



Midnordic Seminar on Culture and Audience – Open Call for Presentations

The Midnordic Culture Days 2019, with the preliminary headline **“Reaching Out – Audience Development in Progress”** will be held in Pietarsaari, Ostrobothnia on 20th–22nd November, 2019. The aim is to bring together operators on all levels from all cultural fields to a joint seminar focusing on the interaction and communication between culture and audience.

We are now looking for presenters and speakers who wish to participate in the seminar giving lectures, presentations, workshops, educative performances or similar.

The theme – Audience Development – can be examined in presentations of, for instance

- experiences from working with interactive communication between culture and audience,
- cultural projects involving the audience in the creative process,
- activities focusing on educating a new generation of cultural audiences,
- scientific research, studies or reports on audience development or audience analysis,
- other topics related to the subject at hand.

We wish to include presentations from all cultural fields, from all the Midnordic regions. **All proposals are welcomed, also the unexpected.** The organizers reserve the right to make a final selection, considering the seminar’s time schedule. All presentations should be held in English or in a Scandinavian language.

This is an open call for seminar presentations – **you are hereby invited to submit a proposal.**

Please include the following:

- 1) presentation headline
- 2) description of the presentation (maximum 300 words)
- 3) name and contact details of the presenter / speaker.

Should you propose some other presenter / speaker than yourself, please ask for their consent. The organizers will pay the travel expenses as well as provide board and lodging for those invited. A presentation fee is not included.

Please submit your proposal no later than January 15th, 2019: kulturdagar@kulturosterbotten.fi.

For further information, please contact **Cultural Manager Ann-Maj Björkell-Holm**, e-mail ann-maj.bjorkell-holm@kulturosterbotten.fi, telephone +358 44 750 3150.

THE MIDNORDIC CULTURE DAYS 2019 are organized by KulturÖsterbotten / SÖFUK Federation of Swedish Municipalities in Ostrobothnia for Education and Culture, the City of Pietarsaari, Novia University of Applied Sciences, the Regional Council of Ostrobothnia and affiliated organizations. The seminar is held in conjunction with the RUSK Chamber Music Festival.

The Midnordic Culture Days are held in co-operation with the Midnordic Cultural Group on behalf of the Midnordic Committee. The Midnordic regions, collaborating on an east-west axis across Scandinavia, aim to strengthen the Nordic community. The Midnordic cultural co-operation focuses on culture as a fuel for a positive and sustainable development of society, promoting exchange and co-operation in arts and culture and the creative industries.

The Midnordic Culture Days are held annually since 1984.

