

PROLOG

The evening program (also called evening sheet, or evening program booklet, or Playbill) is a personal gift from the choreographer and their artistic team to the audience.

The evening program is not an advertising tool, but a welcoming gesture - after all, the guests have already shown up and are ready to see the dance piece they probably already found out about when they bought their ticket.

To make sure that the audience actually receives additional information with the evening program, this guide might be helpful.

1)

The evening program can be considered an art work alongside the actual art work/dance piece on stage.

You may choose to let the dance piece speak for itself and not create an evening program.

In this case, we as hosts would like to suggest a format as a welcome gesture: on an A4 sheet, one side is a photo from the research/rehearsal phase of the work with the title and date of the public presentation. On the other side is printed a letter from the artists to the public in German and English, as well as additional notes that have not yet been published, possibly supplemented by QR codes for further reading of texts about the piece, biographies, funders, etc. The sheet is folded twice lengthwise, like a letter.

2)

If you would like to develop your own format and/or medium as an evening program for your work, please let us know along with confirmation of your invitation. Together we will work out a timeline and a concept for the creation and production.

3)

If you are working on your own format and/or medium for an evening program, please make sure that the development of the content of the evening program (in whatever medium it is realized) will happen continuously during the artistic process.

Personal information about the artistic process is of the greatest value to an audience - even one that is not dance-savvy.

When writing and selecting texts, it is helpful to imagine a non-dance-affine addressee. Ideally, the processual nature of dance as an art form should be mirrored in the evening program.

If you get stuck or notice that you are running out of time or that the workload is too much for you, please contact us immediately. Together we will find a solution.

4)

Factual information about the piece (funders/sponsors, contributors, etc) that is already available online with the start of the public relations process can, but does not necessarily have to, be included in the evening program. Instead, QR codes can be used to inspire the audience to read further on the *ada* Studio website, among other places. If the hard facts are to find their way into the evening program, then a form should be found that goes beyond the naming.

5)

If an evening program is printed, but developed in a hybrid, rhizome-like structure (e.g., printed texts are provided with QR codes that lead to more in-depth information to be

read online), it should be ensured that the information that is important to you can be perceived on the evening of the performance without connecting to the Internet. The printed evening program must be available online as a .pdf on the day of the public presentation.

6)

Clear rules - worked out together in the team at the beginning of the artistic process - should apply to the biographies of the contributors. Here, too, it is important to imagine what information would be helpful for an addressee with no affinity for dance. For example, artistic statements and the formulation of values are more interesting for the audience than mentioning names that have been important in the artistic career of the artist. A character count and a playful approach (e.g., writing not one's own biography but that of a collaborator in the piece) are helpful for writing biographies. Biographies of all collaborators on and off stage should be published.

7)

If the evening program is designed as a printed booklet, the primary language is German. Additionally, content can be published in English or other languages, either in the booklet itself or online via QR code.

8)

In whatever form or medium the evening program is published, the aspect of accessibility should play an essential role. For example, in the case of a printed evening program, it should be ensured that visually impaired guests can have the evening program read to them via a link to an accessible website. All texts in the printed evening program could also be written in easy language, for example, to welcome guests with learning disabilities or those whose native language is not German.

EPILOG

Dear choreographers!

Don't panic! There will never be an ideal evening program for everyone.

However, keep in mind that you are not making the evening program for you, but for your guests.

Try to welcome them as openly as possible and break down as many barriers as possible on the way to seeing your work. The evening program can be a help in this.

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