

EVENT DESCRIPTION SHEET

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.)

⚠ *Please provide one sheet per event (one event = one workpackage = one lump sum).)*

PROJECT	
Participant:	[Stowarzyszenie Teatr Brama] ([Teatr Brama])
PIC number:	[PIC number]
Project name and acronym:	[Age Against the Machine - European Solidarity Network for Older Citizens Rights] — [AgeAgainstTheMachine]

EVENT DESCRIPTION			
Event number:	[1]		
Event name:	[Premiere of the performance Body in Goleniów]		
Type:	[Intergenerational interactive performance + flash mob]		
In situ/online:	[in-situ]		
Location:	[Poland] [Goleniów]		
Date(s):	[18 October 2024]		
Website(s) (if any):	https://www.teatrbrama.org/bez-kategorii/premiera-spektaklu-cialo-2/		
Participants			
Female:	57		
Male:	32		
Non-binary:	-		
From country 1 [Poland]:	86		
From country 2 [Spain]:	1		
From country 3 [Turkey]:	1		
Tunisia...	1		
Total number of participants:	89	From total number of countries:	4
Description			
<i>Provide a short description of the event and its activities.</i>			

A large, empty rectangular box with a thin black border, intended for entering event details.

referred to dreams of liberation from imposed social norms, especially in the context of age, and to the fight against ageism.

The audience in Rampa Kultura has 140 seats and during the premiere there was no free seat. This event gathered an intergenerational, diverse audience. The people in the audience were aged 16-80. The audience included local activists, educators, psychologists, cultural animators, decision makers, directors of public institutions, local activists, students, participants of the University of the Third Age, local artists.

After the performance, an open discussion with the audience took place during the banquet. The discussions focused on the social dimension of ageism, stereotypes related to the body and the issue of equality in the context of intergenerational differences.

The performance and the discussions contributed to undertaking important reflections on the issue of identity related to the body and the fight against ageism. By involving a cross-generational group of actors and audience members, the project enabled both participants and the audience to gain a deeper understanding of issues related to age, body image and ways of dealing with discrimination.

As part of the promotion of the play "Ciało" carried out as part of the "Age Against the Machine" project, a number of activities were undertaken to increase the visibility of the event.

As part of the activities promoting the premiere of the play 'The Body', a flash mob was held in the urban space of Goleniów. The event was a symbolic gesture to draw attention to the problem of discrimination against older people (ageism) and the importance of intergenerational cooperation.

The action involved participants in a performance, mostly older people, who danced a prepared choreography at the Goleniów railway station, symbolising freedom of the body and liberation from social stereotypes. The flash mob was intended not only to attract the attention of local residents, but also to introduce them to the theme of the performance.

The action was captured on video and published on social media on 1 October, World Older Persons Day, as a preview of the performance, as part of a paid promotional campaign on Facebook and Instagram. The flash mob video received a lot of attention and gained a wide reach through interactions and shares, especially among the local community.

The activity was part of a wider promotional campaign to raise public awareness of ageism and encourage participation in the performance.

For several weeks before the premiere, regular posts were published on Facebook, Instagram and the official website. These posts contained information about the play, the topic of ageism and the role of the body in our society, and also presented the process of creating the play with the participation of an intergenerational group of actors. Photos, quotes from rehearsals and statements by the creators of the play built interest and attracted the attention of potential viewers.

<https://www.facebook.com/teatrbrama/posts/pfbid05W2G43LN6DukwzNuMHT2qHpD68mvEU6exK1fpkLKf5vWnZV3zspdJ9wvCxMCK9AeI>

<https://www.facebook.com/reel/544920011377518>

<https://www.facebook.com/events/8087260808066702/?ref=newsfeed>

<https://www.facebook.com/teatrbrama/posts/pfbid0T43Mdn2kD958T5hwVexQtvNXGbdJqCMLSfFfGQztnbiHPNRiaEFdxan9Sm9TB7ml>

<https://www.facebook.com/teatrbrama/posts/pfbid02Gq2e6qHFfvoQYyQ2AFdJug7EZ3eUuDV6JGNQkKdo2KfyvQJcs4YCzYe1DwY5ZSAI>

<https://www.teatrbrama.org/wydarzenia/premiera-spektaklu-cialo/>

<https://www.teatrbrama.org/bez-kategorii/flash-mob-w-ramach-projektu-age-against-the-machine/>

<https://www.teatrbrama.org/bez-kategorii/nadchodzaca-premiera-spektaklu-pt-cialo/>

<https://www.teatrbrama.org/wydarzenia/premiera-spektaklu-cialo/>

<https://www.teatrbrama.org/en/bez-kategorii-en/premiere-of-the-play-the-body/>

<https://www.teatrbrama.org/en/bez-kategorii-en/premiere-of-the-play-the-body/>

<https://www.teatrbrama.org/en/bez-kategorii-en/premiere-of-a-unique-performance-the-body-2/>

The play was announced by local media - internet portals, as well as the radio, which mentioned the upcoming event.

