



From Stage to Screen

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| REGIONAL HUB: | Western Africa |
| CULTURAL SECTOR(S): | Performing arts |
| BENEFICIARY (IES): | La Fabrique culturelle |
| COUNTRIES COVERED BY THE ACTION: | Côte d'Ivoire |
| PROJECT DURATION: | 08/2022- 07/2023 (12 months) |
| BUDGET: | EUR 39 292 – EU FUNDING: EUR 25 000 (63, 63 %) |
| WEBSITE: | N/A |

The **'From stage to screen'** project aims to ensure regular and sustainable programming on the stage of the Cultural Factory, a dissemination space located in Abidjan, and to expand its audience through digital distribution.

In this perspective, considering the increasing feminization of the entrepreneurial world, training workshops on rules and rights regarding the digital distribution of cultural content have been established.

As a result, twenty performances have been scheduled across various sectors such as theater, dance, music, storytelling, and slam, thereby guaranteeing and enhancing artists' incomes. The development of a clear and professional catalog of productions has facilitated the structuring of live entertainment operators in Africa and their professionalization, ongoing, notably through the implementation of a distribution contract between the Cultural Factory and the artists.

Furthermore, recordings made during performances have enabled the digital distribution of live shows on a dedicated platform, visible worldwide. This has helped increase the total number of spectators and generate revenue for artists and companies.

Finally, the project has raised awareness among a virtual audience about physical distribution venues, with the aim of increasing attendance at the Cultural Factory by 30%.

