Nitra (FESTfestival)
- presentation of young people's independent communities (RE-think)

### **WORKING PROGRAMME**

(12 – 15 events)

- public discussions with various experts on the topic of the festival
- Breakfast with... – meetings with the productions' creators
- post-performance discussions
- networking
- presentations
- workshops

### **EDUCATIONAL PROGRAMME**

(20 – 25 events) – space for other projects of Association DN

- V4@Theatre Critics Residency 2018
- How To Understand Theatre 2018
- A Tulip For You
- This Is Art, Too

## **DESCRIPTION / CHARACTERISATION OF THE PROJECT**

- Nitra – late September = an important location on the cultural map of Slovakia;
- International Theatre Festival Divadelná Nitra 2018 – 27th year = largest international theatre festival and one of the most important cultural events in Slovakia;
- Non-state, non-profit event with a distinctive public-beneficial character;
- Connects the presentation of foreign dramatic works with the Slovak performing arts, but also with local and regional activities;

- Explores overlaps between theatre and other artistic disciplines, involves outputs and figures from the humanities and other social sciences, various communities and develops community life;
- Identifies as an international platform for cultural exchange, communication and collaboration, for sharing ideas and inspiration;
- Systematically presents new themes, trends and names;
- Focuses on non-traditional, exploratory art that is demanding of the audience;
- Provides space for the growth of critical reflection and public discourse on important socio-political issues;
- Offers a place for informal education and for cultivating one's relationship to art and culture;
- Serves as an instrument for the activation of local and regional culture, for raising the profile of Slovak culture abroad;
- Mediates the values of art and culture and the principles of the artistic community.

#### **KEYWORDS:**

Conceptuality, openness, multidisciplinary, interdisciplinarity, interactivity, boundary-crossing, overlaps.

## **MISSION, AIMS, GOALS, PRIORITIES**

### **Framework development plan for 2018 – 2020**

- Develop the festival's conceptual character – the synergic effect of the current year's socio-political theme in all types of programme;
- Explore overlaps with other artistic and scientific disciplines, professional communities and community life;
- Maintain the festival's international character and its reputation abroad – a return to essential foreign theatrical works, development of PR abroad, engaging in collaboration with foreign partners (festivals, critics, professional periodicals);
- Involve non-European countries;
- Reassess the structure, composition and content of the festival's programme;
- Find new venues (site specific, satellites), intervene in the public space;
- Prepare an international co-production project and present its results at ITF DN;
- Ensure systematic expert reflection about the festival at home and abroad;
- Improve forms of collaboration with schools during the year (Nitra and other cities in Slovakia and the Czech Republic) in order to achieve closer collaboration with the festival;
- Implement a system of teambuilding communication with festival volunteers;
- Implement new forms of all-year communication and work with the audience;
- Gain a stable audience, with the target group being young people;
- Increase the participation of Slovak professionals;
- Prepare the programme for following years in advance – ideally in three-year periods, to which fundraising and marketing must be adjusted;
- Ensure sustainability, stabilisation of financial resources;

- Stabilise organisational and creative teams;
- Find new collaborative partners;
- Ensure year-round PR and create a new webpage.

### **MISSION OF ITF Divadelná Nitra 2018 – 2020:**

- Continue in the tradition of the best years in terms of innovation and quality;
- Be active as an inspirer and initiator in the field of Slovak and foreign performing arts;
- Maintain international cultural exchange and collaboration;
- Prepare new theatrical works in co-production with Slovak and foreign partners;
- Develop the presentation of various art forms and interdisciplinary overlaps;
- Focus on non-traditional and innovative art as a counterbalance to commercial tendencies and the mainstream;
- Contribute to raising the profile of Slovak theatre and art abroad;
- Connect international activities with regional and local activities;
- Raise society's participation at cultural events;
- Be active in the fields of audience development and informal education;
- Foster positive relationships to volunteering work;
- Develop forms of public discourse, generate new impulses and knowledge by synergising the programme and theme;
- Deepen awareness of the significance of art and culture, develop a positive relationship to art, culture and to spiritual values in general;
- Create the atmosphere of an arts celebration;
- Contribute to increasing the quality of life.

