

AHA Theatre Festival

year 2020, international theatre festival

(AHA: Atmosphere Hydrogen Association)

WHERE

different sites in **Helsinki**
(think "Edinburgh Fringe")
-Senate Square and church, outside
-Rautatientori (tradition already)
-Lilla Teatern, Teatteri Jurkka (small)
-Suomenlinna
-on the sea, in a boat

Espoo:
-Unga Teatern (Kilo)
-Louhisali (connection made in 2010)

WHO

Myllyteatteri
-main producer:
-planning performances
-applying for funding

international groups/companies

official main supporter:
Tarja Halonen

City of Helsinki

Foreign Ministry
due to the increase
in tourism

CONCERNS

finances — travel costs etc

translations?

language — subtitles?

communication?

finding cooperators
who participate in
practice and not only
in theory

Produforum

-help with lobbying for funds
and securing contracts

-international network

-producers into the project

WHY

It's all
working, because:

Myllyteatteri together with
Japanese actor has developed
an entirely new stage language

Helsinki and the international
community value this highly

Myllyteatteri has established
a stable & good reputation
during its international tour

an international theatre
community has been created
in Helsinki

new audiences are being attracted

smaller festivals 2008

2012

2016

"Theatre Planet"
broadcasting channel-
TaiK/SVEPS media students