

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

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**Creating an Action
Plan: Digital
Presenting and
Touring beyond
COVID-19 (4 of 4)**

Webinar

Created and presented by
Inga Petri, Strategic Moves

April 3, 2020
10 am (PDT) / 2 pm (ADT)

We acknowledge that we live, work, meet and travel on the traditional territories of Indigenous peoples that have cared for this land now called Canada since time immemorial.

In Whitehorse, Yukon we acknowledge that we live on the Traditional Territories of the Ta'an Kwäch'än Council and Kwanlin Dün First Nation, self-governing nations with modern treaties (2002; 2005) negotiated under the Umbrella Final Agreement between the 14 Yukon First Nations and the Governments of Canada and Yukon.

The Atlantic Presenters Association acknowledges that we live and work on the ancestral and unceded territories of several Indigenous peoples: the Mi'kmaq, Wəlastəkwiyik, Passamaquoddy, Beothuk, Inuit of Nunatsiavut and NunatuKavut and the Innu of Nitassinan.

(1) Facebook x Announcing Webinar Series: Dig x Digital Workshops next week? x

digitalartsnation.ca/2020/03/19/webinar-series/


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Digital Arts Nation Customize New Edit Post Howdy, Inga Petri

Announcing Webinar Series: Digital Actions in the Age of COVID19

By Inga Petri 0 Comments Digital News


On March 13, we postponed a series of workshops slated for the end of March in the four Atlantic provinces, and Pacific Contact in April. We plan to present the postponed workshops in November 2020. In the meantime, we are hosting online digital workshops to discuss practical digital action as well as some comfort and context as we go through this isolation period.



Fundamental disruption

Within the span of a week live arts organizations and performing and touring artists have seen their way of life fundamentally threatened. This has created a rush toward the digital world by live performing artists. Musicians are giving living room recitals and streaming fully produced concerts. The Met and Berlin Phil made their catalog of digital performances available free of charge. There are local and global digital experiments including Facebook Live and YouTube to connect with each other and audiences. New kinds of digital "festivals" are emerging to fill the void.

Webinars will be delivered through zoom video and audio conferencing.



Digitally powered since 1995. And as a home-based remote worker these last 13 years, Inga has gained a wide repertoire of making the digital world work for her and her clients.

There is a huge ready audience

Self-isolating individuals and entire locked down communities have one option to stay connected with the outside world: digital. From digital news, entertainment, gaming, streaming to digital dating, from banking and shopping online to email, WhatsApp and other direct communications channels. Life – for a time – simply is digital.

Meeting the Challenge

But this sudden digital life is a serious challenge for live arts. How do live performers and touring artists shift into the digital world

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Thank you to our Panelists so far

Artists/ Companies

Sarah
MacDougall

Matthew
Lien

Vanessa
LeBourdais

Ivan
Coyote

Dustin
Harvey

Presenters

Tim Yerxa

Krista
Vincent

Technology

Mike
Gravitis

Tammy
Lee

John
Charette

Rob
Hopkins

Caitlin
Troughton



Words of wisdom

The future is here: Life is Digital

Make friends with technologists and visionaries

**Be in the business you are in and find your place
and space in digital to serve your purpose**



Navigating big challenges

- COVID-19 = no touring, no presenting, no gathering, no breathing the same air
- Climate Change = fires, storms disrupt festival and events
- Digital / Internet also has a large GHG footprint



The COVID-19 rush to digital

- Lots of “free”
- Short-term funds have been available to pay artists a fee (\$500 to \$1,000) for streaming gigs from their houses
- Difficult for artists to get paid by audiences as no purpose-built platform exists, there is some experimenting
- Following the money: much of the value generated may not be staying with the artists or arts ecosystem
- Audiences look to the arts and artists when times are tough (Netflix, shows, participation)

Technology innovation never sleeps

4G

- 2012 first in Canada
- Normal except remote/rural

5G

- City and regions have first installs (2019); none in Canada, but expect some activity by 2021

6 G

- Expected in 2030
- Backbone is being researched and built already

Live arts ↔ performing arts

- Can Live Arts sector own and operate a parallel digital platform? Who else can own it and secure the benefits stay with artists and presenters?
- What skills does live arts ecosystem bring to digital world?
- “How does it all fit together”





My proposed vision for Performing Arts Presenting

To develop and own the digital distribution platform for the performing arts

What is yours?

Today's panelists ... but YOU can raise your hand to speak, too

Kevin Korchinski
OSAC - Regina, SK

Laurie Gillis,
APA - Halifax, NS

Gillian Reid
Artist
representative,
Halifax, NS

Barb Miller,
Six Nations Social
Services
Administration

Gary Joseph,
Thru the red door,
Six Nations

Pam Patel
MT Space / IMPACT
festival

Darcy Campbell,
Confederation
Centre for the Arts,
Charlottetown, PEI

Francis Remedios,
Yard Bird Suite/
Edmonton Jazz,
Edmonton, AB

Duncan Sinclair,
Jazz Yukon,
Whitehorse, YT



Conversation → action planning

1. What is your interest in the ideas we've talked about this week?
2. What is your vision - what is the change you wish to see?



Conversation → action planning

Want to build an action plan to get ready to digitize the performing arts to the benefit of the arts eco-system?

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LET'S STAY IN TOUCH

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