

Conference «Theatre and Virtual Reality»

October 16 – 18, 2020 at the Baltic House Theatre-Festival (Saint Petersburg, Russia).

Part of the XXX Baltic House International Theatre Festival.

In cooperation with International Theatre Institute.

During the pandemic theatres all over the world were forced to take their activities online. While some were caught off guard, others took little time to adjust to the new reality, where social media is the only form of interaction with the audience. How has this experience changed the theatre industry? And will the digitalized and transformed theatre world ever be the same again?

The conference aims to give a multi-perspective look at theatre and virtual reality in a post-Covid-19 age. Russian and international theatre professionals come together to discuss the future of global cooperation, debate over the potential of virtual theatre as a stand-alone genre and consider theatre attendance habits of Generation Z. One of the conference's highlights is a master-class in branding and marketing for actors.

The conference takes place both offline at the Baltic House Theatre-Festival and online.

Live streams will be available on the Baltic House Theatre's official YouTube channel:
youtube.com/channel/UC6BTArAuBsLnMuUKDuVZaOg

The conference's official language is English, with simultaneous interpretation to Russian.

More information at live-bd.com

October 16, 14:00 (Moscow time)

Round table «The digitalization of international cooperation: What should theatres expect in the era of new globalization?»

Theatre professionals and representatives of global cultural associations join in to talk about their experience with international theatre projects during the pandemic and discuss the impact of digitalization on the processes of cultural globalization.

Speakers: Ricardo Abad (Philippines), Anna Arutyunova (Russia), Christopher Balme (Germany), Tobias Biancone (Switzerland), Filipp Vulah (Russia), Derek Goldman (USA), Philipp Dietachmair (The Netherlands), Nika Parkhomovskaya (Russia), Lisa Rozova (Russia), Ambassador Leon Faber (Singapore), Alvaro Franco (Colombia), Günther Hasenkamp (Russia)

Moderator: Dmitry Trubotchkin (Russia)

Live Stream: youtube.com/watch?v=U-PNfrz2LSw

October 17, 12:00 (Moscow time)

Master class «Actor's personal brand. From creation to marketing»

American theatre director, educator and author of “Act Like It's Your Business: Branding and Marketing Strategies for Actors” Jonathan Flom teaches Russian actors the art of branding and how a well-crafted personal statement can change your career.

“Many actors treat their profession as a purely artistic endeavor, rarely conceding that there is more to making a living than simply showing up on stage or in front of a camera. By refusing to seriously acknowledge that self-promotion is vital to their livelihoods, many performers can get quickly discouraged by the vicious circle of audition and rejection. However, with a little foresight and planning, actors can learn how to become their own best advocates for a career in the business of show.” – Jonathan Flom, *Act Like It's Your Business: Branding and Marketing Strategies for Actors*

Hosts: Jonathan Flom and Maria Kondratyuk

Prior registration is required for online participation through Zoom. Register here (in Russian): baltichousetheatre.timepad.ru/event/1443057/

October 17, 15:00 (Moscow time)

Round table «Virtual theatre: An alternative stage or a well-forgotten COVID-19 past?»

What part will digital play in the theatre industry after the pandemic? Theatre managers and directors from Russia, the United States and Europe share their secrets of creating successful digital projects.

Speakers: Daria Bednaya (Russia), Brendan Bradley (USA), Ivan Vyrypaev (Russia), Maren Dey (Germany), Joachim Lux (Germany), Andrey Moguchy (Russia), Anton Okoneshnikov (Russia), Alexey Platunov (Russia), Magda Romanska (USA), Adam Hemming (UK)

Moderator: Vyacheslav Gerasimchuk (Russia)

Live Stream: youtube.com/watch?v=DiAt6xMpUq0

October 18, 14:00 (Moscow time)

Panel discussion «Zoomers don't attend theatre?: Gen Z's perception of the dramatic arts»

Digital is an integral part of every Zoomer's life. Born between 1996 and 2015, Generation Z doesn't know the world without the Internet. American futurist and generational theory expert Anne Boysen talks about Russian Zoomers' content consumption habits; and theatre directors and producers from Russia and Europe discuss ways to attract the young audience to old theatres.

Panelists: Talgat Batalov (Russia), Anne Boysen (US), Geert Vandyck (Belgium), Marfa Gorvitz (Russia), Gino Coomans (Belgium), Dmitry Mozgovoy (Russia), Rory Mullarkey (UK), Egor Peregudov (Russia), Christopher Ruping (Germany), Natalia Sergeevskaya (Russia), Oleg Khristolybsky (Russia), Adolf Shapiro (Russia), Anja Sczilinski (Austria)

Moderator: Alexey Kiselev (Russia)

Live Stream: youtube.com/watch?v=DIO8sLXhvPg

