MAKE ART WORK!

CREATIVE LENSES FORUM AMSTELVEEN

PROGRAMME

Thursday: 23-03-2017
Location: P60, Stadsplein 100A
1181 ZM Amstelveen
The Netherlands
http://www.p60.nl/agenda/1814

09.30	P60 opens
10.00	Welcome by Manu van Kersbergen (day moderator) Introduction: Gerard Lohuis, Managing Director of P60
10.05	A short introduction to the Creative Lenses project & results of the project so far Paul Bogen (UK), Project Producer of Creative Lenses
10.15	Keynote Speech Lucas de Man (Belgium), theatre director, tv host, artistic leader of Foundation New Heroes (art in public space) Vision on marketing and business in the cultural field
11.15	Crowdfunding: how to involve the audience in (financing) your project Hosted by Voordekunst (Dutch organization for crowdfunding in arts) Case & performance: Kurt Rosa, winner P60 Pop Award 2016 Introduction Voordekunst & crowdfunding tips by Roy Cremers, director of Voordekunst Case: Marres, A House for Contemporary Art in Maastricht, by Valentijn Byvank (director)
12.30	Lunch & registration for clinics
13.30	Panel discussion: New business ideas for performing arts We are Public: Bas Morsch (initiator) A successful project which connects (new) audiences with cultural venues in Amsterdam and The Hague offering a new sort of cultural subscription Splendor Amsterdam: David Dramm (initiator) Performing arts venue in Amsterdam with an artist-centred model Hedon Zwolle: Anne Riemersma (Managing Director) In 2016 pop venue Hedon in Zwolle started a 3-year project with an innovative, artist centered approach Epitome Entertainment & New Skool rules: Henca Maduro (initiator) Organization that supports young urban talent with coaching concepts and host the biggest international urban music conference/festival in the world (May 19-21) Moderator: Manu van Kersbergen (Spoken word artist. Developer of artistic concepts, teacher Dutch Pop Academy, initiator platform for controversial word artists.
14.30	Break

14.45	Clinics *Please note: clinics take place simultaneously, so you can attend only one. Registration is during the lunch break.* A: Creative Business Models: Olivearte Cultural Agency (Paul Bogen & Sandy Fitzgerald) In this clinic, tools are handed to diagnose the business model of your organization and to start thinking about alternative models. B: Crowdfunding: Voordekunst (Michiel Bos) This clinic offers a crash course to crowdfunding. What can crowdfunding do for your project in terms of funding but also crowd engagement? C: The Hunt: De Zaak van Vertrouwen (Joost Schrage) The Hunt is an interactive game that helps you clarify the power en continuity of your organization
16.30	Business model fuck-up: Paul Bogen (UK) and Sandy Fitzgerald (IE) Inspiring and heart breaking examples of ingenious business ideas from all over Europe that didn't work after all and crazy experiments that worked out amazingly well. Share your own!
17.15	Closing and drinks

www.creativelenses.eu

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