

INTERNATIONAL THEATRE FESTIVAL DIVADELNÁ NITRA 2016

Jubilee 25th edition
(23 – 28 SEPTEMBER 2016)

ODE TO JOY?
PAST – PRESENT – FUTURE

(project, February 2016, short version)



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DESCRIPTION

International Theatre Festival Divadelná Nitra is currently the biggest theatre festival in Slovakia and one of the most significant international events happening in the country in the culture sphere. It is a selection-based, non-competitive showcase of European performing arts, with an emphasis on drama and diverse innovative forms of scenic art, characterized by crossing the boundaries of genre and style.

Aiming to be open and wide-ranging, the Festival offers a set of multi-disciplinary accompanying events, such as: theatre, film, visual arts, design, music, and art in public spaces. It also encourages public discourse, informal education and volunteer activities.

The Festival cooperates with a wide range of international bodies – foreign professional organizations, partner festivals, non-governmental organizations, funds, foundations, cultural institutes, governmental and representative bodies. It has a few dozen co-partners, sponsors, media and business partners. It is planned and arranged throughout the year.

The festival has been organised annually at the end of September since 1992 making 2016 the jubilee 25th festival.

MISSION

International Theatre Festival Divadelná Nitra represents:

- a platform for international cultural exchange, inspiration and cooperation;
- a place for presenting and reflecting on art;
- an opportunity to discuss major social and political issues as well as European values;
- a means of activating local culture and promoting Slovakia abroad;
- a transmitter of the values of art and culture, and principles of a creative society

GOALS AND OBJECTIVES

- display outstanding European works of art;
- present the most exciting Slovakian productions to national and international audiences;
- focus on non-traditional, innovative and inspirational art forms that can counter-act commercial, conventional and mainstream tendencies;
- come up with new topics, new tendencies and new names (authors, artists, groups, etc.)
- develop the multifaceted character of the festival and its interdisciplinary scale;
- uphold international cultural exchange and cooperation;
- draw attention to Slovakia's own art resources through presenting Slovakian theatre and art, and thus contributing to their dialogue with international arts (art beyond the border);
- connect international and regional/local initiatives, inspire professionals and cultivate interest in citizens to participate in cultural activities;
- support thinking about the world and reflecting on art;
- raise questions about European values regarding integration, diversity, democracy and European identity;
- encourage society to be oriented towards creative sources with the aim of fostering the establishment of creative industries in Slovakia;
- enrich the cultural environment in the city of Nitra, as well as nationwide;
- collaborate with the audience and facilitate their engagement and development;
- emphasise art education;
- encourage voluntarism;
- provide a unique experience and evoke an atmosphere of a Festival of Art;
- raise the awareness of sense and significance of art and culture;
- contribute to improving the standard of living in Slovakia.

THEME

Over the past 25 years, International Theatre Festival Divadelná Nitra has been mediating joy in European cultural encounters, influencing each other, getting to know the depth and diversity of each culture. However, Europe has changed considerably during that time.

Europe could be compared to a huge ship, which is being approached by floats of refugees, its board being bombed by terrorists; a vessel carrying the heavy load of its past war and colonial self on one hand, and a vision of a political and economical unity on the other. Most importantly, storing the immense richness of linguistic and cultural diversity.

Today, it sails the waters under the flag of democracy and peace, national, religious, ethnic and gender tolerance. It tries to keep the course of liberalism and solidarity, preserve the heritage of cultural advancement and uphold the concepts of nature conservation. Yet, what will the future of Europe be in the hard times ahead?

How much joy can Europe offer today? To its citizens? To the world? What did it offer in the past? What are the greatest challenges of the present age? What is the future of Europe?

The leitmotif of the 25th edition of the festival can be summed up with the question *Ode to Joy*?

By means of artworks and multi-faceted events, the public will have the opportunity to open a discourse with experts from various countries and fields (politics, economics, legislature, ecology, sociology, philosophy, theology, aesthetics, etc.), on issues regarding the past, present, and future of Europe.

Europe – the cradle of democracy, breeding-ground and a missionary of Christianity, as well as exporter of colonisation and imperialism, generator of inquisition, totalitarianism and World Wars;

Europe – irrefutable source of linguistic and cultural diversity, creativity and integrity, and at the same time, of religious and racial hatred, genocide and xenophobia;

What are European values? How did Europe influence history? What did it give the world, good or bad? Which values have resisted the pressure of globalisation, commercialism and scepticism? Which of these has Europe buried under the disappointments of its failures and disasters of history? How will Europe reconcile the conflict between Western and Eastern civilisations?

