The ADESTE+ Summer School 2021 takes place online 28-30 September, 7-8 and 14 October. The focus is on the Audience Centred Experienced Design ACED model developed through a European cooperation project.

Interested participants should sign up for the newsletter for registration details as soon as they are available.

ADESTE+ is a large-scale European cooperation project aimed at expanding cultural participation. 15 partners in 11 cities of 7 European countries will work together for 4 years to bring the public to the center of cultural organizations: among the partners, many theaters, but also museums and multidisciplinary production centers.

ADESTE+ has developed the Audience Centered Experienced Design (ACED), to help cultural organizations. In this webinar we are going to study the process, case presentations and relevant questions. ACED, as a process, is Designed to be Centered on Audiences’ Experiences. It strives to reach the real people behind the hard data, replacing abstract data points with a tangible connection to real human beings.

Increasing cultural participation is a crucial challenge for an inclusive and open European society.

Growing audiences depends on the ability of a cultural organisation to place the audience at the centre of its philosophy and practice

ADESTE+ is working to think about how improve people’s life though culture.
ABOUT ASEF CULTURE360

culture360.asef.org brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

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