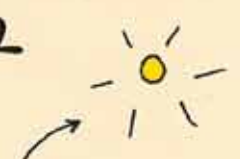


FROM **Spectatorship** To... A NEW KIND OF CONVERSATION

... **Engagement**

**RSA projects** Monday 26<sup>th</sup> March 2012



Tis a very sunny day indeed...

Jocelyn:  
ARTS & Society



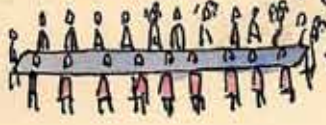
The time now

We really need a round table for the roundtable...

Counteract the architecture + the grand building!...  
... pretend you're at a Roundtable...



So who's who...



I wish I was a neuroscientist  
I'm the odd one out!

Hey I can see everyone

David:



(Some water on the table)



Dedicated to the destruction of bureaucratic institutions!

Hello. I'm a playwright

(fun word to spell!)

Intrinsic values **ARTS**

INCLUDES RATHER THAN EXCLUDES...

**The Arts**



How do we make PARTICIPATIVE?



Teenagers who do drama

I know who I'd vote for

Yes I see your point



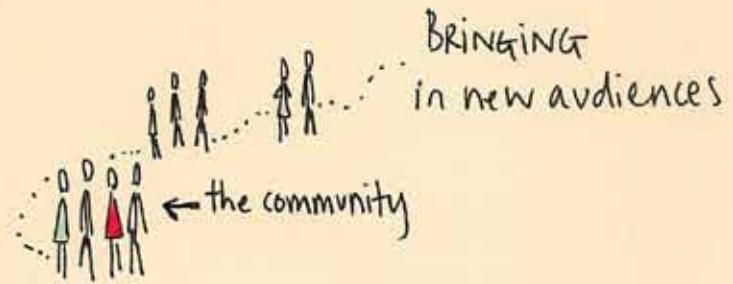
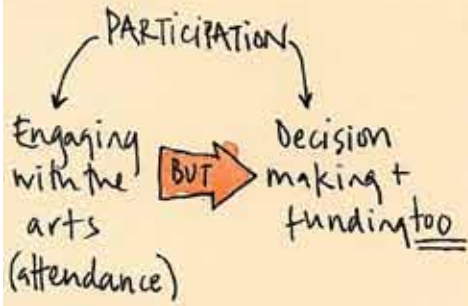
Teens who don't



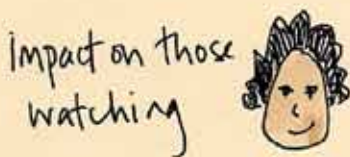
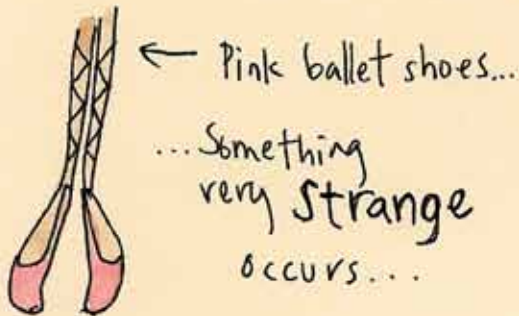
Communicating well, likely to vote

Watching lots of tele... playing computer games.

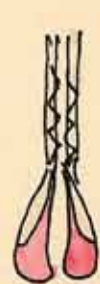




# ARTS AT CENTRE OF Society



BAD ART IS THE SAME on whatever level it occurs.



Calling it PARTICIPATION... admitting there's a problem? → participative arts

should it really be separated out? → community arts

# Barriers







Spectatorship of the thing } **Football** ACCOMODATES BOTH OF THESE  
 & doing of the thing

... & women?

