



# The Art of Scene Changing



## PROGRAMME

*Using the resources of cultural diversity for investments in the future!*

**Three days of exchange and inspiration about the potential, resources and dynamism of audience development and open-minded creative approaches in theatre and film.**

**How do the art and culture sectors of the Nordic region and the EU benefit from nurturing new talents and alternative models of outreach and inclusiveness?**

**DAY 1 – Monday 24 January**

**Nordic dialogue**

**Language:**

The sessions are held in Scandinavian languages (unless otherwise noted) from Monday 24th at 9.30am to Tuesday 25th at 2pm. 'SK' = Scandinavian languages, 'UK' = English. *Subject to change*

**9.00am** Arrival – registration

**9.30 – 9.35am**

Welcome | Opening

Cinema Asta

Welcome by: **Karen Bue**, Director, Nordic Culture Fund,  
**Mik Aidt**, Director, Danish Centre for Arts & Interculture and **Anne Boukris**, Intercultural Project Manager, Danish Centre for Arts & Interculture

**SK**

**9.35 – 10.10am**

Keynote | Diversity actions

Cinema Asta

*Bringing organisational attention to concrete changes through diversity actions*

● **Howard Ross** - Diversity trainer and Chief Learning Officer, Cook Ross, USA  
Introduction by Cultural Attaché **Melissa Ford**, American Embassy

**UK**

*About the session p1*

**10.10 – 10.25am**

Vision | Cultural interaction in EU

Cinema Asta

*Experiences of integration and outreach in a Nordic and EU context*

● **Klaus Bondam**, Director of the Danish Institute, Brussels and the Benelux

**SK**

*About the session p1*

**10.25 – 10.40am** Reading | The performance group DANSK | **SK**

Introduction: **Hassan Preissler**, Artistic Director, DANSK.

*About the reading, p1*

**10.40 – 11.00am** Coffee break

**11.00 – 12.30pm**

Panel | Political views

Cinema Asta

*Political visions for diversity and intercultural strategies in the arts and culture sector in the Nordic region*

● **Facilitator: Katrine Nyland Sørensen**, Journalist and Presenter, Danish Broadcasting Corporation

Intermezzo: **Thierry Geoffrey, Colonel**

*About the session p2*

**SK**

Developing dialogue |  
Film crossing the borders

Cinema Carl

*Using the potential: Representations and diversity in Nordic film production and screening*

● **Facilitator: Eva Jørholt**, Associate Professor and ph.d., Copenhagen University

*About the session p2-3*

**SK**

**DAY 1 – Monday 24 January**

**Nordic dialogue**

**12.45 – 1.50pm** Lunch

**1.50 – 2.50pm**

**Panel | Representation and public broadcasting**  
**Cinema Asta**

*Public service, cultural diversity and acts of representation*

• **Facilitator: Steen Bille**, Film Consultant, The Danish Film Institute

About the session p3

**SK**

**60 min workshop | Diversity training**  
**Cinema Carl**

*How to optimise and focus on real managerial and cultural changes! Training in diversity planning, and in the use of diversity tools for change and actions.*

• **Trainer: Howard Ross**, Advanced Diversity Trainer, Head of CookRoos

About the session p3

**UK**

**Panel & workshop | Cultures of casting | Double session 1.50 – 4.15pm**  
**Cinema Benjamin**

*Reflections on casting strategies and culturally sensitive recruitment methods – a dialogue with Nordic directors*

• **Facilitators: Anne Boukris**, Intercultural Project Manager, DCAI & **Hassan Preisler**, Actor and Project Manager, DANSK (Guest theatre performing at Theatre Østre Gasværk, DK)

About the session p4

**SK**

**2.50 – 3.10pm** Coffee break

**3.10 – 4.30pm**

**Workshop | Toward a Charter for cultural diversity**  
**Cinema Asta**

*Developing a Charter for Cultural Diversity in the Arts and Culture Sector – bringing professional CSR organisational experiences and UNESCO’s Diversity Convention to life*

Introduced with 10 minutes peptalk from **Peter Aalbaek**, Film Merchant, Zentropa

