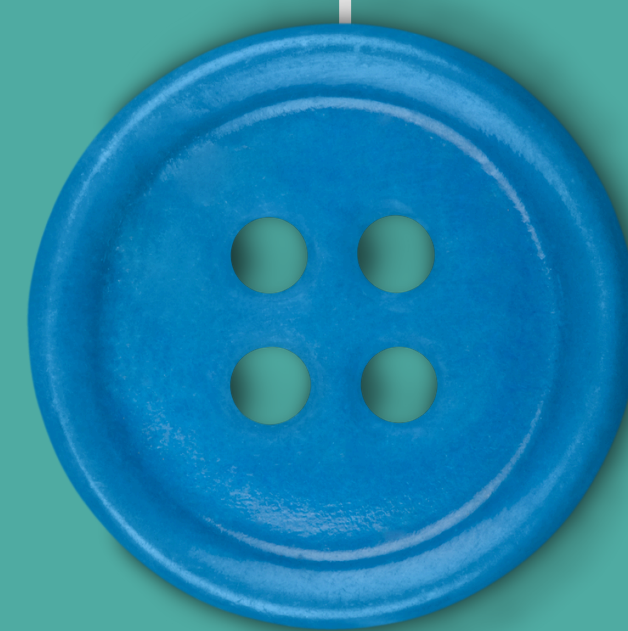


UN PROYECTO

MORI



**REPORT
PROGRAMER'S
ENCOUNTER**



Discussion paper 5th EXPOESCENA

Santiago, Chile, august 2024

Report elaborated by



Discussion paper 5th EXPOESCENA



Santiago, Chile, august 2024

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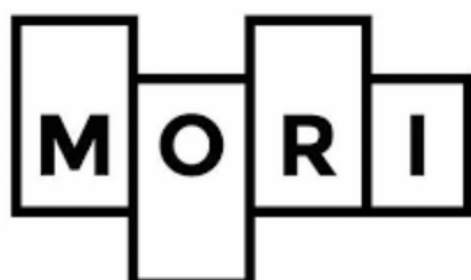
METHODOLOGY

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HOW TO QUOTE THIS DOCUMENT

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Introductory words

ANDREA PÉREZ DE CASTRO


FAMFEST International Festival Director

The driving force behind the FAMFEST 2024 Festival is "Weaving Stories." By this, I mean that part of the significance of weaving refers to transforming threads or fibers into new material forms. In the same way, this gathering space among peers aims to serve as an active reflection for new ideas and proposals related to the performing arts and childhood.

We know that the field of action for children is often a world filled with prejudices and barriers. For us, as agents of change, this reflection and its methodology are fundamental.

We hope that this document can be shared and contribute to the experience and reflection on our subjects, supporting artists, management professionals, and institutions on the path of building and professionalizing theater for families and children.





And this question comes up again.
In addition to raising awareness,
how can we make this dialogue
transversal within cultural agents
for children and the youth? How do
we relate to the publishing world;
with the music world; or with the
entire creative aspect of this
ecosystem that is somehow putting
its focus on children?