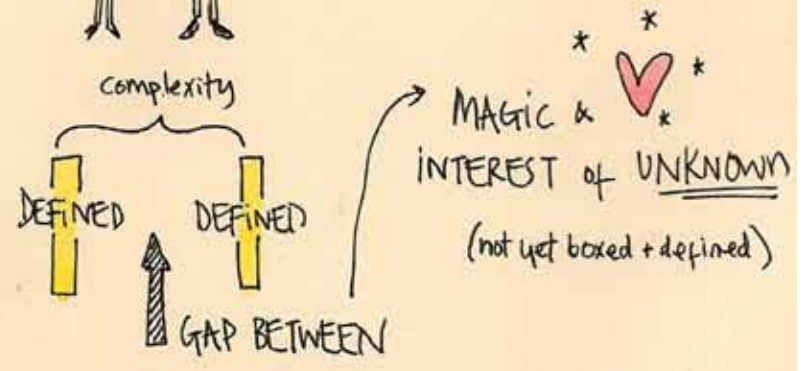
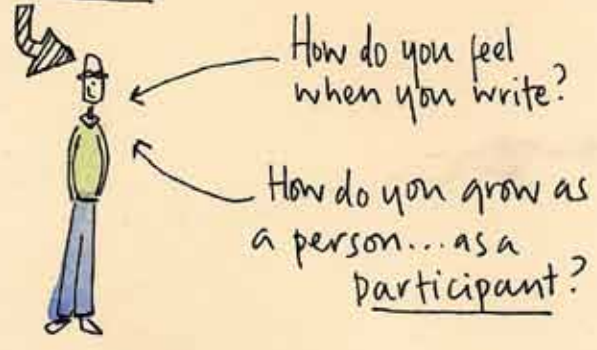
IMPORTANT ROLE OF VOLUNTEERING

one of many that enable MASS participation



→ Making informed DECISION MAKING

Playwright



Steve:

How audiences engage - the theory





# 'impact' (keeps cropping up)

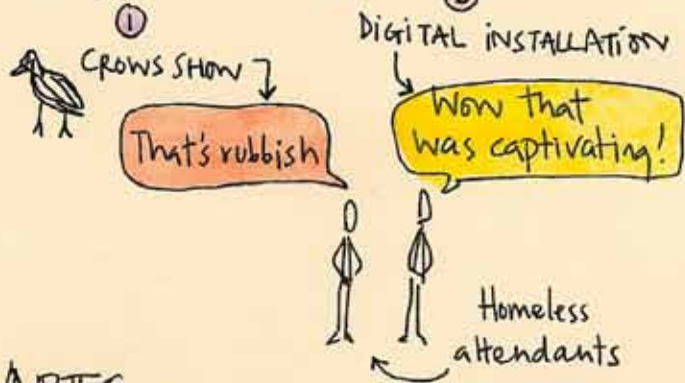
"Your thoughts must clothe our kings" - Shakespeare

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



Homeless are hardest to 'engage'...

A form to express personal experience



IMPROVEMENTS ALL ROUND

## ARTS for HEALTH

Bit uncomfortable with this word!



What's happening in the brain when you participate in the ARTS?

↓ shifted by provocative arts... relief from anxiety + depression



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

Wahey!  
... But thousands of online hits!





imagination  
 ↳ the predictive brain is constantly working

What is the specificity of the experience?



The play or the stamping on the foot?.....

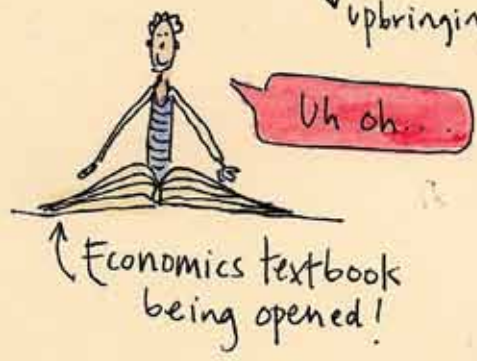
To THINK & ACT AS IF THINGS WERE DIFFERENT...



seeing it listed } RIGHT side of your brain active  
 imagine it lifting } (left side of the body)

PEOPLE respond very differently to **Culture**

- background
- income
- nationality
- upbringing... etc...



⇒ Lunch Time....

Engaging audiences: current practices

SPACES that are RELEVANT  
 ↳ intellectual, cultural



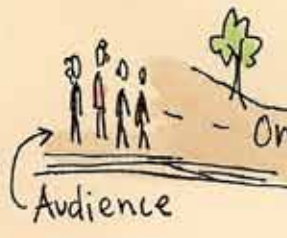
↳ not just inspiring + leaving...



I believe passionately in the interval!



# PLAYS created for a REGION



Audience

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?...

VOLUNTEERS PARTICIPANTS AUDIENCES → quality of their experience

5 legs... not dependent on one



STARFISH THEORY

plus one cut off means a new - different leg will grow!... or a new STARFISH...

Allow them to speak for us?

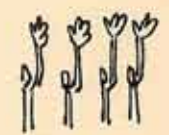
I want some drama + I want it now!



Hands up artists...



90% of Nursery school kids



Decreases after this....

Artists aren't different kinds of people

People are just different types of ARTISTS



# NOWHERE ISLAND... getting engaged without knowing it was an art project...



5749 to date

WILL YOU BECOME PART OF THE STORY OF THIS NEW NATION?