<https://wgoleniowie.pl/kultura/cienie-i-bal-u-heretykow-pazdziernikowe-premiery-w-goleniowie/>

<https://wgoleniowie.pl/lokalne/cialo-w-rampie-teatralna-premiera-w-goleniowie/>

<https://radionaszgoleniow.pl/wiadomosci/pazdziernikowa-premiera-w-teatrze-brama/>

<https://allevents.in/szczecin/premiera-spektaklu-teatru-brama-cia%C5%82o/200027366783706>

As part of the promotion, two short video reels were created by the influencer Martyna Kaczamrek from e Szczecin (near Goleniów), who has 150 thousand followers on Instagram, her audience includes both younger and older people. Her profile focuses on the topics of body positivity and self-acceptance. These reels focused on presenting the idea of the performance and invited people to the premiere, emphasizing the intergenerational nature of the project.

<https://www.instagram.com/reel/DBMbCeDOfC5/?hl=pl>

<https://www.instagram.com/reel/DA-tzh7uUU4/?hl=pl>

A paid promotional campaign was used on Facebook and Instagram, the central element of which was a reel with a flash mob performed by a group of older project participants. The flash mob took place at the PKP railway station. The reel was intended to draw attention to the issue of ageism, while also informing about the date and place of the premiere of the performance.

Posters promoting the performance were hung in key locations in Goleniów, such as bus stops, shopping centers and offices. The posters were designed in line with the project's visual identification, emphasizing the themes of the performance: i.e. body, intergenerationality, aging.

Information about the performance was also promoted on the social media channels of the members of the Supervisory Board of the "Age Against the Machine" project. This enabled it to reach a wide audience.

Both project participants and members of the Supervisory Board were involved in promoting the performance using a hashtag campaign.

Invitations to the performance were sent to local authorities, representatives of culture, social organizations and businesses.

Thanks to extensive promotional activities, both in traditional and digital media, the performance "Ciało" attracted a large number of viewers and sparked a lively discussion on ageism and the role of the body in building identity.



TEATR BRAMA M.

