

The Netherlands, Rotterdam / Theater Zuidplein: co-creation



Summary of project intent

To create a co-creation event/performance for the target group "Young ambitious females, 25-35 years old, middle and higher educated. Producer of the event is someone from the intended target group.

DIFFICULTIES MET

- ▶ The actual event/performance had to be cancelled because funding was too hard to get: the culture funds only wanted to contribute to the artistic part of the project, not the co-creating process part of it (not even as form of cultural entrepreneurship), nor the more career or political oriented content. Potential sponsors were not interested because the event was too locally based (intended targetgroup not large enough in relation to the required funding)
- ▶ Wishes of the target group were larger than their wallets (the entry fee became too high for the intended target group)
- ▶ Realizing external financial funding for this production (locally aimed) was not realistic
- ▶ An enthusiastic and talented but also unexperienced producer; she had too much problems with coping with the magnitude of the project, that required too much support from our part

RESULTS


- ▶ Research was executed amongst 325 women belonging to the intended target group on issues considering their life (love, relationships, career, wanting to have children or not, appearances, lifestyle, government etc.)
- ▶ Four preparing meetings (2,5 hours) with 6 to 9 women each time who wanted to participate in the co-creating process

"Target audience has no notion of cost of their wishes and are shocked when they hear the amounts which it costs, but they can't choose which components of the program to drop to make it fit their demand set"

(theatre director)

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AUDIE
NCESE
UROPE
NETWORK



"The target audience would love to volunteer in the organization and promotion of the event"

LEARNINGS

- ▶ Co-creation lends itself especially for national events (tours), possibly with a more commercial content
- ▶ Better not to run projects that have not yet been set up with inexperienced producers (despite their high creativity and new ways of thinking)
- ▶ Keep contribution to co-creation as basic as possible for participants: ask them to think about one facet of the event and not the total event

FUTURE / TIPS

- ▶ See our learnings.