**Plenary session notes – Eisteddfod 2014**

**Overview feedback**

Observed that the Eisteddfod audience is really social – good potential audience for outdoor arts, but at present there needs to be some carefully considered audience development for outdoor arts.

Would be good to create an atmosphere of expecting the unexpected – at present the event audience have a predictable experience?

Really encouraged by the art direction of the site – clear where Gwyn/team had concentrated his efforts to great effect with colour, humour, movement and welcoming spaces.

Keen to see the creative contacts at the Eisteddfod - Robyn, Gwyn, Theatr Genedlaethol Cymru - that can support the development of Welsh outdoor work collaborating to help further outdoor arts work happen at the event.

**Future commissioning of outdoor arts at the Eisteddfod**

Provide commissioning opportunities that also offer a mentoring/training process for Wales based artists – pairing them up with a more established practitioner or organisation.

Could commissions be tried out within the local community hosting the Eisteddfod, as well as the festival itself?

Emphasis on BROAD briefs – anything too restrictive and it will severely limit applications.

Start with small work to build audience and talent, then get more ambitious…

In the future could see the potential of outdoor arts work commissioned that is world class, large –scale, welsh language work. Iconic and branded with the Eisteddfod, which has the appeal to tour internationally. An impressive piece of work from Europe’s biggest touring festival!

**Specific creative ideas**

Potential of harnessing the weather – elements. Inspired by flags that resonate with the wind across the site – moving dynamic colours, can we do the same with sun and rain?

Umbrellas as intimate performance spaces?

Keen to see work that embraces and resonates with re-enactment/traditional, and also live art tradition - Brith Gof – use of the excellent National Library archive?

Many viewing points across the site – could be natural performance spaces. Can these be nurtured/created and used more? Mention of the commissioned Ribbon tower at The Park field at Glastonbury – iconic and full of performance possibilities.

Possibility of adapting Edinburgh Fringe Sunday tasters sessions model – lots of small performance spots outdoors to give you an idea of what’s happening in the bigger program.

Have never considered the Eisteddfod as a platform for Aberystwyth University theatre students – keen to explore possibilities, and perhaps also an option for other performance/arts courses at other universities?

Could do outdoor performances around animating famous Welsh art works/historical scenes?