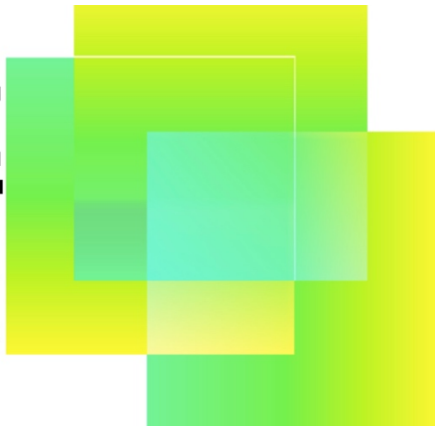


MAKE ART WORK!



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 (moderator of the event)
Gerard Lohuis, Managing Director of P60
- 10.05 What is Creative Lenses?
Paul Bogen (UK), Project Producer of Creative Lenses
- 10.15 Keynote Speech
Lucas de Man (Belgium), artist/tv presenter/
artistic leader of Foundation New Heroes (art in public space)
Vision on marketing and business in the cultural field:
Practice what you preach!
- 11.15 Kurt Rosa, winner pop award P60 in 2016
Short music performance. Kurt Rosa is part of the P60 talent program Club60.
They did a successful crowdfunding campaign. Their first EP will be released on
Friday 31-03-2017 in P60.
- 11.30 Roy Cremers, Director of VoordeKunst (For the Arts)
VoordeKunst is the crowdfunding platform in NL.
Tips & Tricks, do's and don'ts.
- 12.20 Presentation clinics and information registration
- 12.30 Lunch/Getting registration tickets for clinics
- 13.30 Panel
Moderator: Manu van Kersbergen (1984)
Known in Belgium and NL as spoken word artist. Developer of artistic concepts,
teacher Dutch Pop Academy, initiator platform controversial word artists.
We are Public: Bas Morsch (initiator)
A successful project which connects (new) audiences with cultural venues in
Amsterdam. In 2017 also started in The Hague.
Splendor Amsterdam: David Dramm (USA) (initiator)
Performing arts venue with an artist-centred model in Amsterdam
Hedon Zwolle: Anne Riemersma (Managing Director)
Started in 2016 in venue Hedon to put famous local artists on their pay list for 3 years
to attract new audiences, to stimulate participation and to connect venues with
educational programs.
Epitome Entertainment & New Skool rules: Henca Maduro (initiator)

- Started in 1999 in Rotterdam to support young urban talent with coaching concepts from talent development to performing arts on different stages. With New Skool Rules, they host now the biggest international urban music conference/festival in the world (May 19-21). Henca is adviser Arts Council and Fund Performing Arts.
- 14.30 Break
- 14.45 Clinics
Creative Business Models: Olivearte Cultural Agency/Paul Bogen & Sandy Fitzgerald
 How to find out which *business model* is suitable for your organization.
Crowdfunding: Michiel Bos
 How to start a successful crowdfunding campaign.
Audience Development: Bas Morsch/Jon Heemsbergen from *We are Public*
 How to find (new) audiences for your venue/performing arts.
Branding: Joost Schrage from *de zaak van vertrouwen (the company of trust)*
 The hunt: Attack your own organisation; interactive clinic about profile branding of your organisation and being ready for the future!
- 16.30 Fucked Up: Paul Bogen (UK) and Sandy Fitzgerald (IE)
 European examples of projects where everybody believed in but end up totally wrong or more fabulous than expected. What happened? Also with 2 minutes stories from the participants.
- 17.15 Closing and after drink
- 20.30 Parpadeos (in the blink of an eye)/performance concert hall P60/€ 15
 Dutch-Spanish company unites electronic music, traditional flamenco, video art, dance and poetry. A co-production with P60.

www.creativelenses.eu



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