



The PRODUCTION³ project presents:

Engaging Audiences: From Observation to Participation in Artistic Processes

mini-conference

@PajtaMozgó

23 July 2025

13:00 - 13:30: Introduction to the Programme

The PRODUCTION³ project is a collaboration between the Portuguese Artemrede, the Serbian ArtLink, and the Hungarian HÉTFA Research Institute, coordinated by the Valley of Arts Festival. Its aim is to respond to the evolving needs and expectations of audiences by strengthening cooperation among various actors in the creative sector and developing audience-centred productions. The project is co-funded by the Creative Europe programme.



Photo by Mea Tót, Valley of Arts

During this mini-conference, we will collectively explore how the role of the audience is changing in artistic processes: in what ways the audience can become an active participant in a production, and what new forms of connection can emerge between creators, organizers, and audiences. The conference will also reflect on audience research carried out in the three participating countries by the HÉTFA Research Institute, highlighting how these findings shape the work and audience relations of artistic organizations. Cultural professionals, artists, and all interested in the topic are warmly invited to participate.

The language of the programme is English.



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13:30 - 14:30:

“Redefining audience engagement”

Roundtable discussion on the role of cultural event organizers in audience-driven design and interactive experiences.

About the programme:

The discussion focuses on three organizations from different regions that emphasize the community-building power of art. ArtLink unites young and established artists in the Western Balkans, offering alternative approaches at their festivals where art serves as a vehicle for social change. The Portuguese Artemrede, a cooperation of 18 members, focuses primarily on cultural decentralization and equal access, supporting local communities in creating artistic projects. In Hungary, the Valley of Arts Festival transforms three villages into dozens of stages presenting theatre, visual arts, and music, creating a unique cultural diversity and communal experience. The session aims to show how art can become a bridge between different cultures and communities, exploring its practical implementations, challenges, and solutions.

Participants:

- ❖ **Natália Oszkó-Jakab** – CEO of Valley of Arts Festival
- ❖ **Catarina Serrazina** – Head of Production, Artemrede
- ❖ **João Paulo Santos** – Coordinator of the Cine-Theater, Alcobaça Municipality / Artemrede
- ❖ **Cristina Amaro** – Department of Arts, Culture, Tourism and Historical Heritage, Oeiras Municipality / Artemrede
- ❖ **Jovanka Višekruna Janković** – pianist, Founder and the Artistic Director of ArtLink festival and President of Serbian Festival Association
- ❖ **Klára Nagy** – Head of HETFA Creative Industries Lab (moderator)



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15:00 - 16:00:

“Creating with Connection”

Roundtable discussion with artists participating in the project about participatory art forms and community creation.

About the programme:

The conversation builds on the experiences of artists from Serbia, Portugal, and Hungary. The Hungarian Horizon Group (Láthatáron Csoport) aims to actively involve audiences through socially engaged, interactive theatre productions and workshops, focusing especially on youth and social awareness. The Serbian Studio 6, an innovative collective of female artists, pushes the boundaries of contemporary music and performance art, emphasizing collective creation and the dissolution of boundaries between art forms. The Portuguese multidisciplinary duo Marta Carreiras and Martim Rodrigues focus their art on empathy and challenging societal norms, highlighting the role of art in social dialogue. The discussion will examine the opportunities and challenges of active audience participation through the lens of community creation and participatory art.

Participants:

- ❖ **Marta Carreiras** and **Martim Rodrigues** - Co-artistic directors of “Bell Jar” (Portugal)
- ❖ **Dejana Sekulić** and **Nikola Zavišić** - Studio 6 (Serbia)
- ❖ **Yvette Feuer** and **Ádám Darázs** - Horizon Group (Hungary)



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