



Audience Centred Experience Design

a hands-on program
for creating, prototyping and testing
Audience Development strategies
and implementing organizational change

adeste+
Waterfall



Co-funded by the
Creative Europe Programme
of the European Union

One hour with
adeste+ and **NEMO**

20 September 2021

Welcome!



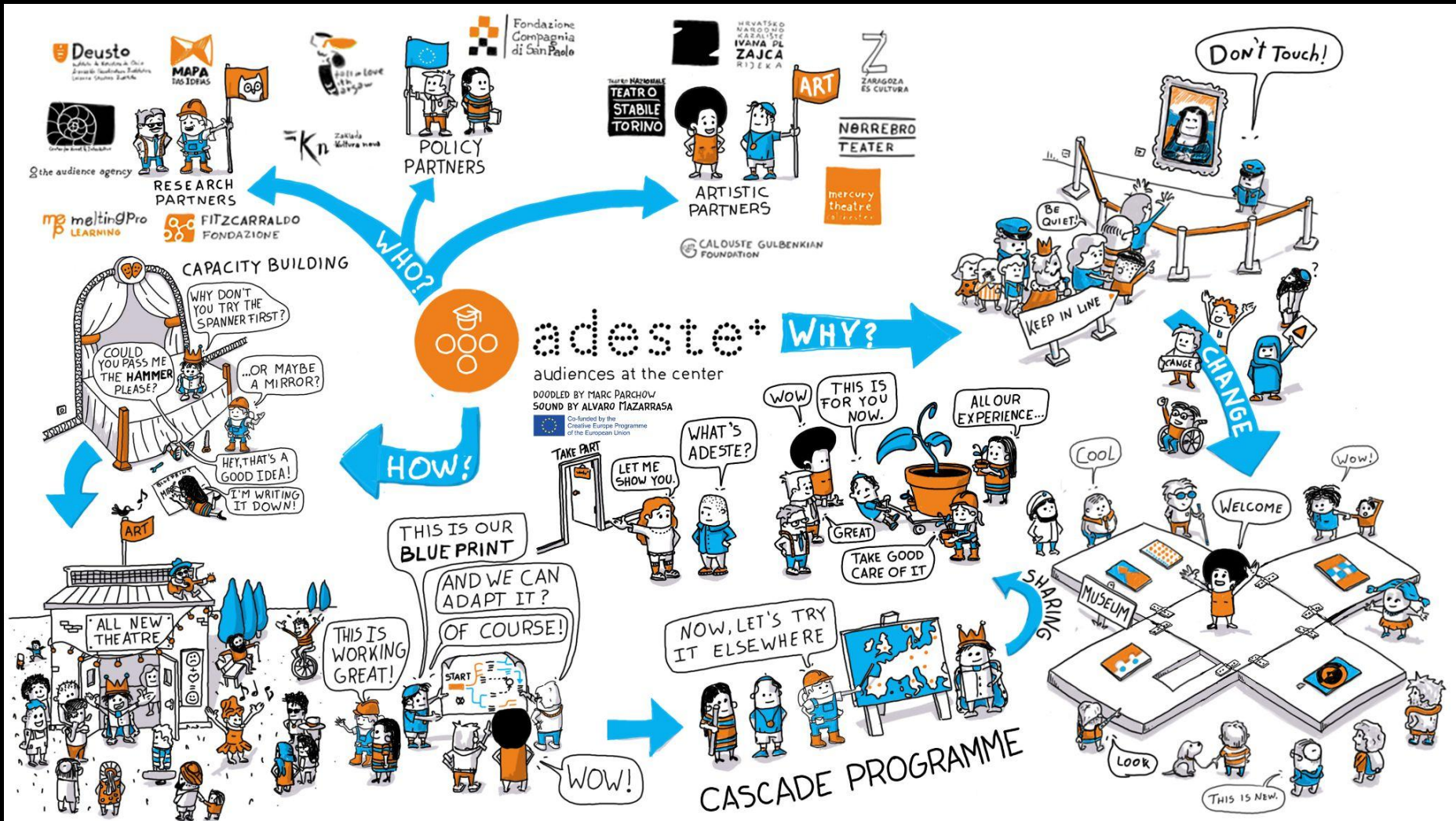
Who are the adeste⁺ partners?



