From Spectatorship to Engagement: A New Kind of Conversation

RSA Projects

Monday 26th March 2012

Jocelyn: ARTS & Society

We really need a roundtable for the roundtable.

Tis a very sunny day indeed...

Counteract the architecture + the grand building...

... pretend you're at a roundtable...

So who's who...

David:

Dedicated to the destruction of bureaucratic institutions!

Intrinsic values INCLUDES RATHER THAN EXCLUDES...

The Arts

How do we make participative?

Teens who don't

Communicating well, likely to vote

Watching lots of tele... playing computer games.
**Arts at the Centre of Society**

- Pink ballet shoes...
- Something very strange occurs...
- Bad art is the same on whatever level it occurs.

**Participation**

- Engaging with the arts (attendance) but decision making and funding too.
- Bringing in new audiences.
- The community is bigger the organisation.
- Will get his turn.

**Barriers**

- Pink shoe.
- Theatre: "You can't come in!"

**What is he talking about?**

- "The arts."
- "We never get to go in."
- Young people.

**Limited list = limited response.**

- Limited list = limited response.
- Participative arts.

**Calling it Participation... admitting there's a problem?**

- Should it really be separated out?

**Knights, knights! I am calling to you."**

- Oh no they've all gone. Little boy watching... is in the zone.

**Drawn by Alice Magee."**
Football accommodates both of these. Football is one of many that enable mass participation. The important role of volunteering.

Playwright: How do you feel when you write? How do you grow as a person as a participant?

Steve: How audiences engage: the theory. I wanted to start with a bit of Shakespeare... To hear a play rather than see a play.

What on earth goes on in your game?!
"Impact" (keeps cropping up)

I have no home...
... no I don't want to come to the museum!

Homeless are hardest to 'engage'...

1. Crows show
   That's rubbish

2. Digital installation
   Wow that was captivating!

13-16 year olds doing Drama
13-16 year olds not doing Drama

Comparative study

Improvements all round

Give over ya daft bugger!

What's happening in the brain when you participated in the Arts?

Have a copy of my PhD

4 years later... 7 people read... 2 people cited

... but thousands of online hits!

Arts for health

Bit uncomfortable with this word!

Lighthouse
White light in Stan's mind

Shifted by provocative arts... relief from anxiety + depression

A form to express personal experience

"Your thoughts must clothe our kings." - Shakespeare

Quick give me some thoughts!
What is the specificity of the experience?

To think & act as if things were different...

People respond very differently to culture.

Brain activity = experience?

What about how I feel?

Engaging audiences: current practices

Spaces that are relevant: intellectual, cultural

Here to inspire!

Imagination

The predictive brain is constantly working.

The play or the stamping on the foot?

Seeing it lifted

Imagine it lifting

Right side of your brain active

Left side of the body

Economics textbook being opened!

Lunch Time...

Not just inspiring & leaving...
I believe passionately on the interval!

PLAYS created for a REGION

On journey they didn't know they wanted to go on

Telling STORIES that people believe in...

Oh yes... they have lots of different hats... don't have any props!

Fine! Here's the kitchen sink.

Identity

Participants circulate 50% of tickets

Other 50% can go on sale to general public

I didn't know it could be like that

Are we talking to ourselves again...

5 legs... not dependent on one

Plus one autopod means a new - different leg will grow... or a new STARFISH...

I want some dramas + I want it now!

Hands up artists...

30% of nurses + school kids... decreases after this...

Volunteers participants audiences

Quality of their experience

Allow them to speak for us?

Hi there, Lucifer

STARFISH THEORY

Hi there, Lucifer

STARFISH

Online distribution

People are just different types of ARTISTS

Artists aren't different kinds of people
Nowhere Island... getting engaged without knowing it was an art project...

Will you become part of the story of this New Nation?

Show Moment Audience

Young Vic

Southwark

Lambeth

Those in shows have chance to do something they've never done before

Audience is diverse & complex

For some

Transformative Change...

... others may just be a few steps...

Happy Museum

Sustainability & well-being

Museum as a Village Green

Audience = real live people in front of you

I'm the ambassador for my community

Cultural Champion

Hey, that's just talking fast!

You're still tweeting about me Dan!

Budget

Programme for the show...

... budget on the back

Play until you die...

Why do we care about questions of values?

THiNk TALK

Tea Time...

Need a way of talking that people understand?

Drawn by Alice Maggs
Matthew:

How can we help people to be the people they need to be to do what they think they want to do...

They were both good, weren't they?

Yes but which was better

Dunno... I leave that to the critics

Bloomin' critics!

Networks

In the arts... In sport...

Different disciplines

Who is/isn't in here (?!)

Arts Sector

Different elements do different things; have different practice

Network weavers...

What sort of society do I want to live in?

I'm one of your weavers!

What do the arts do that the non-arts don't?

Non-arts partners = important

Not just one main partner (or customer!)

Occupy movement

Climate Change

Other organisations

Royal Opera House

Community Theatre

Can they do what each other do?

Encouraging people to find their element...

...where time stands still...

Hi my name is Tineke...

...so absorbed in what you're doing.

Dan:

Into groups of 5 or 6...

Questions:

1. What do we/y0u want to know?
2. What do we/y0u actually want?
3. What would you like to do/see done?
4. What wouldn't you like to do?
5. Want to do it in a network?
Some things that we want:

1. A broadening of who these conversations are had with
   Linked to practice = IMPORTANT
   - Longitudinal

2. Good research... is always good!
   - Report (with good quality information / research inside!)

3. Making the information CREATIVE & Engaging

4. Publicly funded... must be TRANSPARENT & ACCOUNTABLE

5. A FAIRER WORLD

6. Arts saying something other activities ARE NOT

7. More conversations with the public...

8. Widen access

Hi... um... what do you guys think?

Well...

'THE PUBLIC' (I wonder what they'll say.)

Do we need a UNION?!

What is the question we should ask?

I think we need a research study on that!

Giving people a key to unlock understanding of a play...

No more METRICS for no good purpose...

THE LONG TAIL OF THE AUDIENCE EXPERIENCE:

REAL PROBLEMS & REAL SOLUTIONS

DRAWN BY ALICE MAKES - alice.100@hotmail.com