### **IDEA OF ITF DIVADELNÁ NITRA 2018**

- **CONCEPTUALITY:** the festival programme is based on the current year's theme, which derives from socio-political discourse and the contemporary individual's perception of life;
- **SYNERGY:** the effect of the festival theme is amplified by the mutual interaction of works, activities and elements present in the festival programme that fully or partly bear its theme;
- **OVERLAPS:** the theme exceeds boundaries of genres and art forms, the programme includes works of diverse provenance, figures from different artistic disciplines, sciences and social life are present, space is given to the presentation of communities from various cities and countries;
- **CONTEXTS:** reflections on the state of society and the world at large, current voices and prognoses serve as a frame of reference.

How does a contemporary individual perceive an age in which so many contradictory tendencies collide? Liberalism – populism or conservatism; progressivism – traditionalism; universalism – provinciality; cosmopolitanism – nationalism; secularism – religious devotion; science and technical progress – misgivings about its products; globalisation – local and communal life; destruction of the environment – environment

and monuments protection; artificial intelligence as both aid and threat; integration – segregation; solidarity – violence; various forms and theories of humanism, fundamentalism and extremism.

In this respect, the ‘years of eights’ that are so magical for our country offer further matter for reflection (1848, 1918, 1938, 1948, 1968, 1993, for ITF DN also 1998).

A feeling of life on the edge, AT THE TURNING POINT, the need for a CHANGE OF PARADIGM in one’s perception of reality are contained in many terms that incorporate prefixes denoting AGAIN, ANEW, ANSWER. This is the basis for the title and theme of the International Theatre Festival Divadelná Nitra 2018 – **RE**.

- we look back, recall the past: **re**miniscence, **re**trospective
- we cast light on forgotten stories and meanings, think, come to know, judge: **re**flexion
- we try to bring back to life, revive: **re**construction, **re**vitalisation
- we give a new form, new existence to used objects and ideas: **re**cycling
- we believe in renewal, raising from the dead: **re**surrection
- we act, change the world: **re**alisation, **re**form
- we effect fundamental changes, breaks: **re**volution
- we answer, defend ourselves, oppose social progress: **re**action
- we observe, try, repair: **re**vision
- we attempt a new beginning: **re**start
- art **re**sponds to **re**ality

## PROGRAMME STRUCTURE OF ITF DN 2018

- ➔ MAIN programme: untraditional, innovative works – inspiration and counterbalance to commercial tendencies and the mainstream. Drama, dance, music theatre, puppeteering and visual art theatre, various types of performance. 10 – 11 pieces, 6 – 7 foreign, 4 – 5 Slovak. COUNTRIES: FR, GR, BE, DE, CZ, PL, HU, SK. Productions from individual countries will be selected between January and May 2018. No specific names have been confirmed yet. The first examined work will be The Great Tamer by Dimitris Papaioannou. One important factor in the selection procedure is the availability of financial resources from the particular country. The presentation of Slovak works will be based on the same curatorial principle.
- ➔ ACCOMPANYING programme: 30 – 35 events for adults and children;
  - FESTpark – a space for the presentation of arts and other activities (on Svätopluk Square in front of the Andrej Bagar Theatre and in the city park);
  - ARTtent Teatro Tatro – theatre for children, films, concerts, discussions, book reading sessions (partner: Teatro Tatro);
  - AGORA Nitra: discussions in the form of ‘Living Library’ and ‘Public Living Room’ on various current issues (partners: Amnesty International, Post Bellum SK, Living Memory and new partners, also Kníhkupecká o.z., Libresso Pod vřškom – café & second-hand bookshop, Gio Café);