the audience agency



And what is adeste⁺ all about?



adeste⁺

Placing audiences at the centre of
cultural organisations

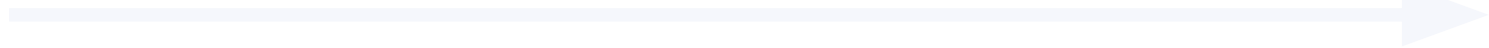
*“AD isn’t only about developing audiences,
it’s about developing cultural organisations”*



Overcoming **barriers** to AD success

Short term, project based

Empower changemakers



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Silos practices

Make diverse teams work together



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Based on stereotypes

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Risk adverse

Execute in fast and cheap iterations

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Fears of losing control

Raise the debate, start a conversation

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

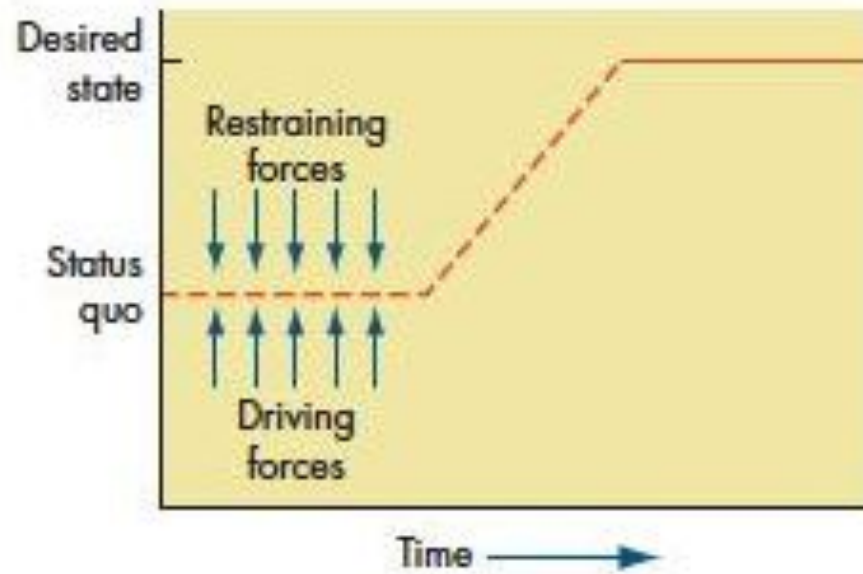
The **ACED** methodology

[Audience-Centred Experience Design]

