

NPU Conference 2017 meets Arts  
and Audiences

1.-2. November 2017  
Dansens Hus

# YOUNG AUDIENCES

t: @audiencesNorway #kultureltansvar  
#youngaudiences #ungtpublikum #artsaud17

**npu**  
Norsk  
Publikumsutvikling

ARTS&  
AUDIENCES



NPU Conference 2017 meets Arts  
and Audiences

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November 2

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# RECAP AND INTRODUCTI ON



**Niels Righolt**  
CEO  
Center for Arts & Interculture



**Ingrid E. Handeland**  
Director  
NPU Norsk publikumsutvikling /  
Audiences Norway

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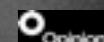
# CAMRARA LUNDESTAD JOOF

MODERATOR OF THE DAY

t: @audiencesNorway #kultureltansvar  
#youngaudiences #ungtpublikum #artsaud17

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# THREE STORIES FROM THE FUTURE



**Anne Boysen**  
Futurist & generational studies  
researcher

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**ARTS &  
AUDIENCES**



# Three Stories from the Future

Audiences in light of Generational Foresight



*by*



**Anne Boysen**

@afterthemillennials

# Magne



# Magne



# Drone Viewfinder

- Hours since last dispatch: 23

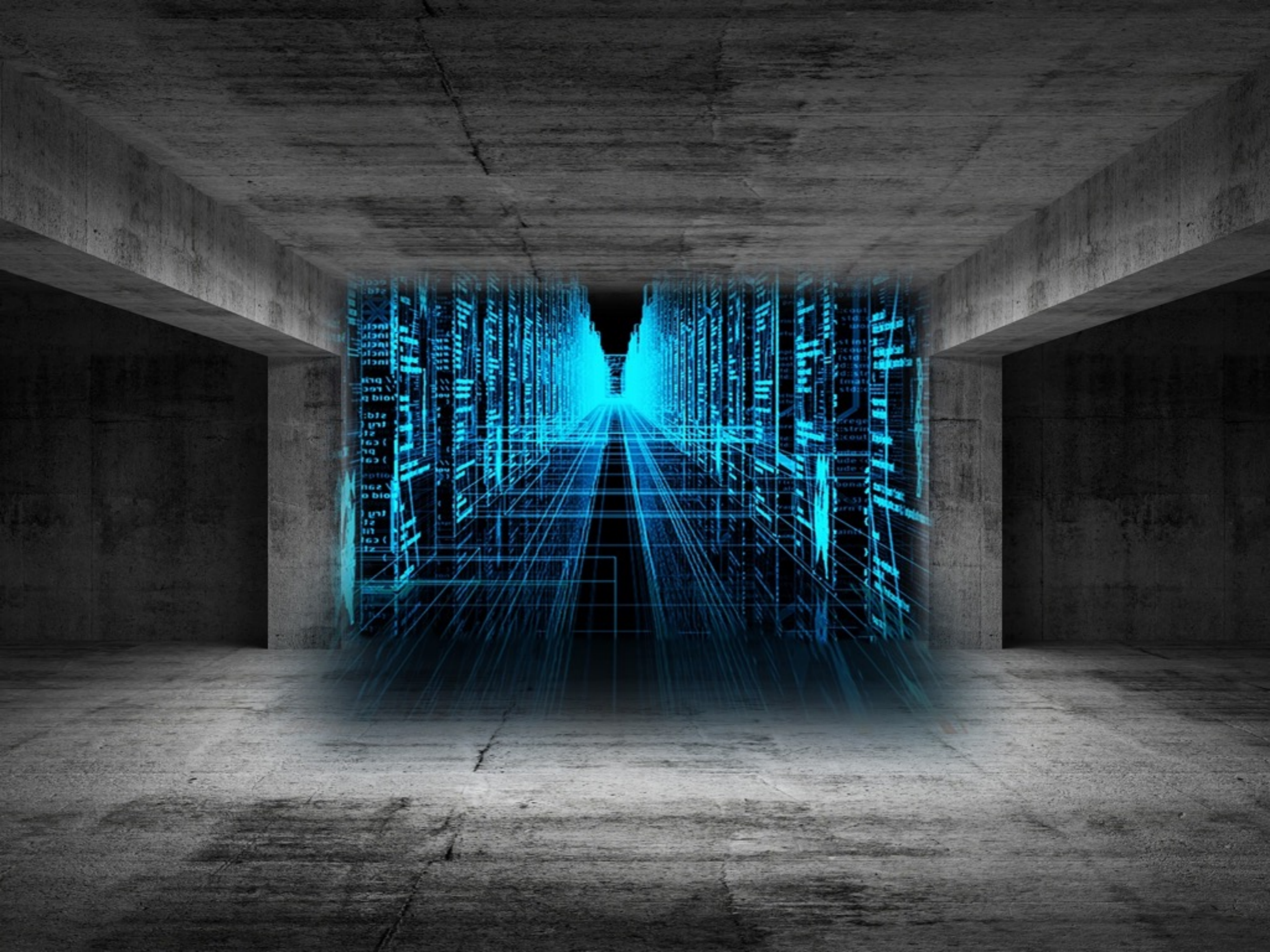
- Supplies: Water
- Need: Soylent
- Urgency level: 3