We believe that it is absolutely inevitable to uphold a continuous public discourse on European values and the future of Europe. During the 2016 Divadelná Nitra Festival we intend to lead this dialogue by means of art, as well as debates with experts and the public.

The 25th edition of the International Theatre Festival Divadelná Nitra will take place during the Slovak presidency of the Council of the EU. All the more reason to think about the questions posed not only through selected artworks, but also through a number of accompanying activities, public debates, and encounters of participants representing different countries; to introduce the festival as a platform for intense cultural exchange, a place of inspiration, and public discourse on urgent social and political issues.

This year's festival will run under the patronage of Andrej Kiska-the President of Slovak Republic – as well as, the Minister of foreign affairs of SR and the Minister of Culture of SR.

25th ANNIVERSARY OF THE FESTIVAL

We are „Euro-positive“. We believe in the enormous power of the diversity of cultures and traditions of Europe. We are aware of the significant role that culture will play in society of the upcoming decades. Nevertheless, we realize how fragile the sphere of culture and creativity is in the face of the tendencies of contemporary technocracy, secularism, globalisation, authoritarian political systems, and omnipotent media. In Europe, we are witnessing diverse interactions of both European and non-European cultures, which is representative of the conflict between Eastern and Western civilizations. Furthermore, it will be a challenge to maintain a balance among different economic, political, religious and national interests in the complex and varied social structure, which Europe has now, and more importantly, will have in future.

Throughout the **25th jubilee edition of the festival**, we aim to deal with topics and issues which determine Europe's territory and its capability to communicate with the rest of the world, as well as cope with its past, and challenges of the present.

Together with well-established artists and experts from fields of political science, legislature, economy, ecology, sociology, philosophy, theology, culture studies and aesthetics, we wish to **converse on the spiritual fundamentals of Europe**, European values, struggles of daily life, main themes of various pieces of art, as well as on the paradigm shift in art and society and the role of culture and its ability to create values in both the life of the individual and in society, hence, contributing to the understanding of the meaning of life.

Accordingly, the above questions, themes and ideas will be posed and reflected both in the discussions, workshops, networking and other components of the festival programme, particularly, in the selected art projects.

During the 25th jubilee edition of the festival we resolve to investigate and **advocate Europe's past, present and future** – distinguished European artists will present theatre productions, art in public space projects; artists and experts from various professional fields will lead debates on urgent issues in Europe, such as: identity, immigration, Islamisation, financial crisis, poverty, war, environment; euro-optimism vs. euro-scepticism; culture as investment in the future.

Our goal is to show different faces of joy, along with showing the reverse side of joy, too. From the great joys of life to the small and trivial ones. We will map the concept of joy itself, its conditions and direct causes, but mainly, its meaning – in various philosophical systems and religions.

Joy can be understood both as an immense drive and a form of reward. A feeling of reaching personal goals, self-realisation and fulfilment, but also benefaction, self-sacrifice, and devotion. Joy of creation and knowledge, or simply – the joy of life.

Since its foundation in 1992, the International Theatre Festival Divadelná Nitra has established itself as a platform for Exchange of cultural impulses and values between East and West. At first, this cultural and political definition referred solely to the geographical territory of Europe. Then, under the influence of theatre productions from Western Europe, which dealt with the question of East-West in a wider context, in addition to the development and changing profile of other European festivals, that radically crossed the boundaries of Europe in their festival programme, we started to rethink our former orientation toward the festival. The 25th anniversary of the festival is a unique occasion to reconcile our past and **raise questions about the festival's future** concerning its current direction as well as a call to **formulate new concepts**.

25 years of existence of the International Theatre Festival Divadelná Nitra provides a matchless possibility to take a close look at the map of European theatre art, and recall outstanding professionals, who have been connected to the festival over the years – directors, choreographers, playwrights and theatre experts, who have all helped to acknowledge the festival's rank as an international platform for cultural exchange, communication, source of inspiration and flow of ideas. Furthermore, the festival provides an opportunity to think about Europe's character, its specific potential and future, and the significance of art in terms of Europe's current and future face.

All in all, we wish that the spirit of the jubilee festival sends out a clear **signal about the value of culture**, effect the international context, allude to the roots of European culture and become an apotheosis of cultural diversity in Europe, including all non-European influences.



