Welcome!

One hour with
adeste+ and NEMO

20 September 2021

Audience Centred Experience Design

a hands-on program for creating, prototyping and testing Audience Development strategies and implementing organizational change
Welcome!
Who are the adeste+ partners?
And what is **adeste+** all about?
Placing audiences at the centre of cultural organisations

“AD isn’t only about developing audiences, it’s about developing cultural organisations”
Overcoming barriers to AD success

Short term, project based  Empower changemakers
Overcoming barriers to AD success

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- Silos practices
- Empower changemakers
- Make diverse teams work together
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The adeste$^+$ challenge: to develop a methodology for transformative audience-focused work

By designing and refining a ‘blueprint’ for transformative audience-focused work
Our milestones within adeste+

- Prototype a methodology
- Test it with artistic partners by developing AD programmes
- Refine and test it with other cultural organisations, of different sizes, types & in different cultural contexts
- Organize 3 Summer Schools and 3 European Conferences
- Promote 3 Policy Forums
The ACED methodology
[ Audience-Centred Experience Design ]
Lewin’s Three-Step Model
the Design Thinking paradigm
the aced cycle, dissected
we use Design Thinking without overlooking our context

These levels determine new relationships between our design thinking steps
aced, in a nutshell
acend’s end result will always surprise

- **acend** demands preparatory work
- It is structured as active creative experimentation
- It divides work into divergent and convergent phases
- It results in an Audience Development project prototype
- This AD project can assume whatever form the team wants
- It tests this AD project in the real world
- This final process of testing and iterating embeds change
Next for the adeste+ project
adeste

Experimenting more with aedeste, refining its model, expanding its use

FROM AUDIENCE TO PEOPLE FINAL EVENT
Unlocking the power of culture

10TH-11TH-12TH NOVEMBER 2021
We hope to see you again soon!

www.adesteplus.eu
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