- Hours since last dispatch: 23
- Supplies: Water
- Need: Heart Medicine
- Urgency level: 1











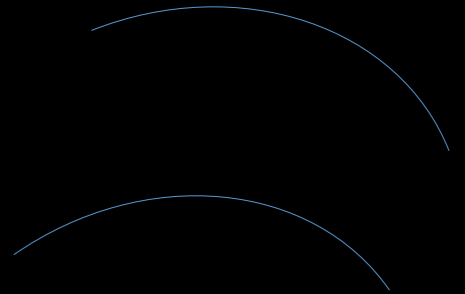
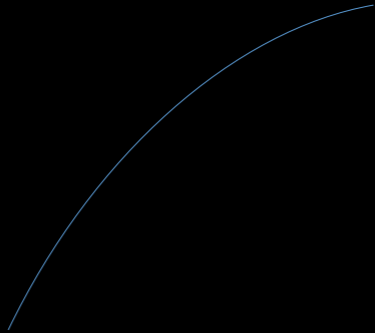
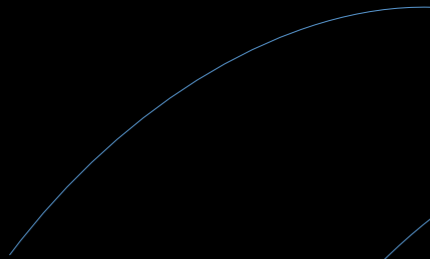
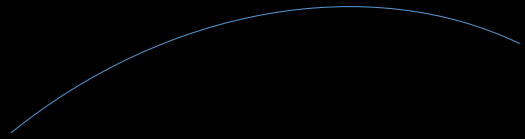


