



TAKE A CHILD TO THE THEATRE

MARCH 20

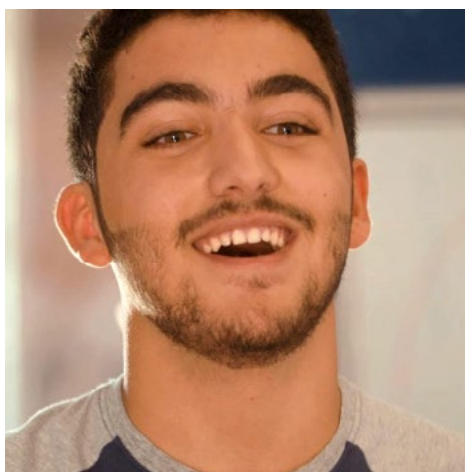
So they can see, hear,
feel, think and imagine



World theatre day

“Take a child to theatre, today!”

20 March 2018



«The stage is a space where you can feel your dreams coming to life»



«Here they can see that change is possible»



«You will experience a new, special connection with a child who is special to you»

Toolkit





Introduction



ASSITEJ world day of theatre for children is an ASSITEJ campaign, promoted and celebrated through the message **'Take a child to the theatre, today'**.

This focus enables national centres, individual members, companies, arts organisations, academics, teachers, artists, practitioners and others interested in theatre for young audiences to connect with the idea of world day and 'make the case' for children's entitlement to theatre and the arts.

All ASSITEJ members are invited to promote special world day messages written every year, share the ASSITEJ film and consider additional activity - large or small. Each year ASSITEJ centres around the globe deliver activities ranging from conferences, performances, workshops and special media events. This tool-kit aims to help you plan for world day 2018 which happens on March 20th.

Activity

The message **'Take a child to the theatre, today'** can be promoted as a message and as a call to action, it can promote regional activity and theatre events and by linking to other information, illustrate **why** it is important to take a child to the theatre.

World Day is a global campaign. ASSITEJ has more than 80 national centres as well as professional networks with affiliates across 100 countries, which means there is unlimited possibility for profile, visibility and advocacy.

International Co-operation

World Performance Week is a concept initiated by ASSITEJ, in collaboration with other international associations involved with different art forms related to live performance, which celebrate their World Days between March 20th and March 27th.

We invite you to build partnerships with these associations in your own country and to participate in World Performance Week where this is possible.

The week includes March 20th, ASSITEJ World Day of theatre for children and young people (and the campaign "Take a child to the theatre"), March 21st, UNIMA's World Puppetry Day, and March 27th, ITI's World Theatre Day, which is also celebrated by other associations, such as IATC, IDEA, AITA/IATA and others. Use the unifying logo, as well as the ASSITEJ logo and the Take a Child to the Theatre Today logo, if you wish to promote the week.

By uniting the activities of these international associations, while retaining the individual character of each day, we hope to strengthen key messages around cultural entitlement connected to the March campaigns, promoting the transformative power of the performing arts for children and adults world wide, and supporting one another to reach our goals.

Download the World Performance Week logo [HERE](#)





World day 2018 Tools



1) Take a child to the theatre today logo

These are available to download from the ASSITEJ website, in English, French and Spanish



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World Day of Theatre 2018 logo has been designed by Signature Design,
a graphic studio based in Cape Town, South Africa

[Download the logo on our website HERE](#)

2) World day messages

Since 2001, each year there has been a world day message written by a different theatre-related personality or advocate. This has included Peter Brook, Augusto Boal, Suzanne Osten, Suzanne Lebeau, Michael Morpurgo, Malala Yousafzai, Jenny Sealey, Francisco Hinojosa among others. There is also a new message each year from the president of ASSITEJ:

[Read the messages on our website here](#)

These messages should be shared with all members via each national centre or network. The messages can be promoted on websites, read at events, published, shared on social media, discussed, referred to in press releases and used in any way that will promote the global campaign.

For 2018, the world day messages are written by **Yvette Hardie**, **Mohamad Al Jounde** and **Mo Willems**.



Message from Yvette Hardie



Yvette Hardie is
the president of ASSITEJ

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Take a child to the theatre today! Or Take theatre to the child? Are they equally valid? This year we have two world day message writers – one from the USA and one from Syria – which represents these two points of view speaking from starkly different realities.