- PUBLIC DEBATE – discussion with experts from various fields on the topic of the festival, taking the form of a proper evening event on stage;
  - Doc.film – film programme at several festival locations, documentary films from various countries and periods, with creators and discussions (partner: Institute of Documentary Film, Prague);
  - INTERventions – visual artworks presented at various locations in the public space
  - RE –think – music, visual art, workshops. Various activities related to the theme: which way are we heading and what will stay after us (partners: non-profit organisations in Slovakia that are dedicated to cultural events, recycling/waste education, refurbishing abandoned spaces, etc.);
  - FESTfestival – meetings during and outside of DN: young people, students, volunteers, partners, co-organisers, staff; Festival dance hall, volunteers' party, pre-Christmas partner meeting.
- ➔ WORKING programme: 12 – 15 events;
    - DISCUSSIONS after performances – continue with the successful format of DN17;
    - BREAKFAST with ... – creators, on yesterday's performances;
    - networking, presentations, workshops.
  - ➔ EDUCATIONAL programme: 20 – 25 events – space for the activities of other projects by Association DN (V4@Theatre Critics Residency 2018, How To Understand Theatre 2018, A Tulip For You, This Is Art, Too).

## TARGET GROUPS

### ➔ YOUNG PEOPLE – PRIMARY TARGET GROUP

Age 15 – 35, high school and university students in Nitra and art school students from Slovakia and surrounding countries, graduates, young professionals.

#### objective:

- secure better access to the festival
- offer various platforms for active participation in the programme

#### methods:

- improve communication on social networks
- ticket price reductions
- possibility of cheap accommodation
- offer collaboration to specific groups (schools, independent communities, young theatre critics)

scope: 4000 people

### ➔ PUBLIC, ESPECIALLY THE REGIONS OF NITRA AND BRATISLAVA

Educated middle class, demanding audience, families with children.

#### objective:

- provide extraordinary experiences

- encourage spending time in a cultivated manner with one's family or in a kindred community
- provide opportunities to meet figures from cultural and social life, develop relationships with communities

methods:

- offer tickets in various price categories
- extensive information campaign
- use of various forms of communication with the public

scope: 6000 people

➔ PROFESSIONAL COMMUNITY, SK + FOREIGN

Theatre practitioners, theorists and journalists, managers, dramaturges at other festivals and theatre houses, professionals from the social sciences

objective:

- provide an opportunity to confront one's own work and for exchange of information with colleagues in the field
- provide an opportunity to become acquainted with new dramatic cultures, methods, trends, personalities, contacts...

methods:

- consolidate and foster relationships with professional organisations, professional periodicals and participants
- strengthen the effect of work events, discussions and reflection

scope: 1000 people

## **BENEFITS / PUBLICLY-BENEFICIAL CHARACTER**

- **CULTURAL:** enriches the cultural offer in Slovakia, in the region and city, activates theatres and cultural institutions, raises the profile of Slovakia abroad, contributes to cultural variety, improves the credit of art and culture;
- **ECONOMIC:** brings in financial resources from abroad, activates the business sector, creates direct profit for businesses and services, creates income for the city in the form of taxes, employs tens of people, is an integral part of the cultural industry.
- **SOCIAL:** provides opportunities for communication, develops inter-sectoral collaboration, connects different communities, develops social interaction, contributes to the social prevention of negative phenomena.
- **EDUCATIONAL:** develops social discourse, offers high-quality education, collaborates with schools, fosters a relationship to volunteering.



- **DIPLOMATIC:** develops communication with the representation of other countries, collaborates with international subjects, presents the cultural values of other countries, actively engages with cultural politics.

