

Zürcher Theater Spektakel

Promoted by Stadt Zürich Kultur

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Zürcher Theater Spektakel 2013: Interim Final Report

2013 – a very good year

The «Swamp Club» took place in the Werft venue only: The visually powerful work by the French up-and-coming director Phillippe Quesne, which kicked off the Theater Spektakel, did turn out to be this year's motto. The festival started with fantastic weather and three premieres («Remote Zürich» by Stefan Kaegi & Rimini Protokoll, «Knacks» by Bichsel & Gargiulo and «Miis!» by Kolypan) and ended with fantastic weather and two premieres («Badke» by KVS & Les ballets C de la B and «Love.State.Kosovo» by Fleischlin, Schupp, Ismaili & Rexhepi). The Theater Spektakel 2013 will go down as one of the most successful festivals in its thirty-four years of history. On the one hand, this is due to the fine weather conditions, which drew a great number of people to the Landiwiese and ensured that no performance had to be cancelled. On the other hand, the varied, high-profile programme was received exceptionally well by the audiences. The enormous artistic variety ranged from the controversial, emotionally charged production of the Hungarian director Kornél Mundruczó to the dance masterpiece by the Congolese choreographer Faustin Linyekula to the meditative Short Piece «Face and Fingers», a gestural performance by Moe Satt from Myanmar.

Around 150 000 visitors enjoyed the artistic and culinary offer on the Landiwiese this year. The Zentral stage contributed greatly to the festival's distinctive atmosphere. The curated and free programme of street art was a crowd-puller and turned the Zentral into the vibrant hub of the festival site. The pilot project «Theater Spektakel – an inclusive event», co-hosted with the organisation Procap, met with gratifying success. Considerably more people with special needs visited the festival site or one of the «inclusive» performances. (Find more information below.)

A total of 27 800 spectators attended one of the performances subject to charge. Those are a remarkable 7% more than in 2012, given that the total capacity was 850 seats lower than in the previous year. Every other of the 137 performances sold out. 70% of all performances complied with or exceeded the budgeted 75% of seats sold. The average percentage of seats sold was 80.4%! All in all, a truly successful festival and a beautiful farewell for Cornelia Howald, who will retire this autumn after co-directing the festival with Werner Hegglin and Sandro Lunin one last time.

Facts & Figures 2013

Programme: The programme included 50 productions (2012: 50) of companies and solo artists from 32 countries in Africa, Asia, Europe, North America and Latin America.

Performances: 137 performances were subject to charge (2012: 161). No performance had to be cancelled.

Ticket sales: A total of 27 800 spectators attended one of the shows subject to charge (2012: 26 000). This corresponds to a 7% increase despite the total capacity being 850 seats lower than in the previous year (due to the decrease in size of the Werft venue).

Percentage of seats sold: The average percentage of seats sold of all performances is 80,4 % and clearly exceeds the budgeted 75% (2012: 75%). Half of the performances sold out, 70% of the performances exceeded the budgeted margin.

Advance booking: Two out of three tickets were purchased before the beginning of the festival. 50% of all tickets were purchased online (2012: 45%)

Box office: The number of tickets purchased spontaneously on the festival site is around 3600 and approximately the same than last year.

Zürcher Kantonalbank Patronage and Acknowledgement Prize 2013

The presentation of the Zürcher Kantonalbank Patronage Prize and the Acknowledgement Prize put the spotlight on two rather unconventional artists, who presented their works with great success: The Argentinian actor, dancer, director and choreographer Luis Biasotto was awarded the Patronage Prize of 30 000 Swiss Francs for his «Dadaistic» piece «Africa», a revue defying all theatrical conventions. The Zürcher Kantonalbank Acknowledgement Prize of 5000 Swiss Francs went to the Philippine performer and dancer Eisa Jocson for her solo «Macho Dancer», a work investigating the «boundaries between performance, seduction and popular entertainment».

Theater Spektakel – an inclusive event

The Theater Spektakel shall also be accessible for people with special needs. For this reason, the festival and the organisation Procap, with the support of our partners Zürcher Kantonalbank and Swiss Re, have initiated a three-year pilot project. Apart from the structural and technical measures on the festival site and in the venues (induction loop), the festival offered for the first time «inclusive» performances with sign language interpreting or audio description. The commitment of the Theater Spektakel was received very positively by the target groups. The numerous and constructive feedbacks clearly show, according to Gerhard Protschka, project manager of Procap, «that the inclusion meets a great need and that the project has prompted a lot of people with special needs to visit the festival for the first time».

Bars & Restaurants

The mostly summery weather and the mild, mostly dry nights positively affected the revenue of the gastronomic establishments on the Landiwiese. The budgeted contribution of 300 000 Swiss Francs is very likely to be exceeded significantly. Just how much the revenue is dependent on the weather became again clear during the two rainy days: The revenue of the onsite bars and restaurants went down to a third in some cases.

Partners

The Theater Spektakel is an event organized by the Stadt Zürich Kultur and is generously funded by its long-standing main partners Zürcher Kantonalbank and Swiss Re, the Canton of Zurich and our media partner the Tages-Anzeiger. The directorate of the SDC, Swiss Agency for Development and Cooperation, Migros Culture Percentage and the Göhner Stiftung have engaged themselves as further partners with a substantial contribution. Apart from the Patrons of the Festival (Gönnerverein für das Zürcher Theater Spektakel), who have contributed around 50 000 Swiss Francs, the following institutions have funded the festival (budget 4 million Swiss Francs): Swiss Arts Council Pro Helvetia, Japan Foundation, Avina Stiftung and Familien-Vontobel-Stiftung. Contributors of substantial in-kind sponsoring are KIBAG AG, MerbagRetail - Mercedes-Benz Nutzfahrzeug-Zentrum Schlieren, Starticket, Zürichsee Schifffahrtsgesellschaft and Verkehrsbetriebe Zürich. The festival direction would like to thank all of them.

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The 35th Zürcher Theater Spektakel takes place from Thursday 14 August to Sunday 31 August 2014.