



ERDF. Digitisation of cultural institutions

The theatre in the city of Brandenburg situated on the river Havel has used the COVID-19 period to build a future-proof digital infrastructure that benefits not only the cultural workers themselves but also guests of the theatre. From Wi-Fi, website relaunch, e-ticketing to digital theatre formats, everything is from now on possible.

The Brandenburg Theatre is affected by the digital cultural change, which has already permeated deeply into all aspects of society. This became especially noticeable during the time of the COVID-19 pandemic - when public art and culture stood still. In order to meet new requests and adapt to an increasingly demanding world of work, digital technologies and transformation processes are crucial.

In order to assist cultural institutions in the state of Brandenburg in coping with the crisis related to the COVID-19 pandemic and to initiate process innovations through digitalisation, the Ministry of Science, Research and Culture supported cultural institutions, among them the Brandenburg Theatre, with funding from the European Regional Development Fund (ERDF). The funding allowed for the theatre to implement numerous measures to ensure the theatre's future viability.

Project details



Beneficiary:

Brandenburger Theater GmbH
Grabenstraße 14
14776 Brandenburg an der Havel
brandenburgertheater.de



Priority:

Recovery Assistance for Cohesion and the Territories of Europe (REACT-EU)



Investment amount:

EUR 675,000, of which EUR 675,000 is ERDF-funding



Project term:

January 2022 to March 2023



Sound engineer Daniel Wandke at one of the old control panels © Rüdiger Böhme

WHY IT MAKES SENSE

- ✓ **Securing the future viability of the Brandenburg Theatre** through the digitalisation of business processes and artistic projects
- ✓ **Improving workflows and saving paper** through digital solutions
- ✓ **Increasing the visibility of the theatre in the digital space** through advertising measures on the internet
- ✓ **Adapting to new usage habits and consumption patterns** through streaming digital content
- ✓ **Facilitation of ticket sales and admission control** through e-ticketing
- ✓ **Improving vocational training for young people** through modern technical equipment

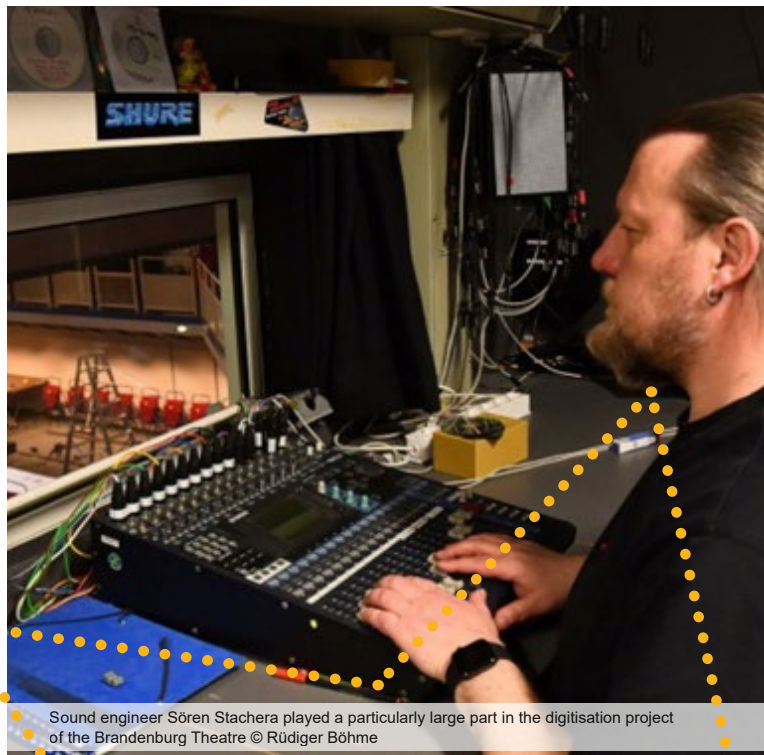
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Up to date again after more than 20 years

Through these measures, the Brandenburg Theatre has created the technical prerequisites for digital processes as well as the digital presentation of artistic content. These renovation measures were urgently needed because the old technical equipment was prone to failure and no longer designed for today's data volumes. Thus, as part of the implementation, the network and server structure was rebuilt and the Wi-Fi network expanded, an intranet was set up and data security measures, an electronic ticket system and a customer contact portal were realised. Thanks to the new wireless connection and infrastructure, individual departments in the building can now work fully digitally and remotely, and can communicate as well as exchange data regardless of location. The website was also relaunched, thus increasing the theatre's visibility in the digital space.

Experiencing the Brandenburg Theatre digitally

In the future, the theatre would like to try out new digital formats and thus, for example, make concerts or plays accessible to the audience via live video stream or in a media centre. In this way, the theatre is also responding to new consumption patterns such as streaming or video-on-demand, which is particularly popular with younger people. In this way, however, people who are not able to visit the theatre for various reasons can also participate in the vital cultural life. For example, people with limited mobility in care facilities, hospitals, kindergartens and schools from the surrounding area could make use of the digital theatre visit. The popular theatre breakfast is already offered as a livestream. The theatre is currently publishing additional content such as short interviews and trailers on its YouTube channel.



Sound engineer Sören Stachera played a particularly large part in the digitisation project of the Brandenburg Theatre © Rüdiger Böhme

DID YOU KNOW?

The Brandenburg Theatre was founded over 200 years ago. Today it is still the cultural beacon of the city of Brandenburg. It offers its guests a diverse programme, including musical theatre, drama, concerts, children's and youth theatre, puppet theatre, cabaret and the annual open-air event "Kultursommer Brandenburg an der Havel".