EVERY SHOW

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

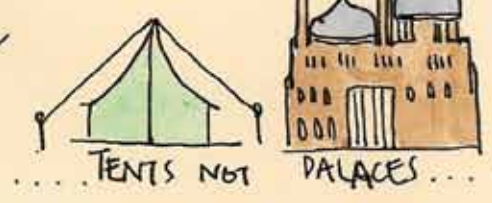
Audience is diverse & complex



For some

TRANSFORMATIVE CHANGE...

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

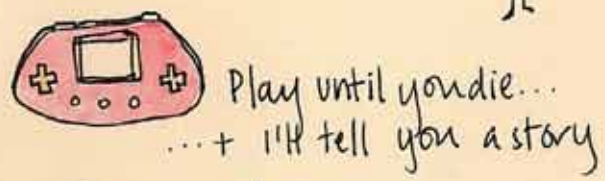
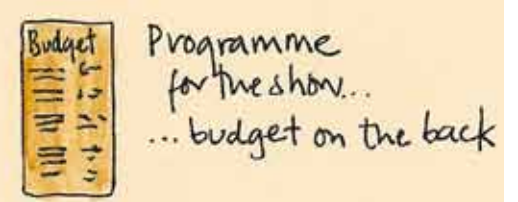


## happy museum

Sustainability + well-being



Audience = REAL LIVE PEOPLE IN FRONT OF YOU



Why do we CARE about questions of values?

Need a way of talking that people understand?

DRAWN BY ALICE MAGGERS

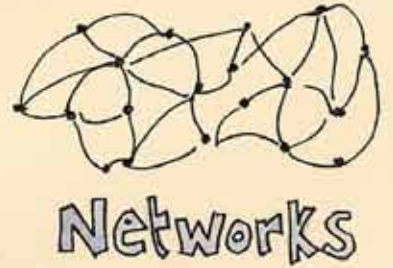


Matthew:

How CAN WE HELP PEOPLE TO BE THE PEOPLE THEY NEED TO BE TO DO WHAT THEY THINK THEY WANT TO DO...



- Empathetic
- Subjunctive
- Dialogic



In the arts...  
In sport...  
Different disciplines  
→ who is / isn't in here (?!)

# Arts Sector

→ Different elements of do different things + have different practice

WHAT SORT OF SOCIETY DO I WANT TO LIVE IN?



What does the Arts do that the Non Arts don't?

Nonarts partners = IMPORTANT → Not just one main partner (or customer!)

Occupy movement

Climate Change

other organisations



CAN THE DO WHAT EACH OTHER DO?

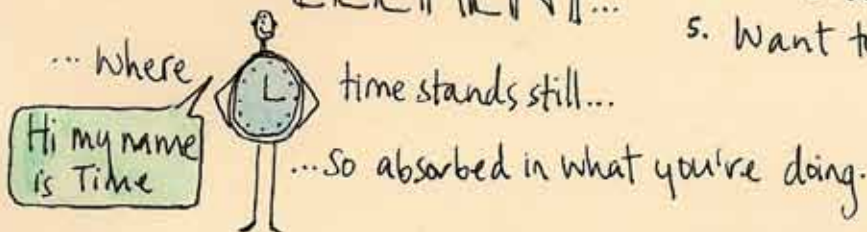
Arts Sect... or...  
... loose aggregate of diverse people ...



INTO GROUPS OF 5 or 6...

- QUESTIONS →
1. what do we/you want to know?
  2. what do we/you 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?

Encouraging people to find their **ELEMENT**...





Some things that we want...

① A broadening of who these conversations are had with

Linked to practice  
= IMPORTANT

② Good research... is always good!

LONGITUDINAL

report (with good quality information / research inside!)

We almost agreed... but we didn't!

③ Making the information

CREATIVE & Engaging

Hmm... that looks interesting

④ Publicly funded... must be TRANSPARENT & ACCOUNTABLE



⑤ A FAIRER WORLD

ARTS SAYING something other activities ARE NOT

⑥ More conversations with the public...

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

⑦ Widen access



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

Well....



Do we need a UNION?!?

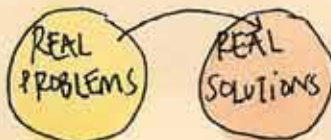
What is the question we should ask?

I think we need a research study on that!

No more

METRICS for no good purpose...

THE LONG TAIL OF THE AUDIENCE EXPERIENCE...



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