



Antwerp, Belgium

Deurne District



Urban music showcase evening with local talents and international artists



Four evenings per season



- Team of CC Deurne
- A- Team / Majestro (local music label and organiser of urban events)
- Students of Spectrumschool Deurne
- Youngsters from the neighborhood



€4.000 (per evening)



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What is the case study about?

Urban music showcase evening with local talents and international artists, where

- the programming (also of the main acts) is done by students from Spectrumschool Deurne (class boards), youngsters from the neighborhood and a local, urban partner called A- team
- young, mostly still unknown, underground talents are given their first professional showcases (stage, technique, light and sound mixing)
- the organisation in advance and on the evening itself is done by a team of young and upcoming organisers
- the (mostly online) promotion is done by the same organisers, artists and their peers
- a large part of the ticket sale is done by peers
- we try to reach the youngsters of the city of today (in Deurne, more than 40% of those aged below 18 come from a non-dominant cultural background)

What impact did the project have?

It took us five years and much trial and error to finally reach our young and super-diverse audience. For this end, we needed to drastically change the way we organise our MO FIYA evenings. Organisations and programmers often make the mistake of thinking and believing that they know best what a good and relevant lineup is for a particular audience. Our first few events failed to attract the target audience (or there was no audience at all). Eventually, we did achieve our goals by involving students from a super-diverse local school, as well as youngsters from the neighbourhood and a young, upcoming label in programming, promoting and organising these events. CC Deurne has by now become an institution, with which the local kids readily associate.

What lessons can be learned?

- Bottom-up programming based on co-creation works (increased revenue, attendance, impact, and socio-demographic relevance)
- The customer is the expert !

July 2016

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