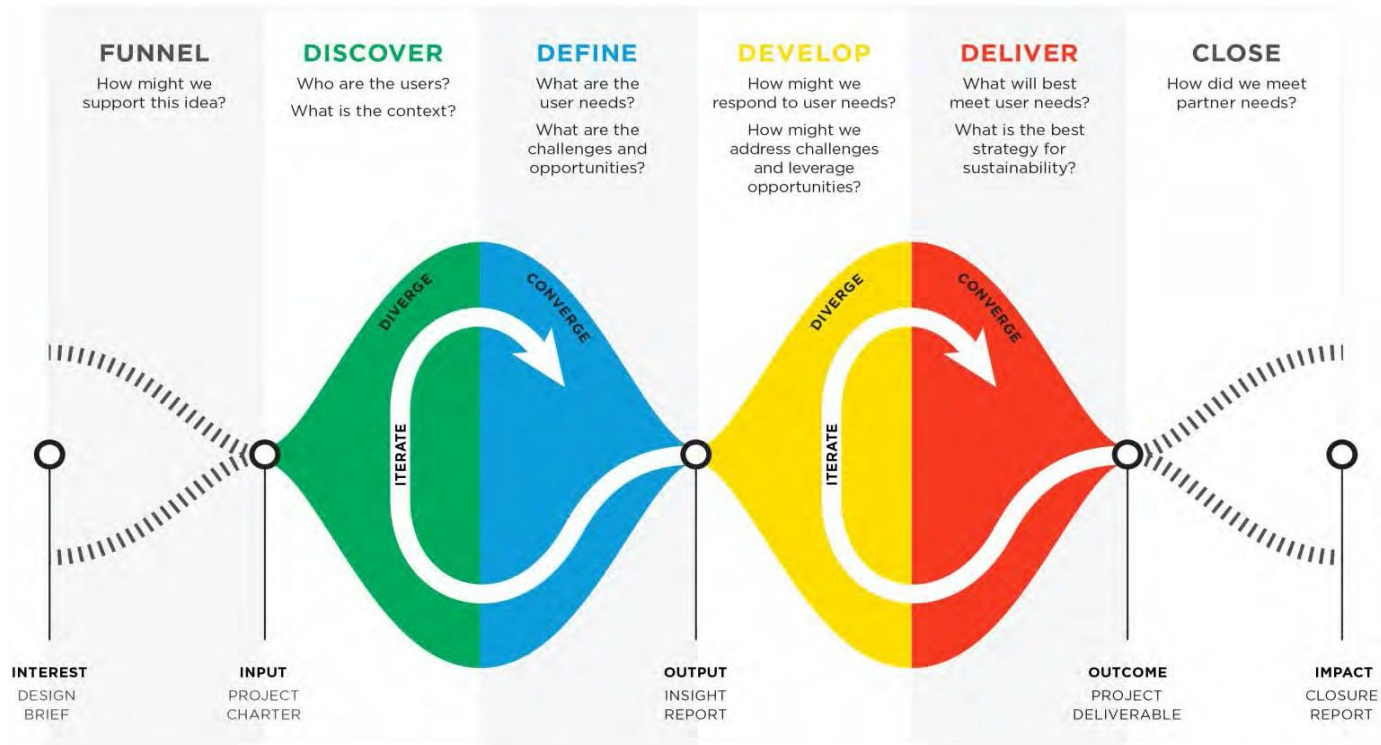


Lewin's Three-Step Model

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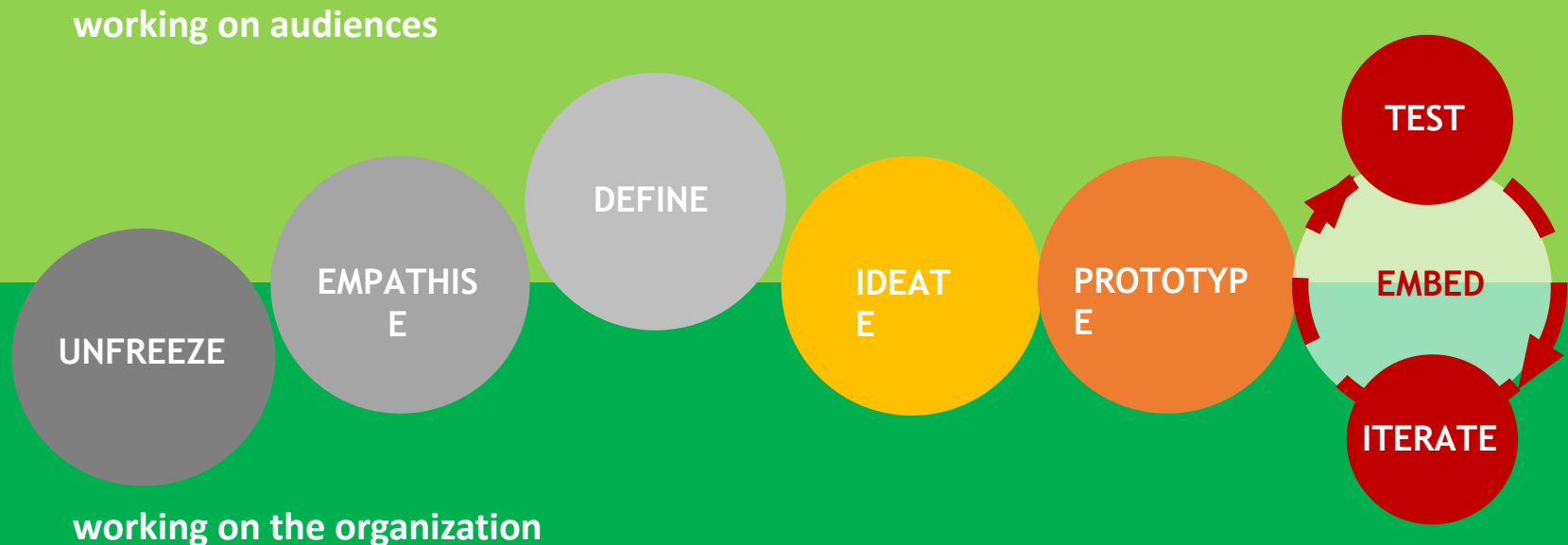
the Design Thinking paradigm



