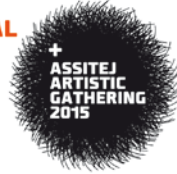




AUGENBLICK MAL!
THE FESTIVAL OF THEATRE FOR YOUNG AUDIENCES
APRIL 21-26 2015



Kinder- und Jugendtheaterzentrum
in der Bundesrepublik Deutschland

Report on the ASSITEJ Artistic Gathering 2015 21 – 26 April 2015 in Berlin

Meike Fechner (ASSITEJ Germany, Secretary General)
October 8, 2015 in Kristiansand

1. Statistics

Number of participants: 528 (AAG registration: 201)

Countries of origin: 53 (AAG registration: 52)

Number of tickets sold: 5.429

Number of tickets for Public Moments w/ networks: 282

[Budget in total for Augenblick mal! and AAG: approx. 500.000 €] to be excluded?

Supported by the Federal Department of Family and Youth, the Berlin Lottery Foundation, the Mercator Foundation, National Performance Network, Goethe Institute, Government of Flanders (Belgium), Institut Francais and the provincial government of Quebec (Canada).

Number of NG participants: 36 (24 int., 12 German)

Age of NG participants (average): 23

Countries of origin of NG participants: Argentina, Brazil, Cameroon, Cuba, Germany, India, Iran, Mexico, Nepal, Nigeria, North Korea, Rwanda, Serbia, South Africa, South Korea, Swaziland, Switzerland / Columbia, Turkey, Uruguay, Zimbabwe (21)

Publicity: The AAG achieved great publicity foremost on radio, local television, social media and in print publications interested in TYA both on a national and international level. The growing importance of social media is undeniable and was catered to via Augenblickmal.de, facebook, twitter and international contributions on the weblog kjtz.co.

2. Results and feedback

These are some of the most frequently observed results of hosting the AAG in Germany that lead to changes and discussions in the German TYA landscape.

- Raised awareness for international activities of ASSITEJ and the national center
- Great interest in AAG in Birmingham and World Congress in Cape Town
- Reflection on how a professional discourse can be structured and improved continually in an international setting
- Greater interest in co-operation and co-production not only on an institutional but also on an individual level
- Generations in Dialogue was a central element of taking part in the festival where generations mingled as professionals