Programmer - participant

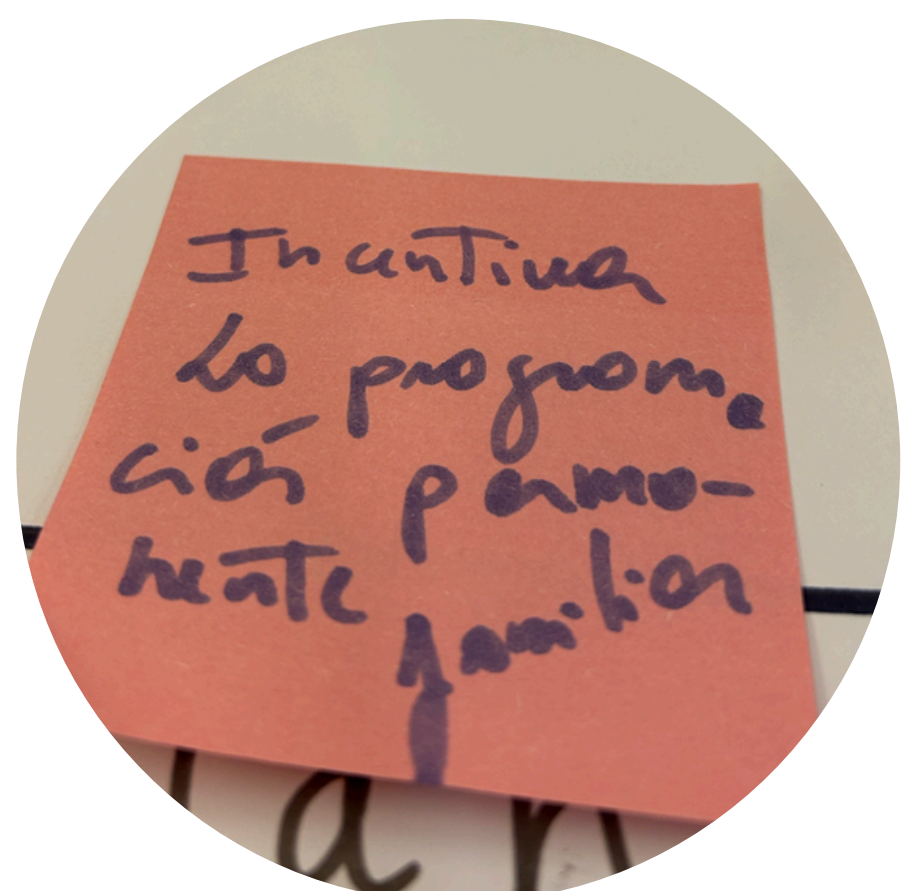


Methodology

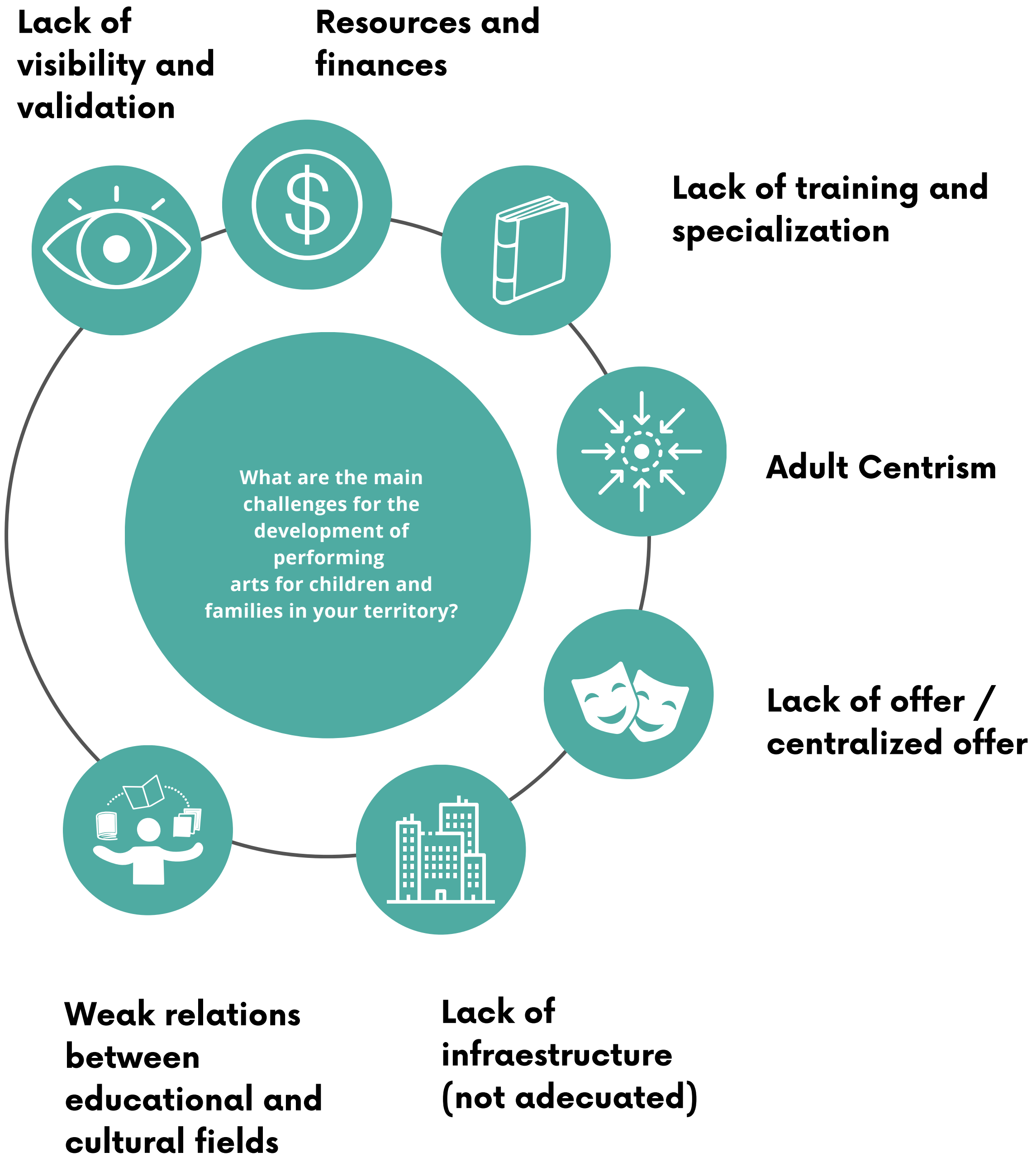
The following methodology starts with the development of a guided—and open—conversation among key agents of performing arts programming within the field of family content. Although various conversations have been held in Chile regarding diagnoses of the performing arts (PA), there have been few opportunities to delve into more specific realities, such as theater for children and youth.