Michigan State University Hub for Innovation version of Design Process

the aced cycle, dissected

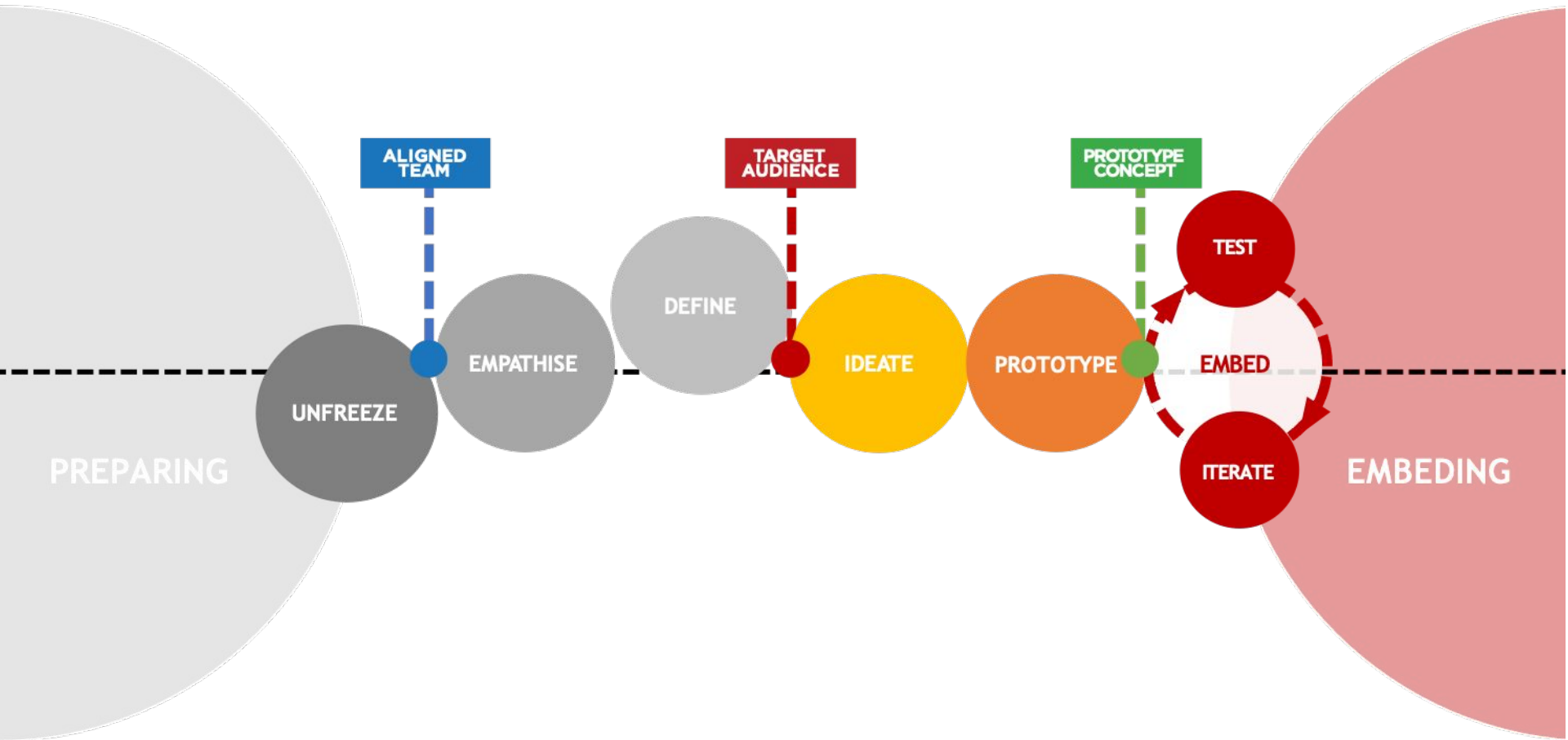
we use Design Thinking without overlooking our context