#Take a child to the theatre has been our rallying cry since 2012 as we celebrate the World Day of Theatre for Children and Young People every 20th March and reaffirm our commitment to every child's right to artistic experiences created especially for them. This year I would like to argue that it's reverse is often more justified and equally as important.

When we consider the millions of children who do not live within the easy reach of a theatre building (especially one designed for them and their needs), we must as artists expand our notions of what theatre can be if we truly believe in the arts as a basic human right. Of course this idea is not new in the history of theatre, but somehow the distinctions of formal vs. informal still seems to pervade our value systems and our notions of quality when we talk about theatre for young audiences.

The rough magic that can transform a dusty playground, or a township hall, a school classroom, or a refugee compound, is often what is most needed – not just because it is more practical and economical to meet children in their everyday circumstances, but also, more profoundly, because it IS magic.

Theatre is always about transformation. Its capacity to transform a space of ordinariness and even crisis, into a place where the imagination is activated and unexpected possibilities unfold, is unique. It offers a moment in which children can experience powerful social change in action. Here they can see that change is possible. That magic can come from the mundane. That joy can be found even in the most deprived of spaces. The quality of a theatre experience that achieves this miracle is not less than one which allows us to take flight in a specially designed cocoon, with technology and design fully at our disposal.

Of course, we do not for a moment deny the special experience that is so particular to the dedicated theatre space. But for children experiencing the daily assault of life in a warzone, for children living in far-flung rural villages, for children living in inner-city poverty, there have to be other options. And this kind of transformation can make a profound difference to their experience of the world.

As theatre practitioners focused on innovative practice in theatre for young audiences, we all need to ask how theatre can bring about truly transformational experiences – wherever it can find an audience – and to make these a reality.

So let us work together to Take a Child to the Theatre... And Take Theatre to the Child in 2018.

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Message form Mohamad al Jounde



Mohamed Al Jounde, 17 años,
Ganador del Premio Internacional por los Derechos de los Niños

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Theater is still one of the best ways to express yourself and a mirror to show people what's good and wrong in our world, the stage is a space where you can create your own world, where you can feel your dreams coming to life. The kids I used to work with were able to show us their past and the future they wanted by the play they wrote and acted and they were able to influence people's emotions and give them the chance to live what was real for those kids, because they never acted, they were showing their feelings and their reality in a touch of art.

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MOHAMAD AL JOUNDE BIOGRAPHY :

Mohamad Al Jounde, from Syria, won the 2017 International Children's Right Prize, from the kidsrights foundation. He is 17 years old. Here is his story, as related by KidsRights website :

"Mohamad grew up in Syria, but fled for Lebanon when life became too dangerous at home. Like thousands of other refugee children in the country, he couldn't go to school, so he set out to make a difference for children in the same situation. Despite of the difficult circumstances he was living in, Mohamad built a school in a refugee camp. At the age of 12 already, he was teaching math and photography. Now 200 children access here their right to an education. Mohamad helps children to heal, learn and have fun with games and photography. He is a natural storyteller, raising awareness about the challenges refugee children face by bringing their stories to a wider audience."

For your information, KidRights issued a short movie about Mohamad's life course ([HERE](#)), and the whole footage of his acceptance speech for the prize. ([HERE](#))



Mensaje de Mo Willems



For WDT 2018, Mo Willems sent a special message from his famous Pigeon character

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World day of theater for young audiences? Really ?
Why would you, of all people, take a kid to see "children's theater"?

Don't you have better things to do than watch a bunch of adults, who are usually so serious and dull, being silly or loud or sad or ridiculous just to amaze a kid you love? I mean, who wants to be transported into a world of imagination and story? Who wants to experience characters and emotions that are both otherworldly and completely relatable? Do you really need the magic, the transformative magic of a live performance, in your life? Is seeing that magic through a child's eyes right for you? Let's get real here: do you like creating memories that will be the springboard for future play in a young person you love?

Wait.

That sounds amazing.

When you're snuggled in your seats and the curtain rises, know that you'll see more than just a show; you will experience a new, special connection with a child who is special to you.

Oh, and that kid will probably have fun, too.

Mo Willems

Author, illustrator, playwright, former child.