• **Facilitator: Ditte Maria Bjerg**, Director and owner of Globalstories.net

About the session p4-5

**SK**

**5.35 – 6.00pm** Walk & Talk - from Filmhuset to Skt Petri to City Hall

*We’ll leave Filmhuset’s reception at 5.35pm, and will join the group from Skt Petri Hotel at 5.45pm.*

**6.00 – 8.00pm**

**Intercultural City | Visit at the City Hall of Copenhagen**  
**City Hall of Copenhagen – Room: ‘Hovedkassen’**

*Copenhagen’s Employment and Integration Mayor introduces the new vision of the municipality to become an “Intercultural City” and part of an international network of intercultural cities.*

• **Host: Anna Allerslev**, Mayor of Employment and Integration, Copenhagen

**SK**

**DAY 2 – Tuesday 25 January**

**European dialogue**

**9.00am** Arrival – registration

**9.20am** Performance: Henrik Goldschmidt & Anders Singh Vesterdahl

**9.30 – 10.00am**

Opening speech | Inclusion

Cinema Asta

*The vitality and dynamism of inclusive recruitments and representation*

- **Sharon Jensen**, Executive Director, Alliance for the Inclusion in the Arts, USA
  - **Ulla Berg Svedin**, Spokesperson, Trappan, Member of the Swedish Theatre Union, SE
- UK/SK**

About the session p6

**10.00 – 11.00pm**

Exchange session | Equal opportunities, how?

Cinema Asta

*Strategies for equal opportunities – actors, union representatives and board members in exchange session!*

- **Facilitator: Ellen Nyman**, Actress and Member of Danish Arts Council's Committee of Performing Arts (Scenekunststudvalget)

About the session p6

**SK**

Dialogue | Nordic diversity funding

Cinema Carl

*Future investments: Funding strategies towards intercultural diversity and democracy?*

- **Facilitator: Niels Righolt**, Chairperson, Danish Centre for Arts & Interculture

About the session p7

**SK**

**11.00 – 11.20am** Coffee break

**11.20 – 12.10am**

Case study | Power, creativity and post-multiculturalism

Cinema Asta

*Curating difference*

- **Speaker: Paul Goodwin**, Associate Research Fellow at the Centre for Urban and Community Research, Goldsmiths College and Curator of Cross Cultural Programmes, Tate Britain, UK
- **Facilitator: Søren Friis Møller**, Researcher, Copenhagen Business School

About the session p7

**UK**

**DAY 2 – Tuesday 25 January**

**European dialogue**

**11.20 – 12.10am**

Dialogue | Talent growth, innovation and recruitment  
**Cinema Carl**

*Unveiling resources of diversity in Danish film, particularly documentary productions!*

● **Speaker: Arne Bro**, Director, Danish Film School Documentary Department. Followed by debate

About the session p7-8

**SK**

Presentation | The potential of theatre - new thinking on and around the stage  
**Cinema Benjamin**

*'The theatre's imagined community' - a presentation of an analytical approach to a local Danish Theatre production.*

● **Presenter: Ida Mari Dreijer**, MA, Roskilde University Centre & Salaam & Dialogue

About the session p8

**SK**

**12.45 – 2.00pm Lunch**

**INTERNATIONAL, ENGLISH-SPEAKING CONFERENCE BEGINS**

**2.00 – 2.15pm**

Key note | International conference opening  
**Cinema Asta**

*Diversity strategies and representation in the UK democracy*

● **Speaker: Oona King**, Creative Diversity Executive, Channel 4 and Member of House of Lords, United Kingdom

About the session p8

**UK**

**2.15 – 3.00pm**

Workshop | Methods of outreach  
**Cinema Asta**

*Methods to include the diversity of expression in film, theatre and related media*

● **Facilitator: Sharon Jensen**, Executive Director, Alliance for the Inclusion in the Arts, USA

About the session p9

**UK**

Panel | Creative forces in the film industry  
**Cinema Carl**

*Representation and diversity in Nordic film – the creative forces*

● **Facilitator: Eva Jørholt**, Associate Professor and Ph.D., Copenhagen University