The impact of family theater in Chile can be seen through the available metrics in reports from the National Institute of Statistics (INE), which detail that family theater accounted for 2,569 performances annually (2019), representing 22% of all performing arts shows that same year (11,889).

Understanding the relevance and presence of this type of programming, the aim of the Encuentro was to provide a space for dialogue between programmers to reflect and develop a diagnosis of the performing arts for children and families, while also raising proposals in various contexts and fields of action.

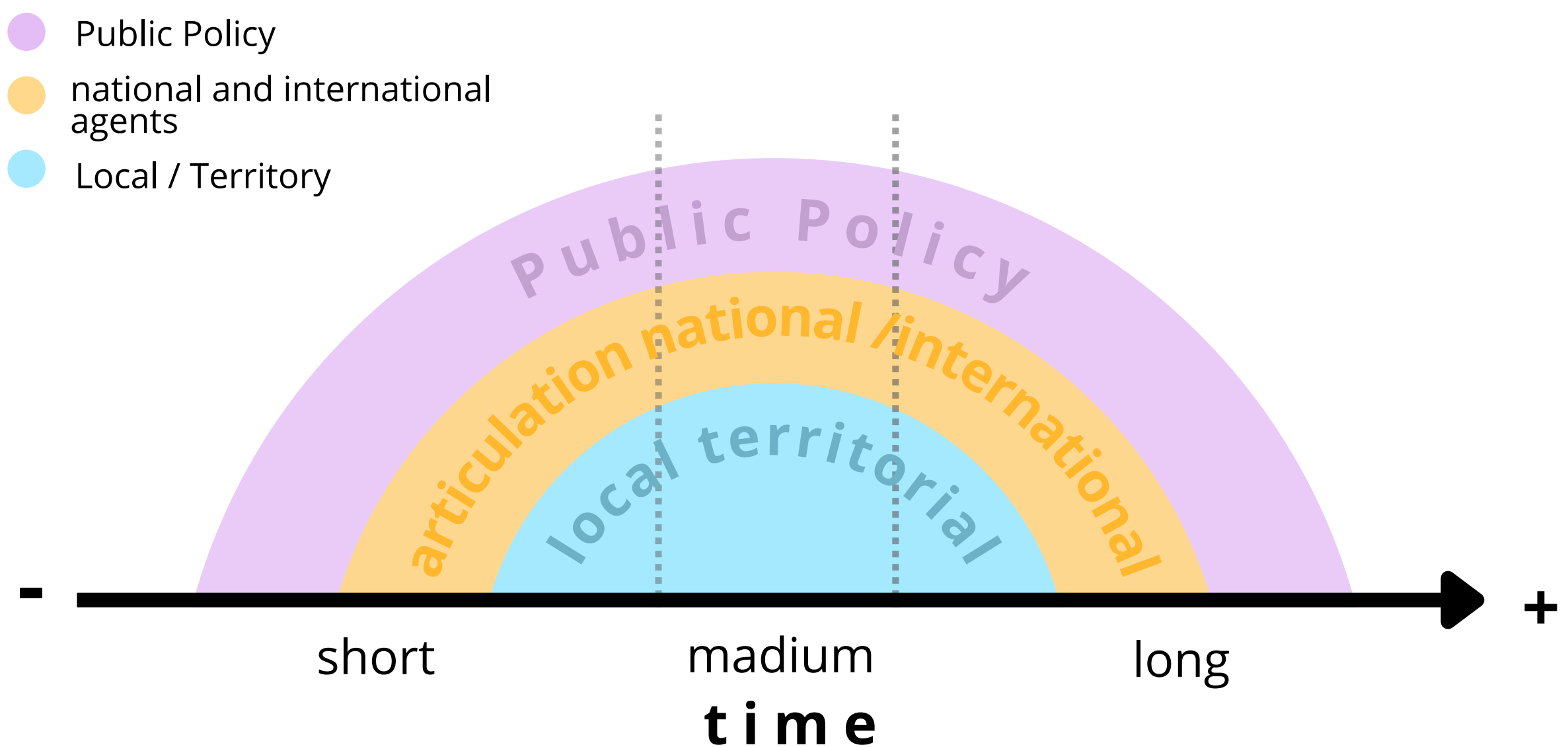


Based on the diagnosed responses, seven (7) dimensions were developed for analysis and conversation. These dimensions refer to the grouping and systematization of the content of the responses and include the following:



II. Working groups: imagining possible futures for the performing arts for young audiences and families

Based on the seven (7) dimensions, the conversation among participants is stimulated with the aim of finding strategies to overcome these barriers. The dialogue exercise is conducted in four (4) working groups, where a methodology is proposed based on the following framework, which presents an analysis centered on i) temporality and ii) fields of action.



Regarding temporality, the reflection on solutions is encouraged to include action approaches for the short, medium, or long term. In this way, a strategic outlook can be proposed that allows for a hierarchy of plans or actions. On the other hand, the fields of action presented involve territoriality and georeferencing based on cultural policies, emphasizing both a local perspective and global formation. Part of this refers to the need to strengthen common bonds within the group for the creation of a future action network.

Proposals

Below we present the analysis of the conversations, structured in the contexts presented by the proposed methodology, and we share part of the debate that took place in the group of agents.



LOCAL TERRITORY

SHORT TERM PROPOSALS

- Highlight the social impact of creations for children, raising awareness and giving value to family artistic programming.
- Develop a study of the situation of the performing arts for children and youth by mapping and diagnosing the situation in each territory.
- Promote community work and the creation of specific projects aimed at children and youth align and relevant to the territories.
- Develop instruments for measuring audiences in specific territories, promoting the relationship with cultural policy and other agents.
- Improve the communication of contents for children, making equitable choices with resources used for other content such as theatre for adults.

**LOCAL
TERRITORY**


MEDIUM TERM PROPOSALS

- Promote and encourage regional policies, by gathering information from the territories, validating local experiences and knowledge.
- Promote audience engagement in a transversal manner, including territorial perspectives.

