



## Week 4

### The place of audiences > Introduction

Hi everyone, we have now reached our 4<sup>th</sup> and final week of this MOOC.

In the previous lessons, you have looked at the issues around dramaturgy and space. Now we're going to explore another fundamental theme: the relationship with the audience. This is a key issue in creation in public space, space that belongs to the public or audience.

It is a constant concern for artists and programmers. What place should be given to the audience? How do we capture their attention? How do we involve them? How do we manage or guide their movements? How can we create despite their sometimes-unpredictable behavior? We will use various examples to answer these questions.

As usual, this theme will be broken down into three lessons.

We will start by tackling 5 issues that structure the relationship with audiences in public art and influence the reception of artistic works: ways of capturing an audience's attention, free entry, the concept of experience and the challenges of participation and artistic outreach...

The second lesson explores concrete processes for staging the audience's place in both stationary or walking performances. We will see how different configurations can shape the audience experience. The third lesson discusses the notions of cultural action and local arts projects, which are a different way of meeting audiences, for both artists and spectators.

So, ladies and gentlemen, please take your seats... And have a great week!