About the session p9

**DSK**

**3.00 – 3.20pm Coffee break**

DAY 2 – Tuesday 25 January

European dialogue

3.20 – 4.30pm

Network session | Intercultural cooperation in the Nordic countries  
Carl

*Engaging the audience, future corporations*

- **Facilitator: Niels Righolt**, Chairperson, Danish Centre for Arts & Interculture, Denmark

10 min intermezzo | Opgang 2 Thour Theatre

*KNUS – a performance about shame and respect followed by dialogue on theatre, vision and achievements!*

- **Actors: Rasmus Reiersen** and **Chadi Abdul-Karim**.
- **Written and directed by: Pia Marcussen**, Denmark

About the session p10

UK

Presentation | Diverse perceptions and attitudes  
Benjamin

*Film cuts from Fatih Akins 'Soul Kitchen'*

*Analysis of differences in Danish and German film reviews and attitudes .*

- **Presentation: Helle Bach Riis**, Teaching Assistant, Cultural Encounters, Roskilde University, Denmark

About the session p10

UK

4.35 – 7.00pm

Walk & Talk | Sightseeing for audience developers | Visit to Taastrup Theatre |Optional

Taastrup Theatre has renewed its repertoire, its staff and structure, and has changed its design and the architecture to include new audiences.

Guide: **Nanna Rohweder**, Audience Developer, Taastrup Theatre

*Booking in advance necessary before Monday 24<sup>th</sup> at 6pm : Contact the information desk by the entrance*

About the session p10-11

UK

7.00 – 9.00pm

Talk & Dine | Networking dinner | Chatting, networking and presentation of Charter for Cultural Diversity  
Restaurant SULT, Filmhuset

- **Music performance: Bilal Irsched**, Oud Player (7:00–7:15pm)
- **Toastmaster: Søren Friis Møller**, Researcher, Copenhagen Business School

*Booking in advance necessary – before Monday 24<sup>th</sup> January at 11am – in the infostand, or contact Louise Staugaard Mortensen, (+45) 2343 8009, conference@dcai.dk*

About the session p11

UK / SK

**DAY 3 – Wednesday 26 January**

**Audience development**

The European Union National Institutes for Culture, **EUNIC** is a partnership of organisations from 26 countries in the EU. The EUNIC sessions facilitate a dialogue about a new agenda for European art and culture.

**9.00am** Arrival – registration

**9.30 – 9.40am**

**Introduction | Audience Development**

**Cinema Asta**

*Audience outreach and inclusion*

● **Speaker: Karen Skriver Zarganis**, Flute Player and Project Coordinator, Royal Music Academy, Member of Athelas Sinfonietta Ensemble  
Karen Zarganis plays George Debussy's 'Surinx' for Solo Flute

About the session p12

**UK**

**9.40 – 10.40am**

**EUNIC session 1 | New technology and new audiences |  
Target groups and channels of Communication**

**Cinema Asta**

*Using the wires, engaging the audience! What strategies create the desired development?*

● **Facilitator: Hans Meier Andersen**, Country Manager, British Council Denmark

About the session p12

**UK**

**11.00 – 12.10am**

**EUNIC session 2 | Policy debate |  
A new agenda for European Cultural Policy**

**Cinema Asta**

*European Cultural Policy in 2011-20; explore and prioritise action points for further guidance and systematic changes based on the EU Cultural Strategy 2007-13.*

● **Facilitator: Anne Boukris**, Intercultural Project Manager, Danish Center for Art & Interculture, Denmark

About the session p13

**UK**

**12.45 – 1.50pm** Lunch

**DAY 3 – Wednesday 26 January**

**Audience development**

**1.50 – 2.50pm**

Dialogue | Public service, broadcasting and cultural diversity  
**Cinema Asta**

*Representation and diversity in mainstream media*

● **Presenters:**  
**Oona King**, Creative Diversity Executive, Channel 4, United Kingdom and  
**Frans Jennekens**, Head of Diversity, NTR Public Broadcasting Organisation, The Netherlands

About the session p13-14

**UK**

Knowledge sharing | 'Extending the margins' | How to attract new audiences  
**Cinema Carl**

*Audiences Europe Network – Presentation of and involvement in the project 'Extending the Margins'.*