# Sofie









# Squiggly Stardust





Broadcast Yourself

# Culture Segments



**Magne**

**Entertainment**

Consumers,  
Popularist, Leisure,  
Mainstream



**Sofie**

**Essence**

Discerning,  
Spontaneous,  
Independent,  
Sophisticated

•



**Squiggly**

**Stimulation**

Active, Experimental,  
Discovery,  
Contemporary

•

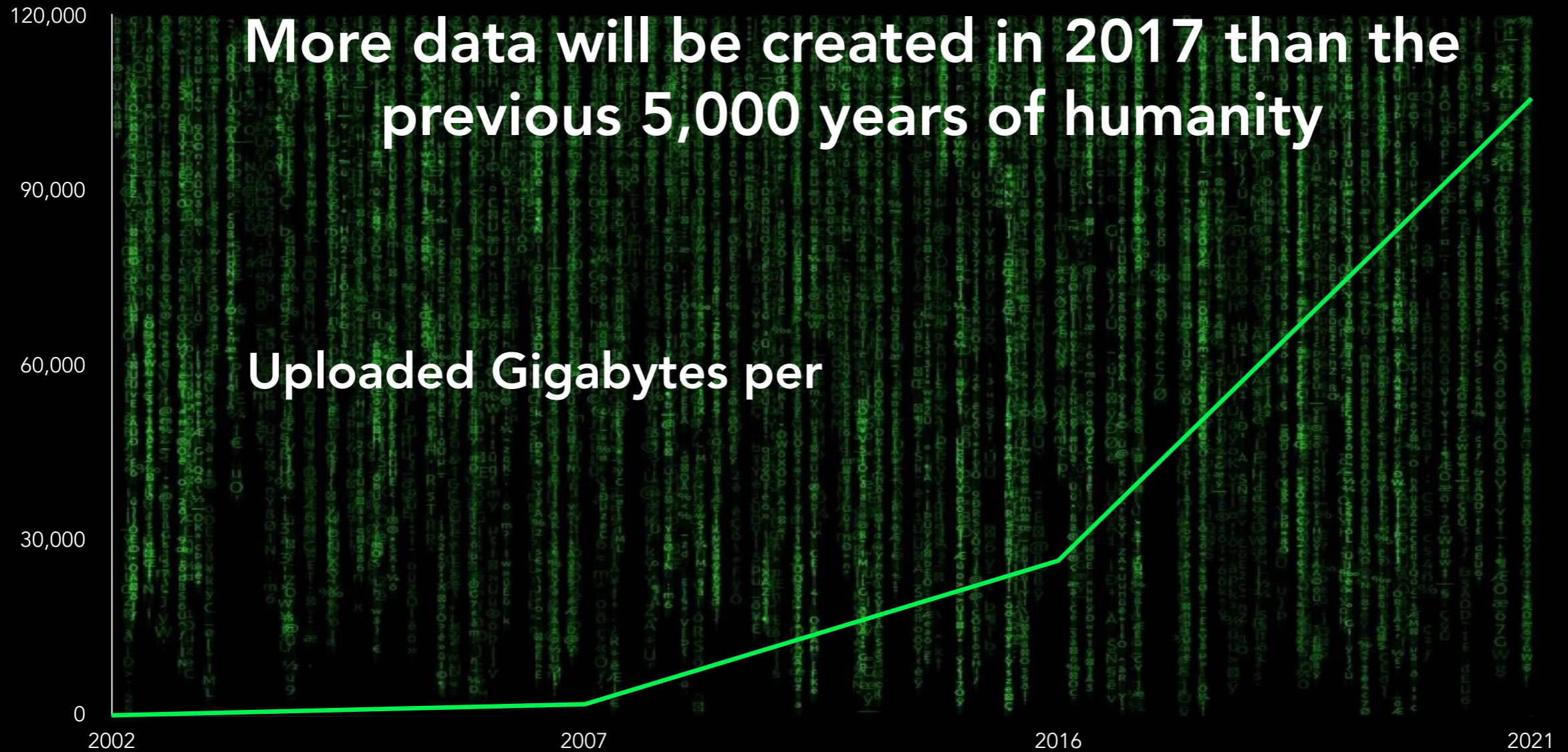
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# Informati on

Propelled by

More data will be created in 2017 than the previous 5,000 years of humanity

Uploaded Gigabytes per



# Strategies



## Pursue the next shiny object

A race toward more vivid  
and personalized  
Entertainment and  
experiences



## Embrace the alternative. Build trust

Arts & literature as safe  
havens  
Retro, human  
Distinct, different



## Build partnerships. Become a facilitator of content

•  
Swipe right on tomorrow's  
influencer





# LiveSlides web content

To view

**Download the add-in.**

[liveslides.com/download](https://liveslides.com/download)

**Start the presentation.**

# Credits:

Music: Twenty One Pilots

Videography: What a shame the poor grooms  
bride is a whore

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Norway

Movie: Tagged (2011)



**AFTER THE MILLENNIALS**

With Futurist Consultant ANNE BOYSEN