Ohne Titel nr. 1, an Opera by Herbert Fritsch, Volksbühne Berlin, International Theatre Festival Divadelna Nitra 2014, © Ctibor Bachratý

PROGRAMME STRUCTURE AND PRIORITIES

THEATRE EUROPE / DIVADLO EURÓPA

MAIN FESTIVAL PROGRAMME

Specific priorities of dramaturgy

- cohesion with the current festival theme, socio-political topics, conceptuality
- new authors, themes, and tendencies in European Theatre
- merging of forms and genres, boundary concepts
- theatre of strong statements and powerful experience
- controversial themes and forms
- unconventional and experimental productions
- selection of Slovak theatre productions follows the dramaturgy of seeking the most exciting works of the theatre season with an emphasis on productions of independent artists and companies

Structure

EU / showcase of productions from European countries

Main festival programme, the theme of *Ode to joy?* 8 – 9 participating countries, most likely: Germany, Russia, Hungary, Poland, Czech Republic, France, The Netherlands, Latvia, Romania, Italy, among others.

SK / showcase

Presenting Slovak theatre works (3 – 4 performances).

During 6 days around 11-13 productions of the main programme will be presented at 5 – 6 different venues, in the form of approx. 20 - 22 performances. The first, opening performance is usually selected with a consideration of the possible need of a longer set-up preceding the festival – the preparation may take even 2 – 3 days.

The core aim of the showcase is to provide a selection of works of art on the theme of *Ode to joy*, which would be balanced in terms of dramaturgy, genre, and provenance (East/West).

The structure of the 2016 festival programme will (due to limited financial sources of the region) comprise of 2-3 core theatre productions serving as headliners and representing a higher artistic quality, national recognition, a clear link with the main festival theme, as well as greater technical and financial requirements, which will attract a larger audience reaction, both professional and nonprofessional. The composition of the total number of festival events will be complemented by smaller alternative productions.

This year's selection will focus on countries with strong theatre tradition (Germany, Russia and others), countries of the Visegrad region (Poland, Hungary, Czech Republic, Slovakia), and intriguing and stimulating productions from other parts of the world (Baltic area, Balkan, Scandinavia, countries of Benelux). After having successfully completed the project entitled TransARTE 2015, presenting contemporary French theatre and art internationally, festival Divadelná Nitra anticipates to continue engaging French theatre in its programme.

ART EUROPE / UMENIE EURÓPA

ACCOMPANYING PROGRAMME OF THE FESTIVAL

Specific priorities of dramaturgy

- cohesion with the leitmotif of the festival, conceptuality
- enrichment of the offer to the broader public, projects that mobilise and engage local community, participation
- sustainability of the local environment
- art in public space
- new partners, new types of activities and events
- presentation of supra-regional activities
- promoting “multi-muse-ness”, multi-genre art forms
- non-conventional events with the potential to attract wide audiences of all ages

- activities for children and youth that can offer an alternative to the generally accessible commercial forms and products

Concept and planned outcomes

- It supplements and further develops the main programme of the Festival, it is innovative, brings new challenges in terms of both themes and realisations, reflects on new tendencies and theatre professionals, discovers new possibilities of artistic expression in public space.
- 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 ordinary people and actively involve them in the creative process
- 'Multi-muse-ness' and multi-genre-ness as core characteristics; a varied programme covering various fields of art and delivered mainly in public spaces around Nitra to broader target audiences: besides theatre and dance also visual arts, multimedia, film, music, literature, poetry, radio
- around 50 – 60 events altogether

Structure, sections

Different_square

Art in public space – multi-genre art concept: street performances and projects from fields of contemporary theatre, dance and visual art. Its ambition is to contribute to increasing the quality of urban environment and extending the possibilities of active and fulfilling cultural life for wide public. Different_square project displays the festival as innovative, modern, contemporary, young and independent event.

Programme constituents:

- **Open air and street theatre productions** – presenting big street projects and theatre shows from Slovakia and Czech Republic
- **STREET ART artists in the streets of the city of Nitra** – jugglers, dancers, fire shows
- **Dance for joy** – street dance event of app. 80 citizens and/or visitors of Nitra in the pedestrian zone of the downtown, as the outcome of the preceding dance workshops organized by the Festival.
- **Live statutes of Europe** – 28 live statues poised all over the pedestrian street of Nitra, representing different famous figures from European history and culture. Each coin-in-the-slot statue will give a short speech on the activities, and life of the historical person it designates.
- **Music in the city** – concerts of various music genres and cultures
- **Fest design market** – selling articles of contemporary fashion, art and design, creative workshops and relax
- A part of the concept of Different_square is **new and unconventional architectonic solution of the area of the Svätopluk's square** following the trends of contemporary design in public space and innovative ways of exploiting urban space for cultural and art events. The project includes new mobile outdoor stage **Nitrafest Outdoor**, which will provide space for the street art events at the Svätopluk's square.

