

# We achieve Development Cooperation in Performing Arts by working in five fields.

### >> Folklore >>>>>>>>>>>>>>>

Folklore, or indigenous rituals/theatre forms. The roots of our theatrical discipline lie in performing artistic expression for the community. These forms of expression: rituals, dances, performances, and similar, are extremely diverse. They are part of our intangible cultural heritage. The diversity of these forms of expression is coming under pressure from popular culture and modern developments in communication: many forms have now become tourist entertainment. However, they are actually the carriers of a rich cultural heritage. Theatre Embassy intends to devote attention to and support the wealth of this cultural heritage to ensure that ethnic theatre traditions can continue to flourish and develop.

#### >> Theatre for Education >>>>>>>>>

Theatre for Education makes use of the theatre's strength as means of communication. Messages have been communicated live for centuries: this method, which is also used by the church and politicians, continues to constitute a powerful way of communicating a live message to a public in an endeavour to achieve changes in attitude to issues or themes such as Violence, Water, Child rights, the Environment and Armed conflict.

#### >> Theatre Art >>>>>>>>>>>>>>

The powerful intrinsic value that is possessed by our discipline, makes it necessary to maintain and promote the technical and artistic quality of theatre. Investments in the quality of the theatre are of benefit to all



Buthan > Galem Gi Lu



India > Power of Puppetry



Bolivia > Tierra Espiritual

artistic disciplines, such as song, the visual arts, dance, literature, media, lighting, sound and drama, etc. In addition, the quality of segments of the theatre in which students and schoolchildren participate will improve with the level of the development of the professional theatre. For this reason Theatre Embassy supports the development of talent, artistry and concepts.

>> Theatre Processions >>>>>>>>>>

We work on the streets to perform for the broadest possible public. This offers an opportunity to see and experience theatre to a broader public. The parade, or procession, is an old form of theatre that can be used to tell a story or convey images to a broad public at unexpected times. Parades need to rise above the crowd and, consequently, they

require concise, clear images. Street parades have only gained in quality and power in today's times of computer games and video clips.

>> Cultural Management >>>>>>>>

To lay a solid foundation for artistic development, it's very important to create strong financial and organizational preconditions. This part is usually not the strongest point of young talented artists. To realize the strengthening of our partner organizations in this sphere, Theatre Embassy frequently sends professionals in cultural management, production and organization. By strengthening the knowledge of management we increase the independence of artists and they gain an insight into before unknown fields.



Cambodia > Breaking the Silence



Congo > Basal'ya Bazoba



Kenya > Vutia

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Theatre Embassy sees a world in which art and culture are self-evident, necessary factors for the integral development of people, society and civilisation. In this ideal world the artist plays a central role as the driving force behind change and sustainable development. Theatre provides the necessary medium: theatre integrates a variety of art forms, irrespective of culture or continent, and can reach a broad audience.

Theatre Embassy's objective is to achieve global sustainable development: we focus our attention on socio-cultural development and human forms of expression. Theatre Embassy believes that the magic, power of expression, historical awareness and innovative capacity of the theatre contribute to the development of the world's societies and civilisations. The universal language of the theatre unites people in their hopes, dreams and ideas: it offers them new perspectives for viewing the world. This in turn contributes to their well-being and happiness.

Our creative encounters and relationships with our partners are based on equality. Our joint creation of theatre pivots on diversity and reciprocity. We enter into creative cooperation with artists who have the courage to take risks in societies in which the political or economic conditions complicate the realisation of certain forms of art expression. These artists engage with their social surroundings and often operate in communities with restricted access to artistic schooling and inspiration for their work.

In view of our unique focus and efforts we can justifiably be referred to as an innovative development organisation which is active at the level of the development of creative network links. Theatre Embassy works with partner organisations in Africa, Latin-America and Asia with the objective of enhancing cultural infrastructure and developing a global cultural network. We exchange knowledge and experiences and we succeed in completing projects that the makers could formerly only dream of.



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