## **PROFESSIONAL AND ORGANISATIONAL GUARANTEE**

- main organiser: Association Divadelná Nitra
- main co-organisers: Andrej Bagar Theatre in Nitra, Karol Spišák Old Theatre in Nitra,
- Nitra Self-governing Region, City of Nitra, Theatre Institute, Bratislava.
- 20 co-organisers, 15 donors, 20 media partners, 50 partners from the business sector,
- advisory team 6 – 10 people, staff 20, associates, technical staff 200, volunteers 70, performers: approx. 300 from abroad and Slovakia, individual participants and festival guests – 100.
- collaboration: foreign festivals, theatres, institutes, international networks, cultural institutes and embassies, culture ministries, Slovak cultural institutions, scientific centres, schools.
- artistic board: Dáša Čiripová, Martina Vannayová, Ján Šimko, Ján Balaj and a curator for Slovak productions
- design: Tomáš Vicen
- guarantor of ITF DN: Darina Kárová
- the team of other associates is currently being confirmed.

## **TIME FRAME**

### **JANUARY**

finalising the festival's concept, fundraising, building work teams, visiting theatres, communication and contracts with partners, preparation of 2018 design;

### **FEBRUARY**

fundraising, trips to examine productions, PR concept, media campaigns and marketing, visits to schools;

### **MARCH**

composition of main programme, development of supporting programme concept in collaboration with partners, trips – selection of productions, beginning of PR activity, preparation of online ticket sale, guest list proposals, collaboration agreements (translation, interpreting, technical solutions, etc.), volunteer campaign;

### **APRIL – JUNE**

distribution of press releases and newsletters, construction, finalisation of and arrangement for the programme, trips to theatres and festivals, partner agreements, continuous media campaign and marketing, inviting guests;

### **JULY – AUGUST**

production of programme, press conferences, intensive media campaign and marketing, online ticket sale, production and distribution of 1. bulk of printed materials;

### **SEPTEMBER**

culmination of media campaign and PR, final production activities, 2. bulk of printed materials, preparatory workshops for volunteers;

**28. 9. – 3. 10. – INTERNATIONAL THEATRE FESTIVAL DIVADELNÁ NITRA 2018**  
event

### **OCTOBER – DECEMBER**

post-production, acknowledgments, monitoring of media outputs, ratings, archiving, settling accounts and obligations, FESTklub and teambuilding activities, preparation of new projects and estimation of budget for 2019, fundraising for 2019.

## **ADVERTISEMENT AND MEDIALISATION OF THE PROJECT**

### **ELECTRONIC**

- FB = dominant PR tool, plan: 5000 fans, average 4000 views/day (I – XII);
- web = comprehensive information archive and partner promotion – logos, links (approx. 100 000 views in a year) (I – XII);
- newsletters in SK/EN: information, links, partner promotion – 2300 in Slovakia and 1000 abroad, approx. 10 x, (II – XII);
- press releases in SK/EN: information, links, partners, approx. 20 x (IV – IX);
- TV, radio and YouTube commercials + partner logos – 680 on TV, 250 on radio (VII – IX);
- MEDIAS big-screens – 3 locations in Bratislava – photographs of performances and partner logos (XIII – IX);

### **FESTIVAL PRESS MATERIAL**

- roll-up + donor and partner logos – 3 types (VII – IX);
- citylight + donor and partner logos – 2 types, approx. 20 (IX);
- programme flyer + partner logos, SK 8000 pcs, EN 1000 pcs, (VII – IX);
- programme poster + partner logos – 500 pcs (VIII – IX);
- catalogue + donor and partner logos SK/EN – 1 700 pcs (from IX onwards);
- ticket + partner logos – 5000 pcs (VIII – IX);

### **MEDIA (V – X)**

- print; planned: Denník N, SME, Pravda, .týždeň, The Slovak Spectator, MY Nitrianske noviny, kod journal, Svět a divadlo journal, Divadelní noviny, Kam do mesta;
- electronic; planned: RTVS – Jednotka, Dvojka, radio stations FM, Devín, CE TV, TV Nitrička, Topky, Medias, Zoznam.sk, Webnoviny, Rádio One, SITA, Film Europe, radioplus, mojanitra.sk, nitralive, Euroawk, taneční aktuality.cz;
- banners on media websites (VII – VIII);
- 3 press conferences (VII BA and NR + IX BA);