White night

Night time visits to the exhibitions of the Nitra Gallery, the Ponitrianske Museum and the Synagogue, colourful set of events in the streets of downtown Nitra

Festival to Children

Performances, events and activities designed for children fostering their creativity, taking diverse forms and genres (theatre performances, music, street art shows, visual art, literature, film, workshops, games).

film.eu

Screenings of contemporary European and Slovak films - feature films and documentaries.

Visual arts – installations and exhibitions – interventions to public space

- **Ode to joy?** – international exhibition specifically designed around the main theme of the festival, to be opened at the Representative Hall of the Nitra Gallery at the Svätopluk's square in Nitra. The exhibition is curated by the Nitra Gallery together with Divadelná Nitra Association.
- **This is art, too** – Third edition of the project presenting neglected and long-forgotten objects, statues or artworks, which are nevertheless of intrinsic artistic and cultural value, in the city of Nitra.
- **Joy of design / past – present** – exhibition of the artworks from Design Forum 2016 in the festival's indoor spaces.
- **Flower-bed of senses** – perennial flower beds for the blind and disabled, as well as wide public, placed at the Svätopluk's square in Nitra, comprising different types of perennial plants which can be identified by smell and touch, labelled by name-tags in Slovak, Latin and Braille ABC.

EDUCATIONAL PROGRAMME

- **Empathy for Joy BLACK BOX 2016** – visual object – a darkened space, evoking the world of the blind and visually impaired, designed for wide public
- **SEEING DIFFERENTLY 2016** – music & rhythm workshops for visually impaired and fully sighted children – concert
- **SEPTEMBER TULIP 2016** – integrating creative workshops, presentation of the project entitled „A Tulip for You“, participation of children in the activities of IF Divadelná Nitra, aimed at children with visual and mental impairment, as well as fully sighted children
- **TULIPways** – activities:
 - *A Tulip for You* – children give out hundreds of tulips to passersby,
 - *Marking pavements* for visually impaired – Bratislava, Nitra
 - *Workshops for public* – Bratislava, Nitra...
- **Creative workshops and discussions for students of secondary schools**

AGORA EUROPE

WORK PROGRAMME OF THE FESTIVAL – ENCOUNTERS, DEBATES, NETWORKING, PRESENTATIONS, WORKSHOPS

Public debate: Ode to Joy?

Interdisciplinary debates lead on international scale, with outstanding artists and experts on politics, legislature, economy, ecology, sociology, philosophy, theology, culture studies and theory of art, on the following topics:

- Core issues and values of Europe
- tradition, culture, war, immigration, islamisation, financial crisis, currency union, poverty, altruism, environment
- European vs. national identity; openness vs. closeness; euro-optimism vs. euro-scepticism
- culture as investment in the future

Breakfast with...

Daily debates with the creators of productions hosted by the Festival, lead by outstanding European critics

Discussions, encounters, networking, presentations and workshops for theatre professionals and public

- **IETM meeting (26. 9. 2016)** (a separate project of ADN)
Encounter of the members of IETM (International network for contemporary performing arts) and managers, artists and creators from Slovakia, aiming to foster international collaborations
- presentation and interaction with **V4@EU Theatre Residency** (a separate project of ADN)
A seminary of critical reflection for young theatre critics, directors and dramaturges coming from countries of Visegrad region. The workshop will take place as a part of the 25th edition of the Festival under the mentorship of a recognized theatre expert, with the attendance of 16 participants from 8 different European countries.
- presentation of ADN project: **specialized theatrical publication for the 25th jubilee edition of the International Theatre Festival Divadelná Nitra**
The bilingual specialized publication will give an overview of the most significant creators and tendencies in theatre during the past 25 years of the existence of the International Theatre Festival Divadelná Nitra. The representative book will contain photographs of the past theatre productions and historiographic data, to be published with the collaboration of the Theatre Institute in Bratislava. The digital appendix will comprise summary of the most important information capturing the 25 years of the Festival: list of productions, accompanying, educational and work programmes, different projects of ADN, lists of partners and organisers, visual materials of the past 25 editions with the headlines and introductory texts, photos and more.
- presentation of ADN project: **Open archives of DN 25**
Association Divadelná Nitra aims to process and make accessible the online archives of ADN, in the form of a special web portal, whereby it can preserve the cultural heritage of the 25 years of its operation. The systemised and digitalised data, materials and database will be organised into various sections:
 - International Festival Divadelná Nitra (data summing up the main, educational and accompanying programme, lists of productions, authors, creators, companies, countries, scripts, photographs, video recordings, call-signs, spots, visuals, posters, themes, brochures, PR materials, etc.);
 - International conferences and seminars (catalogues, summary journals, publications, materials, etc.);
 - International collaborations and co-productions (catalogues, summary journals, publications, materials, etc.).

