

Black Brass Audience Engagement

Black Brass offers a powerful new work and a model for attracting Culturally Diverse audiences, enabling venues and presenters to connect with their local communities of colour, especially those from an African background, to curate the pre and post show experiences.

Through both the performance and surrounding community engagement, Black Brass is a community 'take-over' and celebration event providing multiple access points for the presenting venues and touring artists to meaningfully engage with local artists, sector and audience for a genuine season of storytelling, listening and sharing. This will open up opportunities for local artists to get involved.

The work comes in 3 parts to create a holistic performance experience. However, the show can also just do a standalone season without the accompanying pre and post show experiences.

Part 1

The preshow experience looks much like an African night market. It introduces audiences to the vibrance of African culture through its music, art and food with a bespoke foyer installation that engages local communities from the African diaspora to create activities such as hair braiding, Ethiopian coffee roasting, traditional proverbs, accompanied by a display of crafts and products from local artists ranging from jewellery, clothing to homewares as well as food offerings of African cocktails and mocktails, bar snacks and Ethiopian coffee. This foyer experience takes place an hour before the performance.

Part 2

The Show – a two hander that runs for 70 min.

BUDGET ESTIMATE

	Notes	Qty	Weeks	Rate	Cost
Community Engagement Coordinator	<i>Includes 2 weeks pre-show coordination</i>	1	3	\$1,250	\$3,750
Local artists	<i>To facilitate pre-show activities for 5 shows</i>	6	1	\$500	\$3,000
Focus groups (optional but recommended)	<i>\$50 gift voucher for a 2-hour session</i>	20	1	\$50	\$1,000
Foyer set-up and consumables	<i>In addition to the props already provided</i>				\$1,000
TOTAL					\$8,750



[Watch audience engagement video](#)

Part 3

A post show experience with live music and dance curated by local artists from the African diaspora celebrates the music and dance of different regions in Africa.

The show tours with a set of fabrics, hessian coffee bags and lampshades that can be used to transform your foyer space into a beautiful and welcoming space with an African feel.