

# THEATERSCOUTINGS BERLIN

*Die andere Theaterseite Berlins entdecken.*

## Open Call: Audience Found!

### We are on the Lookout for Communication Formats for the Independent Performing Arts in Berlin in the Spring of 2023

The question of the audience has taken on a new meaning since the outbreak of the pandemic. The shows are full at many of the performance venues in Berlin's independent performing arts community, but the guests are still cautious with their attendance at other venues. As a result, measures focusing on generating audiences and audience loyalty in the long-term have become even more necessary.

Cultural communication is a recognized approach for creating a dialogue with the audience. Since 2013, Theater Scoutings Berlin, in collaboration with members of the independent performing arts community, has offered a diverse monthly schedule of events filled with post-performance discussions, introduction formats, workshops, jam sessions and rehearsal visits. In order to bring our core audience back to the performance venues as well as find new audience members for the performing arts and get them excited about our community, we are issuing an open call for developing and testing out new exchange and communication formats in the spring of 2023.

Submissions from all members of the independent performing arts community working in all fields (facilitators, performance venues, artists, collectives, et cetera) are all warmly welcomed. The realizations of the formats will be compensated by a fee based upon the amount of work involved.

### Communication formats are being searched for that:

- Place the independent performing arts and its processes in focus and make them possible to be experienced, that create interaction and dialog and that make exchange possible;
- Are either linked directly to a specific artistic production/performance, that expand upon and continue it or allow it to be accessed in a special way;
- Or that allow access to an artistic production/performance for an audience that is unfamiliar with the independent performing arts community or a new audience group;
- Or that can link an audience with a performance venue in the long-term (e.g. through the initiation of circle of supporters, subscription model or funding association);
- Test out new approaches that go beyond those of the classic discussion formats;
- Take place between February and April of 2023;
- Follow an inclusive approach;
- And that are already coordinated with the production and/or performance venue.

Das Performing Arts Programm ist ein Programm des LAFT Berlin – Landesverband freie darstellende Künste Berlin e.V.  
Vereinsregister Amtsgericht Charlottenburg VR 26792 B

Performing Arts  
Programm  
Berlin

**LAFT**  
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Sensitivierung  
für Kultur und Europa  
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Innovatives  
Potential  
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EUROPÄISCHE UNION  
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**ESF**  
im Land Berlin

**KuWiQ**  
QUALIFIZIERUNG  
KULTURWIRTSCHAFT

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## How Can You Take Part?

Send us a short description of the communication format with the following information:

- Concept of the format (please pay special attention here to articulating the goals and principles of your approach to cultural communication).
- A short description of the artistic production/performance
- A timeline, information about your schedule and the technical realization
- The duration and dates on which the format will be offered in the time period between February and April of 2023
- The target group for which the format is intended (e.g. younger audiences, English-speaking audiences, hearing-impaired audiences, et cetera)

Here is what we can offer: We can provide between 250 and 300 EUR, depending upon the amount of work involved, for the conception, preparation and realization of a short communication format. Each additional realization of the format will be compensated with 100 EUR.

If your concept does not fit within this fee option (e.g. the initiation of supporter's circles, subscription models or funding associations), your venue is still warmly welcomed to participate. Simply let us know about this when you submit your idea and we will provide an opportunity to discuss the fee individually. In addition, we will promote your communication formats using our website, newsletter, ads and social media with a small campaign in the spring.

**We look forward to receiving your submissions by December 4, at the latest, in the form of an email sent to [opencall@theaterscoutings-berlin.de](mailto:opencall@theaterscoutings-berlin.de).**

If you have any questions, you are welcome to send an email to Nora Wagner and Juliane Wieland at [opencall@theaterscoutings-berlin.de](mailto:opencall@theaterscoutings-berlin.de).

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