The online portal will enable the users to search requested information in the accessible database through a customized application.

- **Festival dance-hall**

A social event following the opening performance of the festival, centred around the theme of „Personalities and stories of Europe.“ (23. 9. 2016)

25th anniversary:

- **25 topics – 25 visuals** – exhibition of the posters and city lights of the past 25 festival editions
- **Photo DN 25**
 - photo exhibition displaying the most thrilling productions of each festival edition
 - exhibition of documentary photos, photojournalism
- **370 productions / 280 directors** – Large - screen presentation of the productions and creators taking part at the Festival during the past 25 years

Agora Nitra

discussions for and with the public

- in public spaces
- at cultural and educational institutes
- in the places of social life

SK PRES

- connecting to the programme SK PRES as part of the presidency of Slovak Republic at the Council of EU.
- communicating with the representative bodies of the European countries in Slovakia throughout the year and organising distinctive social events and meetings during the festival
- presentations and educational events in the frame of the SK PRES project

TARGET GROUPS

YOUNG GENERATION – MAIN TARGET GROUP

young, educated people of 16 to 35 age, who are not afraid to take risk, and are attracted to new, non-traditional solutions, and up-to-date social issues:

- students from secondary schools and universities in Nitra,
- graduates at the offspring of their appointed careers,
- students from Slovak universities and art schools

Expected reach: 4 000 young people

THE PUBLIC – NITRA AND IT'S ENVIRONMENT

- citizens of Nitra and Nitra region interested in culture and theatre in particular
- families with children, the core audience of the accompanying programmes
- participants of educational programmes
- visitors from more distant Slovak towns. The festival directs its marketing strategy towards statutory media and exploits the advertising possibilities offered by social networks

Expected reach: 3 500 people

PUBLIC – BRATISLAVA AND OTHER TOWNS in Slovakia and abroad (Trnava, Banská Bystrica, Martin, Budapest, Vienna, Brno)

THE PROFESSIONAL PUBLIC

- local and international theatre makers, artists
- theatre critics, publicists, theoreticians, historians, from Slovakia and abroad
- managers and art directors or dramaturges of other festivals and theatre or culture centres
- sociologists, ecologists, philosophers, experts on politics and theology, economists, lawyers, experts on culture and history of arts, etc.

Expected reach: 500 people

PROMOTION

Promotion of the International Theatre Festival Divadelná Nitra 2016 will take various forms:

1. **PRINTED AND ELECTRONIC MATERIALS**
2. **WEBSITE**
3. **SOCIAL NETWORKS**
4. **ADVERTISING ON TV AND IN MEDIA**

The festival marketing and advertising strategies rely on PR activities throughout the year, and not only for the period directly preceding the festival or during the festival days. Most importantly, the promotion this year will focus on the 25th anniversary of the 2016 festival.

The festival is promoted both nationally and internationally, in two languages (Slovak, English), except the programme poster, which is issued only in Slovak language. The number of printed materials and forms of electronic communication is always adjusted to the actual needs of each edition and will follow the communication strategy of the festival based on the analysis of past experiences and results of the previous editions, as well as future goals and objectives.

PLANNED ELECTRONIC AND PRINTED MATERIALS

new year postcard /both printed and e-form/ (100 pcs) ● programme brochures: both printed and e-form postcard distributed at other Slovak festivals (2000 pcs – “Eurokontext“, “Dotyky a spojenia“, “Pohoda“ and other summer festivals) ● 2 % campaign promotional leaflet: both printed and e-form, preliminary programme: e-form ● foldable programme booklet: 9 000 pcs (8000 in SK, 1000 in EN) ● poster: 600 pcs ● citylights: 45 pcs ● billboards: 20 pcs ● outdoor banners: 20 pcs ● roll ups: 4pcs ● leaflets on the accompanying and educational programmes and for volunteers: up to 2000 pcs ● catalogue: 2000 pcs ● press release – SK – 20 releases: electronically ● press release – EN – 10 releases: electronically ● newsletter – SK (10 issues sent to approx. 2 300 addresses): electronically ● newsletter – EN (6 issues sent to around 1 000 addresses): electronically ● supplementary materials for the work and educational programmes

In addition to the printed materials, the festival has been distributing information in the form of photocopies (map of the events, info service for festival guests and participants, additional materials about the productions).

