

TOURNEE PLUS - Theatres for tOURism development in EuropE

SUBJECT:

WORKSHOP EVENT TOURNEE PLUS PROJECT, TIRANA , ALBANIA

22-23 May 2023

HOTEL BOUTIQUE KOTONI , Rruga Donika Kastrioti, Tirana 1000

Dear All,

we are pleased to invite you to a 2 days workshop event, that will take place from 22 to 23 May 2023 in Tirana to develop concrete and significant exchange economy between PPs and stakeholders; creating potential synergies with other economic sectors (tourism, crafts, typical agrifood); finding effective market solutions to continue to maintain high quality levels of cultural products, within the Tournee -Plus project

You can find event agenda below.

May 22nd

9:30 – 10:00	Registration of participants
10:15 – 10:50	<ul style="list-style-type: none"> • Welcome greetings/Opening speech <i>Julinda Dhame , Project Manager Tournee Project/ Representative from Municipality of Tirana</i> • Presentation of the students and workshop participants
10:20-11:00	<ul style="list-style-type: none"> • Interactive Conversation session on the history of Theater in Albania, -The main characteristics of the local theatre market in Albania- <i>Iris Canaj, lector University of Art, executive Director of DoART NGO</i> • Q&A

11:00-11:40	<p>The socio-economic context of the territory of Albania</p> <ul style="list-style-type: none"> • The state of arts/ main characteristics of the Copyright in Albania – Emiljano Alla, Copyright, Intellectual property Directorate • Q&A
11:40-11:50	Coffee break
11:50-12:20	<p>The International Tourism Market Developing Joint Assets to increase Cultural Tourist Flows</p> <ul style="list-style-type: none"> • <i>International Cultural Weeks and the link with Tourism</i> -the relationship between theatre, cultural heritage and tourism -the cultural tastes of the spectators; Anxhela Lepuri Ministry of Culture • Q&A
12:20-13:00	<ul style="list-style-type: none"> • Discussion on upcoming Tourism Forum 2023, • The Future Environmental and Sustainable Tourism in Albania Ministry of Environment and Tourism • Q&A
13:00-14:00	Lunch break
14:00- 15:30	<ul style="list-style-type: none"> • Visit to Tring Albania Digital Platform
15:30 – 16:00	<ul style="list-style-type: none"> • Wrap up and close of the day one

May 23rd

9:30 – 10:15	<ul style="list-style-type: none"> • Registration of participants • Warming up, summary of day one
10:15 – 11:30	<ul style="list-style-type: none"> • After Work. How does the social and economic part affect the city life ? - Rezart Cenaj, Counsellor at the Municipality of Tirana • Creative Industries Agency of Tirana, Center Art Agimi and Film Office -Central and local strategies for the development of art Culture, - Sara Gurabardhi • Q&A

11:30 – 11:45	Coffee Break
11:45 – 13.15	<ul style="list-style-type: none">• The Festival of Street Performers -Iris Canaj, executive Director of DoART NGO; lector at University of Art;• Pannel Discussion: -The Theatre Directors (part of Albanian Municipal Theatres Network) discussion on strategies for the development of Art Culture and Tourism in Albania -The importance of the Municipal Theatres Network, a new body consisting of 9 public theatres promoting co-productions and exchanges both nationally and internationally• Q&A
13:15 – 14:15	Lunch Break
14:15 – 16:15	<ul style="list-style-type: none">• Visit at Central State Film Archive
16:15 – 16:30	Conclusions and closure of two days Workshop