

## CLICK FESTIVAL – ELSINORE, DENMARK

**Key words:** digital | community rooted | place | building capacity | co-creation | by choice | by habit | digital

### *Synthetic data sheet*

Full name	Click Festival
Address	Kulturværftet, The Culture Yard, Allegade 2, 3000 Elsinore, DENMARK
Legal status	Initiative initiated and run by The Culture Yard, a Public Culture Centre owned by the Municipality of Elsinore
Year of establishment	2010
Website	<a href="http://www.clickfestival.dk/">http://www.clickfestival.dk/</a>
Social Media	Facebook, Instagram, Twitter, Flickr
Area of activities	Multidisciplinary
Kind of activities	Digital Arts Festival – incl. exhibitions, theatre and performing arts
Venue size	The festival occupies the exhibition hall and several other spaces of the Culture Yard, which has a total of 13.000 m <sup>2</sup> .
Number of employees	FTE: 26 employees (incl. staff at the Culture Yard and Toldkammeret)
Locus and facilities	<p>The CLICK Festival takes place within the facilities of the Culture Yard:</p> <ul style="list-style-type: none"> <li>2 stages</li> <li>1 stage at Toldkammeret</li> <li>Exhibition hall</li> <li>Conference facilities</li> <li>Children and Youth centre at Toldkammeret</li> <li>Restaurant and café</li> <li>The Culture Yard also houses the city library</li> </ul>
Total amount of budget	CLICK Festival is carried out as part of the annual program of the Culture Yard with a total budget of: 40 million DKK (5.373.000 €) of which 13 million DKK (1.746.000 €) are operating grants
Sources of funding	The festival is like other projects primarily funded as part of the Culture Yards annual running programme, with the majority of 67,5% coming from direct project funding and ticket sales. The rest is operating grants from the municipality

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How to place audiences at the centre of cultural organisations**

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Number of annual events	CLICK Festival: 66 in three days The Culture Yard: 500+
Number of annual attendances	CLICK Festival: 3.600 The Culture Yard: 500.000

Data refer to 2015

### ***Background information***

The CLICK Festival is an important, quite specific annual activity, which takes place over a weekend every year. It is initiated by the Culture Yard in Elsinore and realized through a complex collaboration with local and international partners, reaching out to an audience of 3.600 in 2016.

CLICK reaches a segment with an interest in exploring the cross field between contemporary art, science and technology, those willing to get on board on a journey towards 'undiscovered' opportunities.

The Culture Yard is a cross disciplinary and aesthetic institution aiming at a triangular vision based on three equally balanced elements: the artistic production, the social audience experience and the historical or architectural framework. Whether it is a performance, a concert, talks or art installations, these three elements form the very spine of the programming.

### ***What do they want? Goals and achievements***

The idea behind the festival is to embrace and explore new 'territories'. The festival consists of performances, concerts, talks, exhibitions, workshops and what is described as the 'Re-conquest of the Internet'. The program offers a variety of events, where the audience is invited to actively take part, to stay, to play and not least to connect to both digital and analogue activities.

The vision behind CLICK is about the enforcement of cultural innovation. The vision is closely connected to Elsinore's interregional strategy<sup>4</sup> where people from culture, science, business and education strive to create new cultural improvements in the city. CLICK shall put Elsinore on the map as more than the site of Hamlet and give Denmark a new important platform of media art, wherefrom artists can improve, be exposed and create contacts in an international context.

CLICK is an example of how the Culture Yard works with deepening the relationship with a defined target group. Through connecting to networks and subcultures engaged with biotech, bio art, gentech, collaborative media, artists, researchers and the like, CLICK has become a meeting space for an innovative, curious and engaged segment, who seem

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<sup>4</sup> Elsinore's strategic vision paper only exist in Danish: [http://www.helsingorby.dk/PDFmappe/Vision\\_Juni2008.pdf](http://www.helsingorby.dk/PDFmappe/Vision_Juni2008.pdf)

to expect to be invited to participate and engage during their visit at the festival. By creating an interface with their audience, allowing them to contribute themselves, they have managed to increase numbers over the years and they now see the more return visits to the festival.

Though the Culture Yard does not work with traditional segmentation models or operate with a separate audience plan, the Culture Yard has created a complex model for understanding and describing their audiences connected to the different activities they launch: The Cultural Compass<sup>5</sup>.

The compass enables the institution to programme and navigate between a number of different variables and indicators ensuring an innovative artistic profile, a mainstream anchorage and multi-faceted outreach to diverse groups of interest in the surrounding society. As a tool the compass has been designed with the aim to secure an audience focus and at the same time develop adequate and innovative new formats for the cultural productions on the highest possible level in terms of quality, framing and production measures. Diversity is a keyword here. Diversity on stage, in the framing, the formats, the partners engaged, the audiences attending.

### ***How do they do it? Making it happen***

CLICK is the result of collaboration with research and educational institutions as well as with a variety of other cultural institutions throughout Denmark and being part of networks and partnerships in particular USA and Asia, focusing on both curatorial and collaborative productions. The festivals content is largely curated through a co-operation of Danish and foreign competences of artists, scientists, students and professionals working with larger and smaller unions, educational institutions and companies. These form a group, which members are elected by the administrators of the festival program, and holds a close dialogue to their respective networks in order to keep an open and investigative dialogue with an extended group of interested.

CLICK has a clear audience-specific focus - an audience by choice. Its purpose is to build an open platform that attracts a curious audience and give them the opportunity to become familiar with the current and innovative trends in art. Additionally, the ambition is to establish an environment where local, national and international artists as well as professionals and relevant companies can cooperate, share knowledge, expand networks and stimulate ideas. CLICK invites the audience to create solutions and possible answers to some of our times most challenging bio-technological and societal challenges, giving back the opportunity for change to the visitors.

In terms of AD, the main objectives the Culture Yard has achieved through CLICK is the establishment of a slowly growing community of curious visitors and enthusiasts from all over Denmark, who comes to Elsinore to engage and participate in the activities and share knowledge, networks and ideas. However, it is a challenge for the future to be able to attract audiences different from the current and audiences with no or limited previous contact with the festival.

The main obstacles or challenges for CLICK lies in the ability make the translation into more accessible formats and thus reaching out for a broader audience.

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<sup>5</sup> The Culture Compass consists of several layers, which are explained in detail here: <http://kuto.dk/om/kulturvaerftet/kulturkompasset>

**Interviews:** Georg Rasmussen - Festival Manager; Mikael Fock - Artistic Director

**Interviewer:** Niels Righolt CKI – The Danish Centre for Arts and Interculture (Denmark)