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FLIPPED STUDIO “SUCCESSFUL INNOVATOR” - NOVA

Project No. 2020-1-LT01-KA227-ADU-094751

First pandemic year: (e) Pandemic culture in Romania - The light at the end of the tunnel

Creator of the good practice, country: N/A (Cluj-Napoca, Romania)

Sector: Performing Arts

Type of business / employment: Magic Puppet is a non-profit organization that wants to promote the art of puppetry and stage magic

Achievements in CCS before the Pandemic

To be or not to be online - What can be seen at a click away? All forms of cultural activity were found (and) online, at different times and with real-time broadcasting. The popularity and low



Photo: Visual identity of Magic Puppet)

costs of the internet connection make live-streaming systems very “handy solutions” for users. This is also the achievement of this Good Practice before the Pandemic in the sector of performing arts. Why before? Because the existing knowledge of the internet connection and live streaming systems, but also the ability of the performing arts to adapt to the online environment has helped enormously.



The main idea of this Good Practice was not only to enjoy the target audience in theaters and "online acting", but also to record online activity through social media platforms in the sector of



Magic Puppet
@puppetmagic · Performance art theatre

performing arts. All the existing online skills of the artists gained before the Pandemic made the activities to be carried out synchronously and received by the public in real time during the Pandemic. It had the immediate

effect of an audience, measured by a certain number of views. All the events (although few in number) organized before the pandemic supported the confidence of the artists during the pandemic and they felt that they could survive if they did more events online.

Challenges faced during the Pandemic and innovative solutions to overcome them

The obstacles faced during the pandemic were in terms of the online environment and target audience, but also the fact that not all theater scenes and moments of acting (role), stage lights, colors, live atmosphere, etc. can be moved online. Not all actors and artists have been prepared for such a radical change. But innovation and creativity combined with the desire to survive the pandemic period "made miracles".



Challenges faced: "We did over 50 events online, we had activity, we did not stay, we offered free content. We were pretty fast, at the first events we had a very high reach, on YouTube we had hundreds of people watching the show live and we had a reach of thousands of people. The problem is that it lasted a maximum of one month, until the state theaters offered such services and we reached 3 views. For this reason, we stopped. [...] Public institutions had filmed content, we had everything live" said the young actors from Magic Puppet. The actors from Magic Puppet consider that we are witnessing a change in the cultural options of the population: "Given the situation we are in, and if the spaces reopened tomorrow, the public would not come. We had free events and people didn't come."

Free image on Unsplash



Conditions for the innovativeness and success

In the context of a year marked by a pandemic, the “re:form” program proposes a rethinking of work in the Romanian cultural sector, towards a better management of the challenges it faces. Writing new projects to obtain funding was a good solution proposed by this Good Practice. Another solution proposed and already implemented was to purchase high-clarity audio and video materials to “win” the interest of the public.



Free image on Unsplash

Improvements have been proposed on several levels. Related to the team, it was desired to establish monthly meetings and working methods to streamline the organization / way of working in an event / task, but also a clarification of roles. Another plan was related to the community around the organization and the space we wanted to develop, here referring both to the members involved (artists, volunteers) and to the public participating in the events.

All these ideas are very much related to the socio-cultural sphere but also to human initiative and efforts. These do not involve political/public approvement or excessive funding. The main activities and ideas of this Good Practice start by including the creation of educational shows for children and the realization of socio-educational workshops for young people both in urban areas and in rural or disadvantaged areas.

Innovative solutions implemented during COVID-19 as part of this Good Practice:

- The mirror was turned to the way the organization works, taking cultural management courses and planning meetings with team members
- Totally focused on writing projects, as the only financial source that did not depend on the public and to some extent on the restrictions of the authorities
- Regarding the quality of video / online materials, we purchased better audio and photo-video equipment in order to visibly improve these aspects.

Sources:

- <https://diviziadeinovare.ro/reform-focus-magic-puppet/>
- https://www.facebook.com/puppetmagic/?ref=page_internal



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Self-reflection questions

1. What did I learn from this Good Practice?
2. What might affect my motivation to adapt to new cultural and creative norms and abandon the traditional forms of performing arts?
3. How much do I feel that the contents of this Good Practice were relevant and useful to me?

This good practice story is prepared by Centrul pentru Promovarea Invatarii Permanente - CPIP, Romania.