

PLATFORM shift+

Digital challenges in theatre for young audiences

Theatre MUST SHIFT

PLATFORM shift+ is an international artistic network, created to meet the new challenges of producing theatre for young people in the digital age. Today's young people are digital natives who move naturally between real and virtual worlds. Theatre for them must respond to this new reality to sustain and grow existing audiences and build new audiences for the future.

PLATFORM shift+ consists of 11 partners from 9 countries – ten theatres, all recognised as national leaders in the field of theatre for young people, together with a university, expert in monitoring to ensure high quality of work.

We have identified the urgent need for our theatres to engage with digital technology in order to understand our target audience. This will enable us to accurately portray young people's reality and inspire them with a belief in theatre as a unique live medium for modern times.

To achieve this we plan a major investment in the professionalization of theatre makers on an international level. **PLATFORM shift+** will develop 40 innovative live theatre productions based on newly developed plays/concepts and correlated to the reality of the digital age. In more than 50 activities we will connect theatre makers directly with young people in an artistic dialogue.

An extensive programme of interrelated activities will encourage transnational exchanges of artists/artistic products and provide training in digital technology through practice and international Creative Forums. At the end of the project 10 Creative Forums will offer training programmes and tools for sustainability of progress and ambition.

PLATFORM shift+ believes theatre for young people must shift to become fully part of the new digital age. It can make this shift happen by supporting theatre makers to work in partnership with young people to explore the creative potential of digital technology together. It will shift theatre for young Europeans today and secure theatre's role in the Europe of tomorrow.