

# reflector

A Green Guide for the Performing Arts

September 2022

## **Anreize Publikumsmobilität - Incitation à la mobilité douce du public**

*Vorläufig nur auf Englisch verfügbar - Disponible uniquement en anglais pour le moment*

### **A few inputs as inspiration...**

How can you make the journey to the theatre part of the theatre experience and accompany the visitors from their home to your foyer? It is surely a way to influence their carbon footprint, but as importantly, it is a way to strengthen your relationship with them, build trust and interact with them, thereby making the experience continue beyond the stage. You connect from the moment someone has bought a ticket to the moment they sit in the room.

### **Where does the experience start, where does it finish? Where can you start a conversation?**

- Could a ticket buyer receive, 2 hours before the show, a video link with insights to the rehearsals or an interview with the artistic team to watch on the tram or train?
- What about a mail conversation (on-way) between the artist and the audience prior to the show, where the artist shares some show-insights and also kindly asks the audience to come with an ecofriendly-transport?
- What about creating a parcours with teasers in relation to the performance, on the way to the theatre and sending the audience some pictures with hints to the location (treasure hunt style) with their ticket?
- What about adapting the local bike/walking-map and making a «Theatre x» version of it, which highlights must go-to-location recommendations from the artists programmed in the season?

### **International examples**

- Hay festival in the UK arranged readings in train carriages from London to their festival.<sup>1</sup>

- Oxford Playhouse, UK, incorporated sustainable travel into their artistic programme with their production *Bicycle Boy*. It was set in a specially created bicycle workshop where the audience were encouraged to cycle to the event on their bikes and pedal whilst watching the production.<sup>2</sup>
- Manchester International Festival brought in their « Read & Ride initiative », where publishers leave books on trains, and are now expanding the initiative to include the public; they want people to leave tagged books on the trams as 'mobile libraries', with a social media hub enabling readers to track their book's journey.<sup>3</sup>
- In Hamburg they have installed 150 [bookshelves](#) over a few bus lines so that passengers can take and return books at will.

**These are just a few ideas, we are sure you have many more!**

**You have a great example that should also be on this list? Let us know: [marine@reflector.eco](mailto:marine@reflector.eco)**

<sup>1-3</sup> Examples from *Julie's Bicycle Practical Guide: Audience Travel*, Version 2015, p. 9-10