LONG TERM PROPOSALS

- Improve training for performing artists, with regard to techniques, languages and management for the performing arts for children; promoting artistic quality.





There is no perspective of artistic quality regarding performing arts for children, or there is even a certain opportunism regarding the business of generating content for children. It is created for commercial reasons, rather than with altruistic and artistic views. How does the discussion of artistic quality permeate the programming scheme at venues and of those who create art for children and youth?

Programmer - participant



**NATIONAL
INTER
NATIONAL**

SHORT TERM PROPOSALS

- Develop a common calendar to schedule performing arts festivals for children in Latin America.
- Develop a mapping study regarding the funding sources for performing arts for children in Latin America.
- Promote diverse opportunities for reflection and international exchange encouraging association and participation among agents.

MEDIUM TERM PROPOSALS

- Promote cooperation strategies (formal agreements) between performing arts festivals including the support for platforms and actions to improve processes and standarize realities between countries.

LONG TERM PROPOSALS

- Consolidate networks and models of international association for the participation and exchange of artists.

**PUBLIC
POLICY**

SHORT TERM PROPOSALS

- Make visible the intrinsic impact of the performing arts for children, beyond traditional metrics such as the number of activities or audiences.
- Promote communication campaigns that value culture for children.
- Promote horizontal work in the relations between the State and civil society organizations.
- Promote inter-institutional work to expand and guarantee social security for creators for children.
- Create new specific funding options to support for the performing arts related to children and youth.
- Training program for teachers in the area of the performing arts, contributing to education processes for children and youth. Allow teachers to have access to specific training and tools to jointly promote their development.

**PUBLIC
POLICY**

MEDIUM TERM PROPOSALS

- Create and manage agile and less bureaucratic platforms for stable financing for organizations dedicated to children.
- Link the educational curriculum at a national level with creations and projects for children, promoting the development of artistic education.
- Develop a strategic plan for the performing arts for children and youth.




**PUBLIC
POLICY**

LONG TERM PROPOSALS

- Unify policies regarding performing arts for children and adolescents, creating inter-ministerial working groups.
- Promote culture and performing arts for children as part of the political agenda.
- Systematize management and creation experiences to measure impacts that promote changes in public policy.





There is little communication for children. To illustrate: the available space in a program for family shows versus the space for plays for adults is not equitable. How is this reality encouraging the idea that family shows are a second-rate play and therefore, it gets a smaller place in your program. How much of our resources are we investing in children?

Programmer - participant



Take aways

- Working for children is a path and a journey that we must take responsibly. That is, an area of discussion that should be maintained permanently.
- The importance of developing studies to understand the perceptions of audiences or get new measurements of the social impact of culture. We are used to being asked for reports of the number of activities, however, as evidence, we require more tools to seek funding, to state that culture is relevant, that children and adolescents have the right to have excellent first experiences with the performing arts.
- The relevance of the relationship with the State and the horizontality regarding work with organizations and cultural creators.
- Patriarchy, as a model that runs through management and work systems in the context of performing arts for children, allowing a feminized ecosystem in terms of working roles.

It takes a village to raise a child. But how is this idea permeating the public and political sphere? It seems that only women are in charge of caregiving, as well as those who think programmatically about theatre for children.

Programmer - participant

Shared bibliography



“Spark Change: The Impact of Performing Arts on Children,” a New Victory research report by New 42.

A rigorous research protocol measuring many impacts of the arts on young people, including children’s appreciation for artistry, the impulse to try new things, the capacity for self-reflection and an appreciation of someone’s life that is different from their own, among others.



“Building Your Case” This project is a collaboration between Imagineate, and The Ark, a children’s cultural centre in Ireland.

Designed to help artists and small companies who create performances for young audiences navigate the world of funding in Ireland and Scotland. This toolkit should give practitioners a grounding in key policies and an insight into some of the research that shows the benefits that performance and other art forms can bring to children.