● **Facilitator: Ib Jensen**, PR and Marketing Consultant, Denmark

About the session p14

**UK**

**2.50 – 3.10pm** Coffee break

**3.10 – 4.00pm**

Key note | Youth, social change, representation and inclusion  
**Cinema Asta**

*The role of art and culture in processes of social change and inclusion*

● **Speaker: Vivian Paulissen**, Leader of European Cultural Foundation's Youth and Media Programme

Case I | Aftryk – a music project with 200 refugee children

*Inspiration and sharing on attracting new audiences for theatres, exhibition halls and museums.*

● **Behind the project: Peter Rønn**, Project Manager and Director, Peter Rønn Musikoplevelser

Case II | Are you with us

*Presentation of an artistic project with 60 young Scandinavians with roots from all corners of the world.*

● **Behind the project: Spiritus Mundi** (SE) in partnership with **Cultures** (DK) and **Drammen Municipality – Interculture** (NO)

About the session p14-15

**UK**



DAY 3 – Wednesday 26 January

Audience development

4.00-4.30pm

Book launch | The Art of Scene Changing | For future investment |  
Speakers Corner – Asta bar

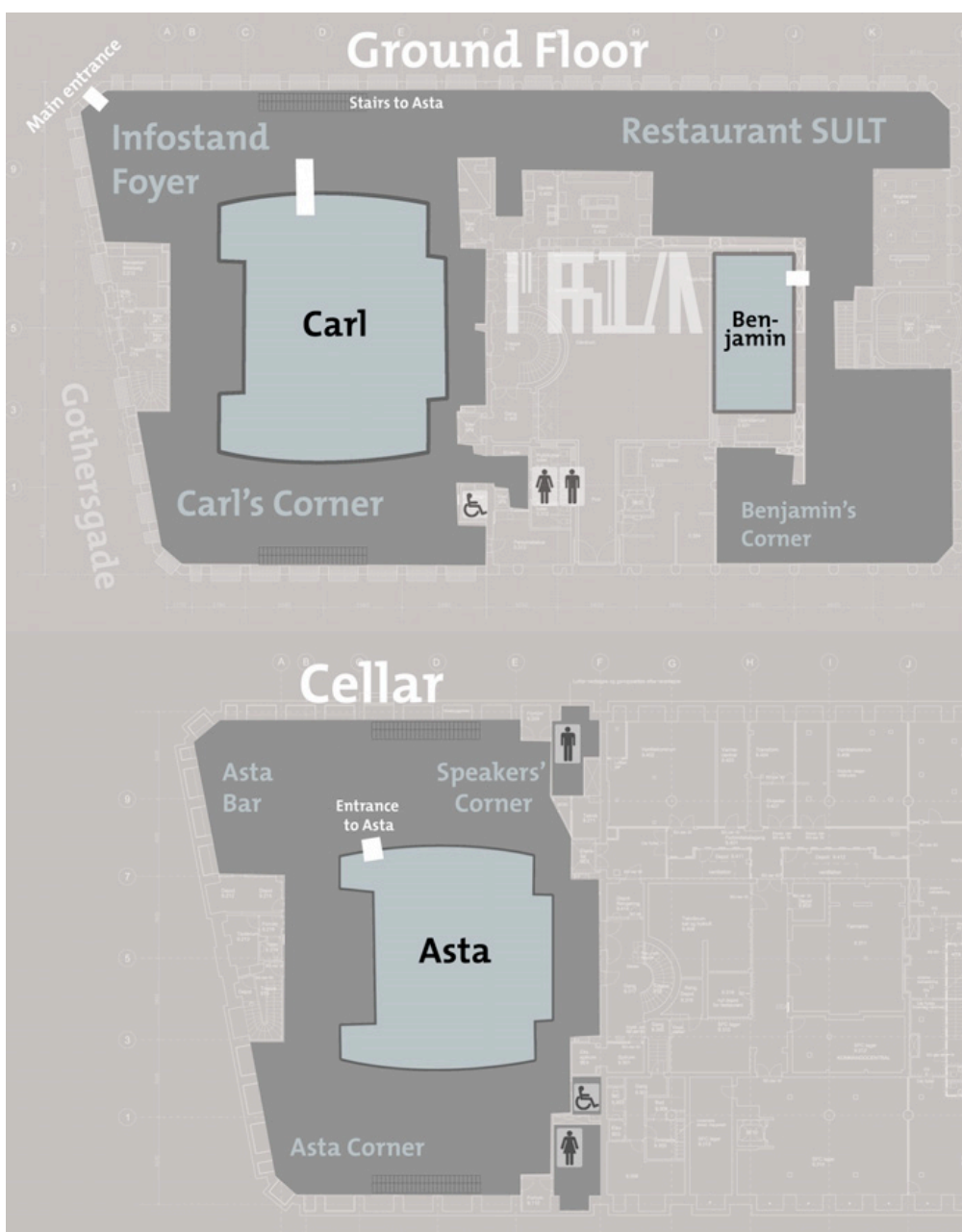
Launch of DCAI's latest 'inspiration book': Audience development for future investment