NEW WEBSITE www.nitrafest.sk

The website is the core media and marketing tool of the festival organisers, an effective way of communicating with the public, a space for publishing news about the Festival preparation and events throughout the year, as well as an instrument enabling registration for the Festival and ticket reservation.

Opposed to the current trend of advertising and spreading information solely through social networks, the festival will try to direct as much viewers as possible to its website throughout the year, besides making use of the above mentioned social networks. Given the fast development of technologies and web design trends, a new festival web page is to be created in 2016. The Divadelná Nitra Association will continue running separate websites dedicated to its special projects and subprojects: www.nacoumenie.sk and www.parallel-lives.eu.

SOCIAL NETWORKS – *Orientation in 2016*

The Festival also applies social networks, such as Facebook, YouTube and Twitter for the sake of promotion and spreading information. The facebook page of „Divadelná Nitra“ is updated continuously, however, it is most active in the period just before the festival opening. An effective means of advertising proves to be the sharing of short videos – interviews with the creators, members of the selection committee, short videos with programme recommendations of the staff members, which will be available on the festival’s Youtube channel. The following networks are used also for the direct online reservation of tickets – through clicking on the „Buy“ button found on the facebook page or Facebook Event page. In 2016, we consider the usage of games apps on facebook. Twitter of Divadelná Nitra is active mostly during the festival days, when visitors and journalists share the festival label @Nitrafest. The brand new website nitrafest.sk will include buttons enabling direct shares, likes and tweets related to the festival news, productions, photos, etc, hence, making the interaction of the webpage and users of social networks much easier.

PROMOTION THROUGH MASS MEDIA

In 2015 about 300 relevant broadcast reports were featured in the Slovak media and approx. 20 in international ones, including print, electronic and audio-visual media. In the upcoming season we are determined to evoke an even larger response in the media and abroad, in particular.

The cooperation with credible media partners will follow the goals set in 2015, and continue accordingly. In 2016 the festival will try to attract more media partners in line with the goals of its communication strategy, as well as providing more space for promotion of the logo of each sponsor to the festival.

ORGANISATION AND REALISATION

Main organiser

Asociácia Divadelná Nitra (ADN) /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

Co-organisers cultural institutions and associations from Nitra and Bratislava: **15 entities**

Artistic Board: 7 people

Staff and collaborators: 20 people

Co-partners: 150 people ● **Media partners:** 25 entities ● **Sponsors:** 20 entities ● **Business partners:** 45 entities

● **Volunteers:** 120 people ● **Further partners:** IETM, international cultural institutes in Slovakia, Theatre Institutes of Czech Republic, Hungary and Poland

EXPECTED REACH AND OUTCOMES

- *time and space:* duration of the festival **6 days**, **15 – 20 venues**
- *activities, festival outcomes:* main programme: **11 – 13 productions** from **8 – 9 countries**, **20 – 22 performances**, accompanying programme **50 – 60 events**; work programme **12 – 15 events**; educational programme **12 – 15 events**.
- *number of participants:* **200** in the main programme, **250** in the accompanying programme
- *number of individual visitors and guests:* **100**
- *number of visitors of the main and accompanying programmes:* **8 000**
- *collaborations:* main organisers **5 entities**, co-organizers **15 entities**, media partners **25 entities**, donors **20 entities**, business sphere partners **45 entities**, co-workers **150 people**, volunteers **120 people**
- *staff and collaborators:* **20 people**
- *printed bilingual info materials –fundamental:* New Year' greetings, advance notifications, planned programmes, foldable programme brochures, flyers, catalogues, posters, city lights, outdoor banners, festival dossier, Ex post (the numbers listed under the Promotion section)
- *PR bilingual materials:* newsletters – SK **12**, EN **6**, press releases – SK **20**, EN **10**, press conferences – **2 Bratislava**
- *media coverage:* new website –expected growth in attendance and followers, by September **15 000** original ratings ; Facebook and media campaign – in the scale of the 2015 campaign
- *media coverage:* **300** representative broadcast reports in print, internet and TV in Slovakia and **20** abroad; expected number of festival spots broadcasted – **500** on TV, **400** Radio;

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