These levels determine new relationships between our design thinking steps



aced, in a nutshell

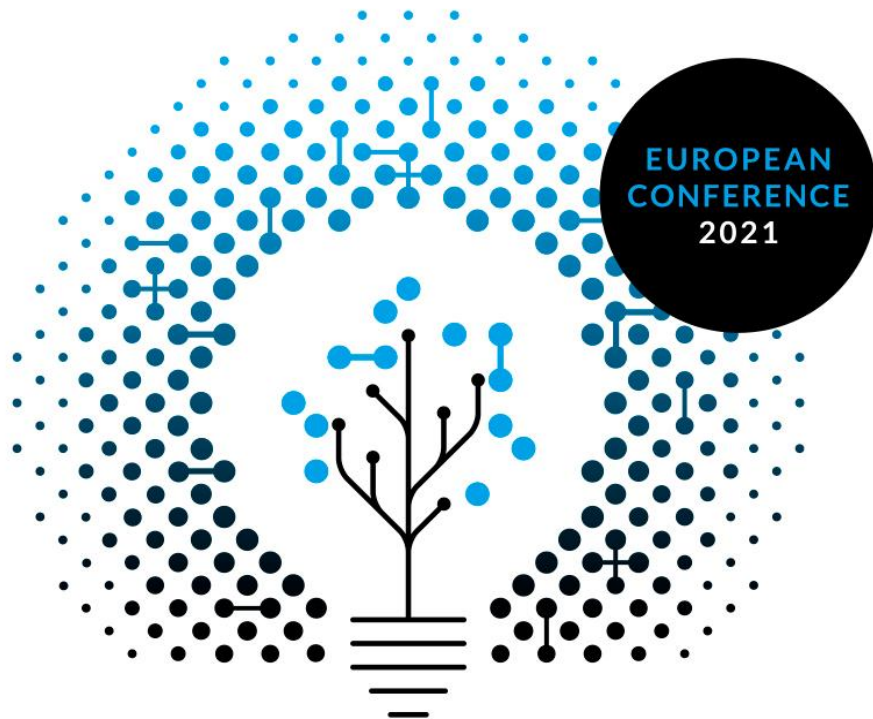


aced's end result will always surprise

- aced 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





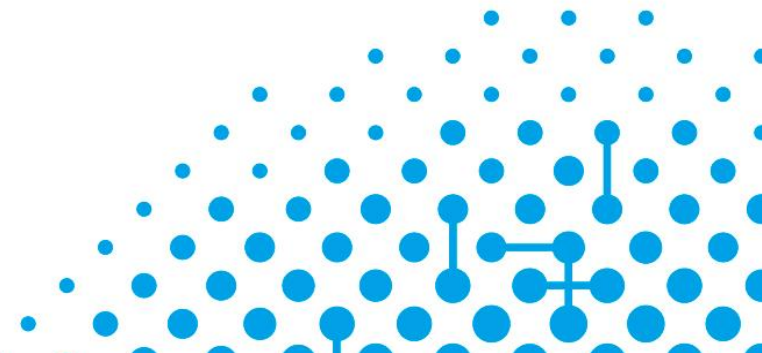
adeste⁺

10TH-11TH-12TH
NOVEMBER 2021

FROM AUDIENCE TO PEOPLE

FINAL EVENT

Unlocking the power of culture



We hope to see you again soon!

www.adesteplus.eu





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