

EVENT DESCRIPTION SHEET

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.)

 *Please provide one sheet per event (one event = one workpackage = one lump sum.)*

PROJECT	
Participant:	NORDISK TEATERLABORATORIUM /ODIN TEATRET
PIC number:	991797938]
Project name and acronym:	[Age Against the Machine - European Solidarity Project name and acronym: Network for Older Citizens Rights] — [AgeAgainstTheMachine]

EVENT DESCRIPTION	
Event number:	[4]
Event name:	[Premiere of the performance in Holstebro NORDISK TEATERLABORATORIUM /ODIN TEATRET]
Type:	[Intergenerational interactive performance + flash mob]
In situ/online:	[in-situ]
Location:	[Denmark], [Holstebro]
Date(s):	[27.10.2024]
Website(s) (if any):	https://ntl.dk/c/kalender/ensomhed-er-et-monster
Participants	
Female:	33
Male:	30
Non-binary:	po
From country 1 [Denmark]:	63
From country 2 [name]:	
From country 3 [name]:	
...	
Total number of participants:	63
From total number of countries:	1
Description	
<i>Provide a short description of the event and its activities.</i>	

The performance "Ensomhed er et Monster" took place on October 27th, 2024, at NORDISK TEATERLABORATORIUM/ODIN TEATRET in Holstebro, Denmark, as part of the "Age Against the Machine" project. This initiative aims to address issues of loneliness and ageism while reflecting on Danish society.

The performance explored key questions such as:

- What leads to loneliness in Denmark?
- What solutions can help individuals feel less lonely?
- What actions can the Danish government take to prevent loneliness among the elderly today?

About the Performance

In a world more connected than ever, loneliness has taken on new forms. It creeps into everyday life, hiding behind screens, between train seats, and in the unlit corners of cities. But what if loneliness could be countered? What if we could design our spaces and communities to combat this invisible force?

"Ensomhed er et Monster" is an interactive performance that reimagines how space, transportation, and social design can break down the barriers that isolate us. The performance invited the audience to step into a world where loneliness is no longer feared but reshaped and overcome.

Creative Team

Staging and Direction: Simon Beyer-Pedersen

Directing Consultants: Jenny Crissey and Elsebeth Banke

Actors: Jeppe van Santen, Annette Heldblad, Sten Armore, Ida Tornvig Madsen, and Ulla Lykkegård

Audience and Venue

The interactive performance welcomed 63 participants. The participants from the audience included local activists, educators, psychologists, cultural animators, decision-makers, directors of public institutions, students, and local artists.

The performance took place in the "White Room" at the theatre.

Promotional Activities

To promote "Ensomhed er et Monster" and the "Age Against the Machine" project, several activities were undertaken:

1. Flash Mob

The promotional campaign aligned with the national event "March Towards Loneliness" on October 2nd in Holstebro. As part of this symbolic event, young and older participants danced together to draw attention to the issues of loneliness and ageism. This action, involving performers from the production, was recorded and published on social media.

2. Social Media Campaign

Paid and unpaid promotional campaign on Facebook and Instagram garnered significant attention and engagement, particularly within the local community. Posts shared information about "Ensomhed er et Monster" and the overarching "Age Against the Machine" project, encouraging public participation and raising awareness about ageism in collaboration with local experts and associations in the field.

3. Promotional materials

A photoshoot and a specific poster were performed for the promotional material for the performance. The premiere was announced and promoted with the flash mob and with social media campaign, in

the Nordisk Teaterlaboratorium newsletter and with a personal invitation. The creative team participated to several meeting with different community groups, to present the project and invite them personally to the premiere.



These initiatives formed part of a larger effort to make the event visible and spark conversations about combating loneliness and age-based discrimination.

Links:

Website: <https://en.ntl.dk/c/calender/loneliness-is-a-monster>

Flashmob: https://www.youtube.com/watch?v=UQq_9WD444w

Festival: <https://en.ntl.dk/c/calender/age-against-the-machine-festival-in-holstebro>



HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).