Ps: world day of theater for young audiences is march 20, 2018.
But, the transformative magic of theater has been extended indefinitely.

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MO WILLEMS BIOGRAPHY :

Mo Willems, from the USA, works in children's books, tv, theater, and bubble gum card painting have garnered 3 Caldecott honors, 2 Geisel medals, 5 Geisel honors, 3 Carnegie medals, 6 Emmys, and multiple bubble gum cards. His most recent play, **Naked mole rat gets dressed: the rock experience**, premiered at the seattle children's theater in march 2018

Mo Willems is the award winning and New York Times bestselling author of **Don't Let the Pigeon Drive the Bus**, the **Elephant and Piggie** series, and **Knuffle Bunny** to name a few.

Visit Mo Willem's blog [HERE](#)



World Day Video



For 2018 the World Day video has been created in Uruguay
by la Casa del arbol

You can see all World Day videos on the ASSITEJ YouTube Channel alongside other National Centre activity: [HERE](#)

Members are invited to create their own short videos and digital media using the languages of their country or region, ASSITEJ will then share these with the rest of the Membership.

For 2018 the World Day video has been created in Uruguay by Alvaro Adib from Uruguay. This will be promoted on the ASSITEJ Website and through social media. We urge you to watch and share the video.

[Watch the video HERE](#)

Social Media

By using social media (twitter, Facebook, vine, Instagram etc), individuals can promote the message 'Take A Child to the Theatre Today' and link this to the ASSITEJ site and other platforms (YouTube), which will host the media mentioned above.

A campaign around SMS (texts) could also be created to promote the message. Please use the hashtag #takeachildtothetheatre.

Some countries use the campaign as a rallying call to ask for donations to ensure that children and young people who otherwise wouldn't have access to theatre get an opportunity to do so on this day.

The ASSITEJ Facebook page exists as a communication tool which Facebook friends can link to and also post on, which admins can then share through the ASSITEJ newsfeed. We want all our members to keep us updated about what they are doing for the campaign. <https://www.facebook.com/ASSITEJ.International>



Press Releases

Where possible, individuals, organizations and institutions should connect to local and national media through a press release. This could then be connected to activity within each region and be used to endorse theatre activity for young audiences.

In addition, interviews, testimonials and statements from VIPS, artists, politicians, as well as cultural decision makers, child specialists could be a good way to promote the message and establish why it is important to take children to the theatre.

Download the press release in Word format (and adapt it to your local language) : [HERE](#)

Other events and activities

National Centre's promote World Day in different ways around the world with some Centre's running workshops, performances and special events, which are widely acknowledged.

Here are some possible activities and events which could be created to promote World Day by National Centre's and organisations:

- Award events/ceremonies highlighting good practice and special achievements in the field of theatre for young audiences
- Conferences, forums, round tables, seminars or workshop events which focus on a particular theme
- Performances including street theatre, script readings, dance performances, monologues.
- Festivals of performances
- Distribution of flyers/ printed materials with the message Take a Child to the Theatre Today - connected to schools or theatres.
- Other advertising opportunities potentially supported by sponsors
- Film projects linking with schools and universities where students can engage with the World Day campaign
- Drama activity/workshop in schools and theatres
- Special Fundraisers or gala occasions to raise funds to ensure that children and young people get access to the theatre.

It is important to note that the 'Take a Child to the Theatre Today' campaign can be linked to events which are already happening.

We hope that as many members as possible will get behind the campaign for 2018 so that we can make as big an impact as possible which supports the rights of children to engage with theatre.

Please share whatever you do with the International office at sg@assitej-international.org, so that we are able to report on the activities of the world. Links to any photographic or video documentation should be sent to sg@assitej-international.org

We hope you enjoy your World Day celebrations!



ASSITEJ unites theatres, organisations and individuals throughout the world who make theatre for children and young people. ASSITEJ is dedicated to the artistic, cultural and educational rights of children and young people across the globe and advocates on behalf of all children regardless of nationality, cultural identity, ability, gender, sexual orientation, ethnicity, or religion. ASSITEJ brings people together so that they can share knowledge and practice within the field of theatre for children and young people in order to deepen understandings, develop practice, create new opportunities and strengthen the global sector. The members of Assitej are National centers, Professional Networks, and individuals from around 100 countries across the world.