CIAŁO

18 X 2024 | 19:00 | Rampa Kultura
wstęp wolny

Co-funded by the European Union

ÉVORA Câmara Municipal

TEATR BRAMA GOLEŃÓW

fct Fundação para a Ciência e a Tecnologia

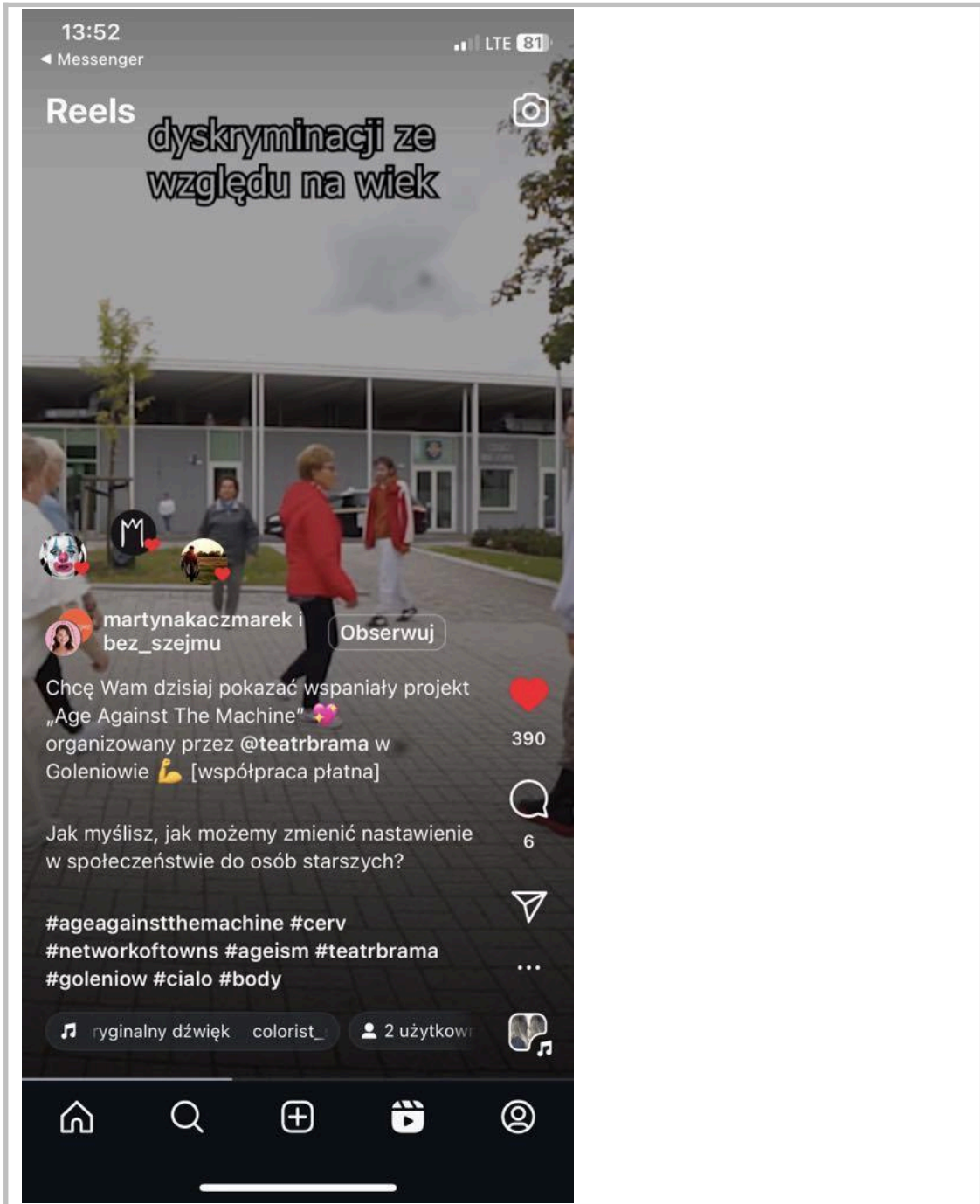
CHAIA

