



EUROPEAN UNION

European Regional Development Fund

Senate Department
for Economics, Energy
and Public Enterprises



EUROPE SUPPORTS BERLIN'S LOVE OF ART

WHAT WOULD OUR CAPITAL BE WITHOUT INDEPENDENT ARTISTS?

The vibrant free art scene contributes greatly to the capital's appeal and is not only a flagship for Berlin, but also a real economic factor. Because the Berlin art scene is so big, for many actors it is often difficult to market themselves and find an audience. The Landesverband freie darstellende Künste (regional association for free performing arts) Berlin e.V. (*LAFT*) wants to change that and has a unique offer to the city's artists. It is called Performing Arts Communication Programme (*PERAK*) and is aimed at all independent dance and theatre professionals in the capital. Via consulting and networking, it is made easier for artists to become part of the artistic communities and to achieve economic success with their art. At the same time, the programme is intended to increase the public visibility of the scene and open up new groups of visitors to it.

THE EUROPEAN REGIONAL DEVELOPMENT FUND (ERDF) supports measures to improve the marketing, networking and visibility of artists, in particular authors, performers and freelancers in Berlin's cultural economy.

"WITH OUR PROGRAMME WE CREATE BETTER CONDITIONS FOR INDEPENDENT PERFORMING ARTISTS IN BERLIN. WE WANT TO ADVISE, QUALIFY BUT FIRST AND FOREMOST ENCOURAGE AND SUPPORT THEM TO BRING THEIR ART TO LIFE."

Janina Benduski, Head of the Performing Arts Programme



THE ERDF CREATES SPACE FOR ART

PERAK has four areas: Consulting and qualification, distribution and marketing, networks and co-operations as well as audience generation and mediation. The area of distribution is a main focus of PERAK and concerns the organisation and management of spaces for the artists. Finding space in Berlin is inherently difficult. Added to this is the **funding of networks and co-operations**: through an annual industry meeting, a strong and active network and constant contact to the public, the chances of the art projects' success increase. This enables the individual artist to reach significantly more people and generate higher revenues. Thus an important basis **to realise many national and international art projects** is created. The ERDF supports the *Performing Arts Communication Programme* with a funding instrument that is dedicated to **strengthening the cultural innovation potential**. The total amount of funding for the project is 900,000 €. Half of this will be provided by the ERDF.

ERDF HAS AN IMPACT ON BERLIN

With the *Performing Arts Communication Programme* the LAFT manages to meet the specific needs of independent performers in Berlin. The programme is especially tailored to the **professional fields of dance, theatre and performance**. On one hand, the project aims at **advising** and further **develop** young and ambitious artists, so that they are as well positioned as possible, not only with regard to their art, but also from an economic point of view. This includes proactive marketing, a well functioning network and the availability of **workspaces**, which the artists need for their rehearsals and projects. On the other hand, PERAK also generates new audiences for the independent scene. The ERDF supports projects in Berlin, which enable artists to market their **art successfully**. This strengthens Berlin's cultural economy.

In concrete terms, the ERDF ensures that...

- a basis for productive forms of networking in the liberal performing arts is created.
- art and the independent scene reach a broader audience.
- Berlin's artists make a better living from their work.
- Berlin's cultural economy is strengthened.



Information and advice at the PERAK stand



Lecture about the Berlin art scene



Ideas workshop



FUNDING: CONTACT:

FUNDING PRIORITY 1

Innovation

FUNDING INSTRUMENT

Strengthening the innovative potential of culture - INP II

FUNDING AMOUNT

€ 900,000; 50% from ERDF

PROJECT TERM

01/01/2016– 31/12/2018

SENATSWERWALTUNG FÜR KULTUR UND EUROPA

Contact person:

Reiner Schmock-Bathe

Email:

Reiner.Schmock-Bathe@kultur.berlin.de

PERFORMING ARTS COMMUNICATION PROGRAM OF LAFT BERLIN

Email: info@pap-berlin.de

Homepage: www.pap-berlin.de

Picture credits:

LAFT Berlin - Landesverband freie darstellende Künste Berlin e.V.

Editing and design:

ariadne an der spree GmbH