• **Host: Mik Aidt**, Director and Editor, Danish Centre for Arts & Interculture

End of conference...

About the launch, p15

SK/UK



## Good to know

### How to get online

Wifi at the Danish Film Institute:

Network name: Filmhuset

Username and password: guest

### Mobile phones

Please keep mobile phones on silent. Be aware that no connection is possible in the cellar – in Asta Cinema, Asta Bar and Speakers' Corner.

### Parking

The best advice: Leave the car behind and use public transport.

There are hardly any parking spaces near the Danish Film Institute, so we recommend that you use public transport. Get off at Nørreport Subway Station or at Kgs. Nytorv Metro Station; both stations are 5-10 min walking distance to the Danish Film Institute. If you bring your car, the best place to park is at Dronningens Tværgade or Illum Parking House. Price per hour: approx 30 DKK

### Networking hub

#### - meet in Speakers' Corner or on the wires

Take a break and share your observations, ideas and input with other presenters, facilitators, colleagues and friends at Speakers Corner (opposite Asta Bar). You can meet face to face (we have a microphone!), or on the CONFERENCE FACEBOOK WALL (when logged in on Facebook, search: 'The art of scene changing')

The Facebook "wall" will be visible on the big screen in Speakers' Corner. Whenever relevant, it will also be projected during sessions in Cinema Carl, Asta and Benjamin. Speakers' Corner is opposite the bar area outside Asta Cinema in the basement of the Danish Film Institute.

## Knowledge partners

*We would like to thank everyone of our speakers, presenters, facilitators, colleagues, and friends for valuable knowledge sharing and response. Furthermore, we appreciate the support and input from:*

- European Cultural Foundation
- Culture Action Europe
- Intercultural Cities Network
- Platform for Intercultural Europe (PIE)
- Nordic Forum for Interculture (NFI)
- Cultures
- BRUN Movement
- Agenda 009

## Arranged by

The conference is coordinated by **Danish Centre for Arts & Interculture** in cooperation with:

● **Nordic Culture Fund** ● **Dansk Skuespillerforbund: Forbundets ligebehandlingsudvalg**  
● **VerdensKulturCentret** ● **The Danish Film Institute** ● **EUNIC Copenhagen:**  
● **Det Danske Kulturinstitut** ● **British Council** ● **Goethe Institutet** ● **Det Franske Kulturinstitut i København** ● **Audiences Europe Network:** ● **Audiences Central i England**  
● **Rotterdam Festivals i Holland** ● **Nederlands Uitburo i Holland** ● **Cultuurnet Vlaanderen i Belgien** ● **Norsk Publikumsutvikling i Norge** ● **Centre de Cultura Contemporània de Barcelona i Spanien** ● **Centro Europeo per l'Organizzazione e il Management Culturale i Italien**

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● **Nordic Culture Fund** ● **The Danish Ministry of Culture via Danish Centre for Arts & Interculture** ● **Danish Actors' Union** ● **Danish Arts Council (Statens Kunstråds Scenekunstvalg)** ● **Nordic Film & TV Fund** ● **The European Commission's Grundtvig-programme** ● **Bikubenfonden** ● **British Council Denmark**



● **Mediepartner: DR P1 Kulturkontoret**



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