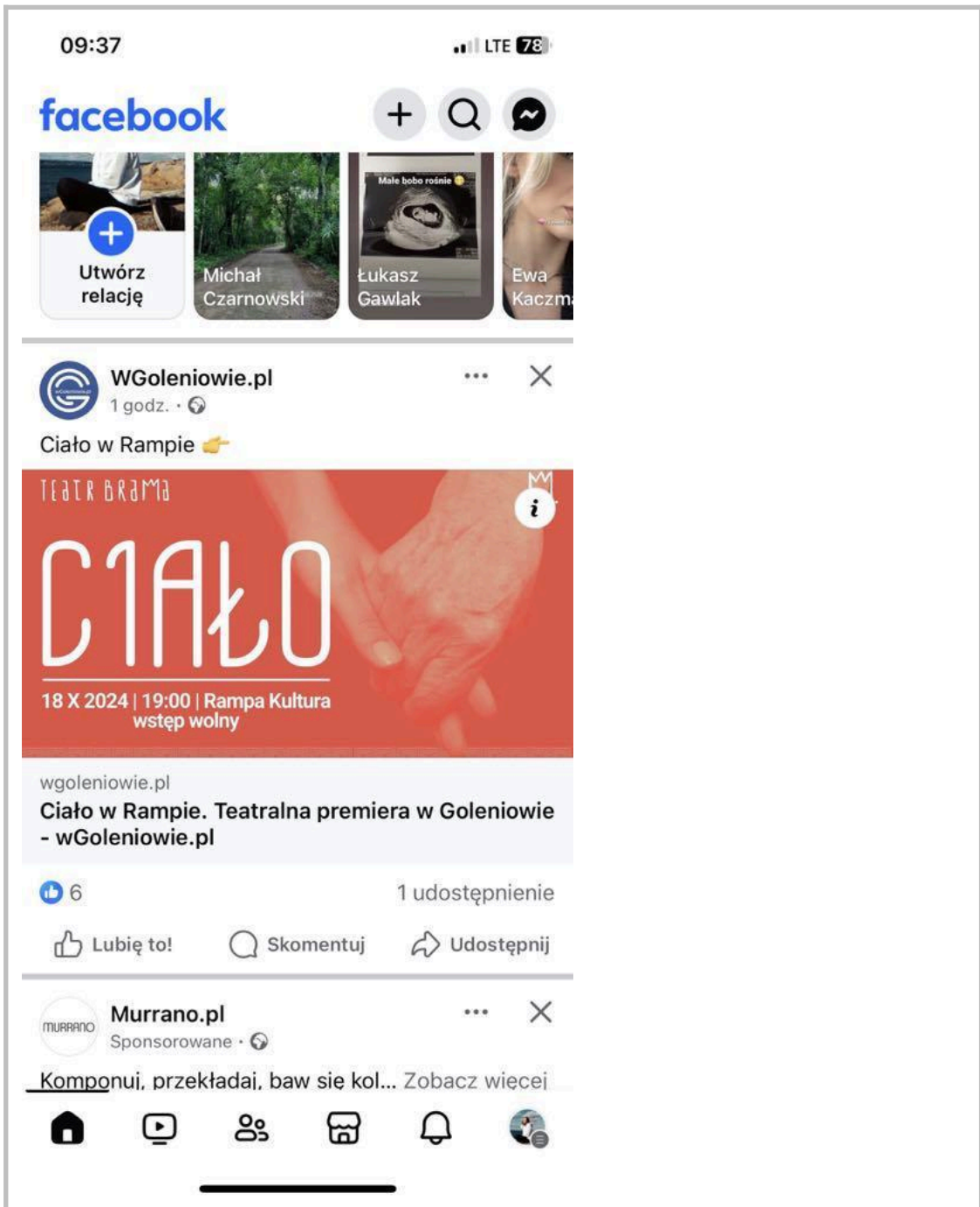
Dez Daj

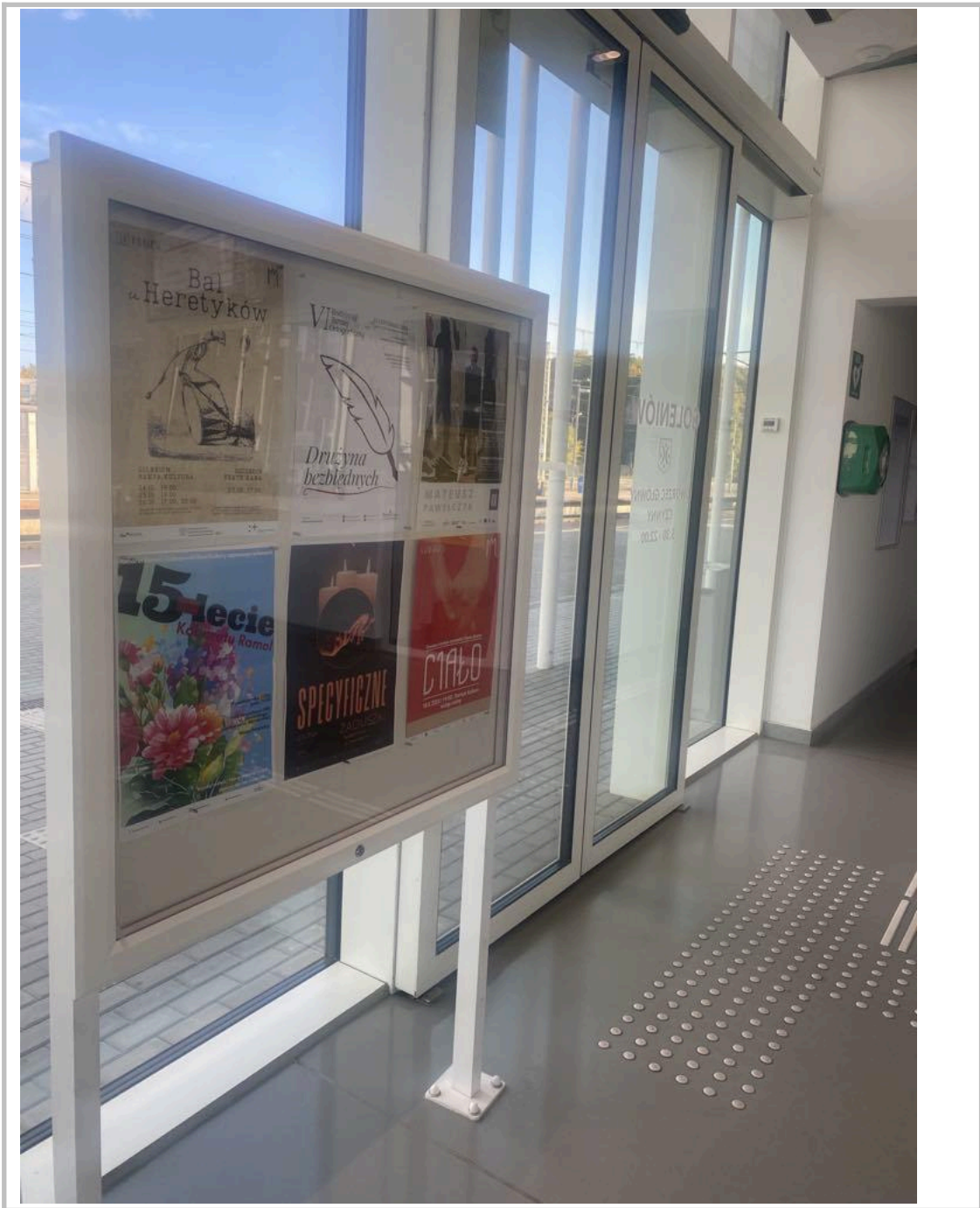
2022 N S

