

Issue number: 019

Issue: Let's look for creative ideas to develop publics

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Summary of discussion, conclusions and/or recommendations:

The question of whether it is important to have creative ideas has been put up, and basically what comes out is that :

- We have to create a welcoming atmosphere in the venue
- We try to create a community of people around venues, being careful not to exclude people out of this community, and proposing more than "just the show" eg> discussions prior or after shows
- We usually work on developing public differently following the projects. Nobody has THE great idea that will fill up a venue for an unknown and talented contemporary dance performance, but almost each project can drive to brilliant ideas, (Carlos told us how he managed to bring many science student to performances), or not. Different solutions for different project
- We try as much as possible to collaborate, with other venues, other organizations etc.

Still, apart from the basic communication, we all seem to work more or less the same way :

- Find "ambassadors" or relais [in French] which are people who will drive others to shows (in trade union, universities or any places with formed groups), giving them different advantages
- Organize workshops or activities in link with shows can involve new people on short and long term

We talked as well about

- price attraction, like buy 2 tickets get 1 free, or a day when the entrance is free (which can drag people on other days)
- internet networks like face book and twitter which can be good tools of com. for youngsters or for late information
- organizing meetings in people's places to present a program (the person invites her friends, the "tupper ware" method)
- organizing shows in people's place can make people who wouldn't go to venues assist a show
- get taxi drivers to talk about shows

So, the list of what's possible is endless, we draw here a few but the list has to be continued...

