

Designing for the Next Generation – What's the Future for Arts Venues?

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Issues and drivers for the next generation

● Affordability

- personal affordability
- societal affordability

● Sustainability

● Attraction

- accessibility
- interaction
- participation



Affordability

- Can society – and the planet – afford a few more of these?
- Balancing expenditure (fiscal and carbon) with artistic and visitor needs



Affordability – example, Harpa



Nes/Vík/Vör/
Sund
meeting rooms



Affordability (vs?) philanthropy



Affordability – the High Street theatre?



Affordability – fewer auditoria in the building?

- Innovation to meet audience expectations, such as acoustic excellence for very different events



Affordability – fewer theatres?

- ◉ More art in the community and public realm
- ◉ More online performances



Affordability and access- more temporary buildings?



Affordability and sustainability – more re-use of buildings?

- Permanent re-use and temporary re-use



Sustainability

- Low energy use
 - embedded
 - operational



Sustainability – appropriate technology



Sustainability

- Reassessing building specification



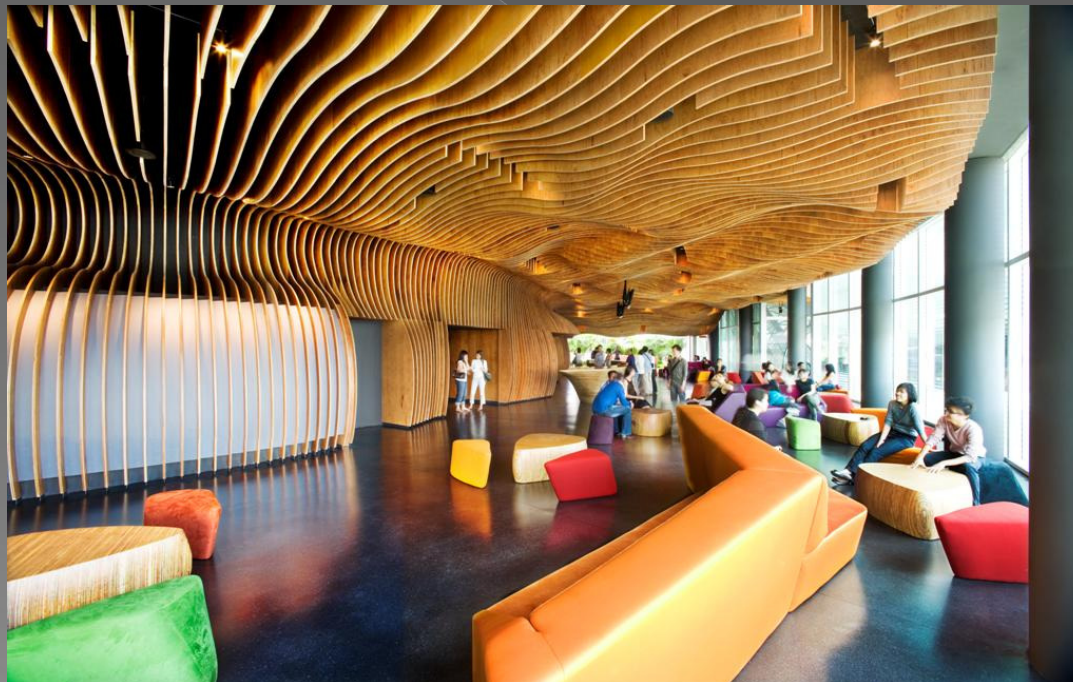
Sustainability - crossover

- ◉ We often build separate museums, galleries and performing arts centres. Is this desirable or affordable?



Attraction - accessibility

- The venue as a destination
 - a place to meet – and hopefully stay
 - free wifi, fair trade coffee, relaxed and friendly

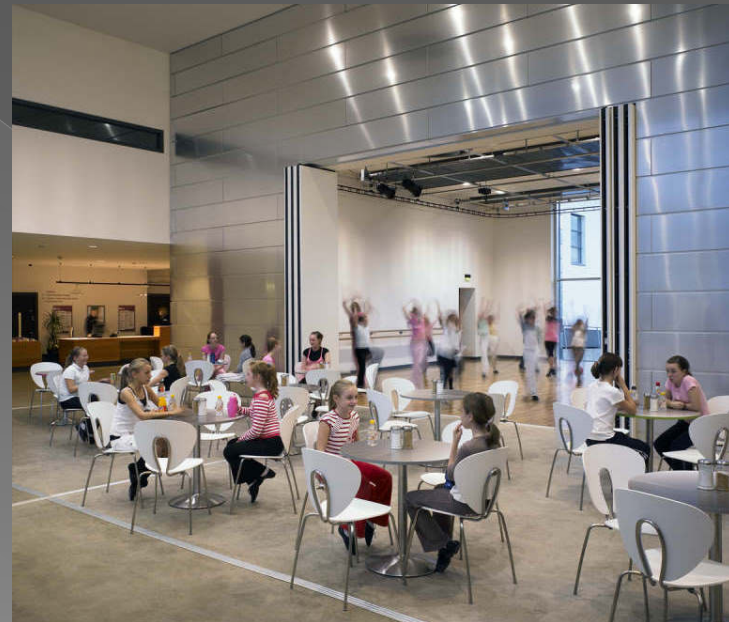


Attraction - interaction

- Young people interact with the world and control their experiences
- They sometimes want an art experience that begins before they leave home, continues at the venue (both 'live' and by electronic interaction) and continues after they have left the building

Attraction - participation

- Will our arts buildings be more participatory? Integral drama teaching? Low cost (or free) rentable rehearsal spaces?



Attraction - participation

- Combined school and community arts buildings a welcome trend



Attraction - retail

- Do our theatre shops appeal to younger buyers?



- Will we see an Apple store in an arts building?

Attraction – convenience (!)

- It's the 21st century! Why must ladies still queue?



Attraction – maturation

- Will the next generation mature to “old style” passive audiences?



Summary

- ◉ Affordable, in multiple ways
- ◉ Sustainable, in multiple ways
- ◉ Attractive
- ◉ Interactive
- ◉ Participatory