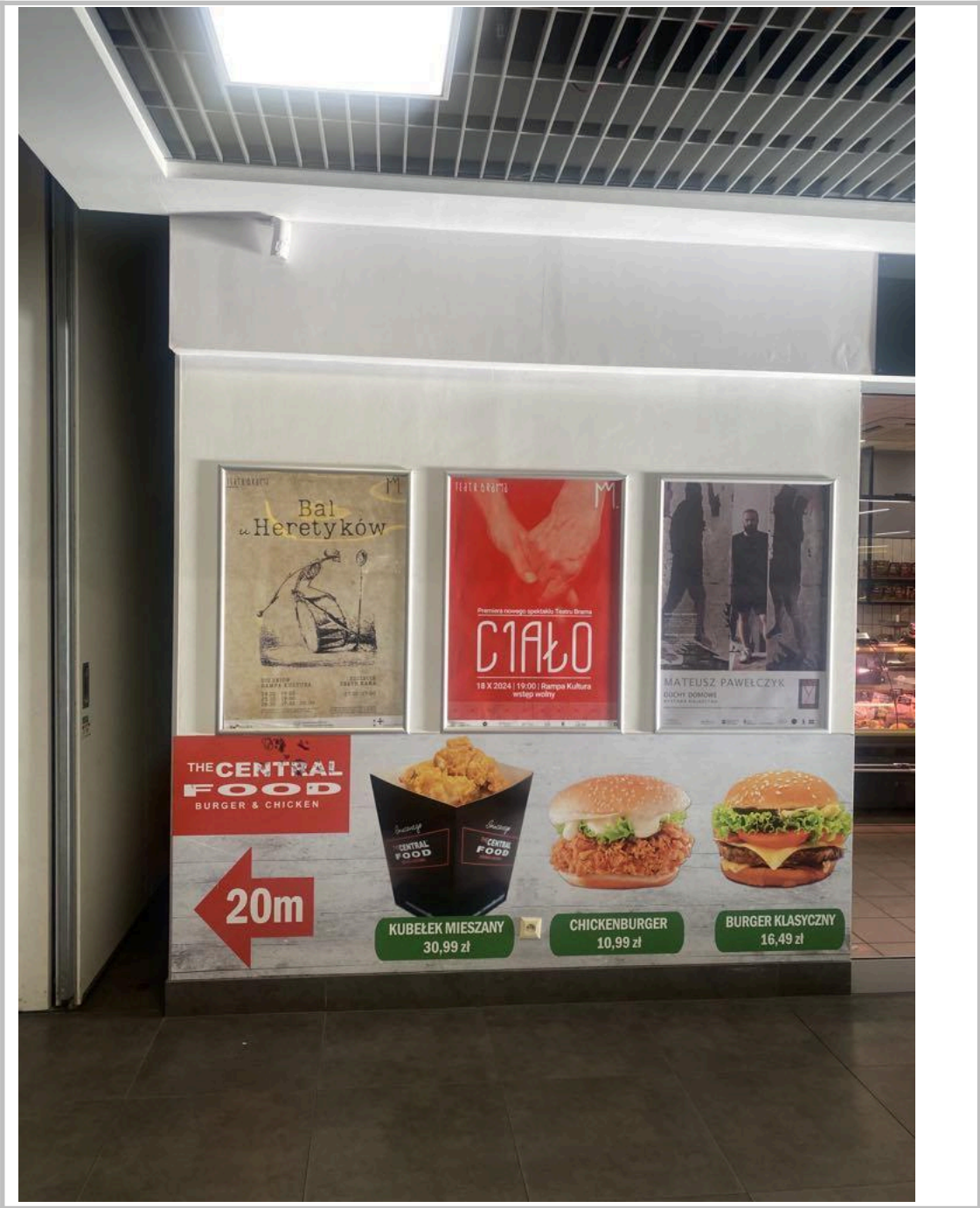
NOVI SAD EUROPEAN CAPITAL OF CULTURE

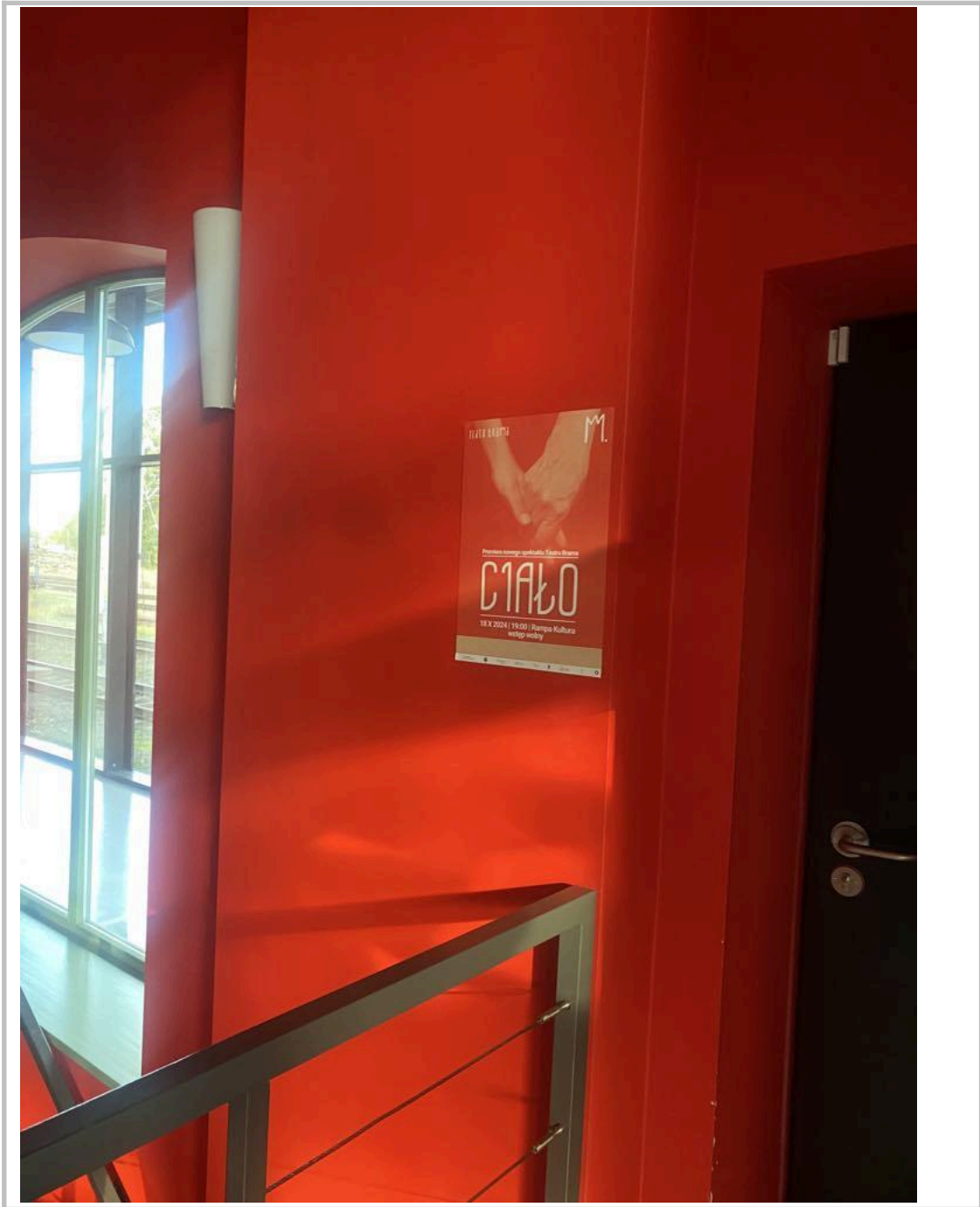
N

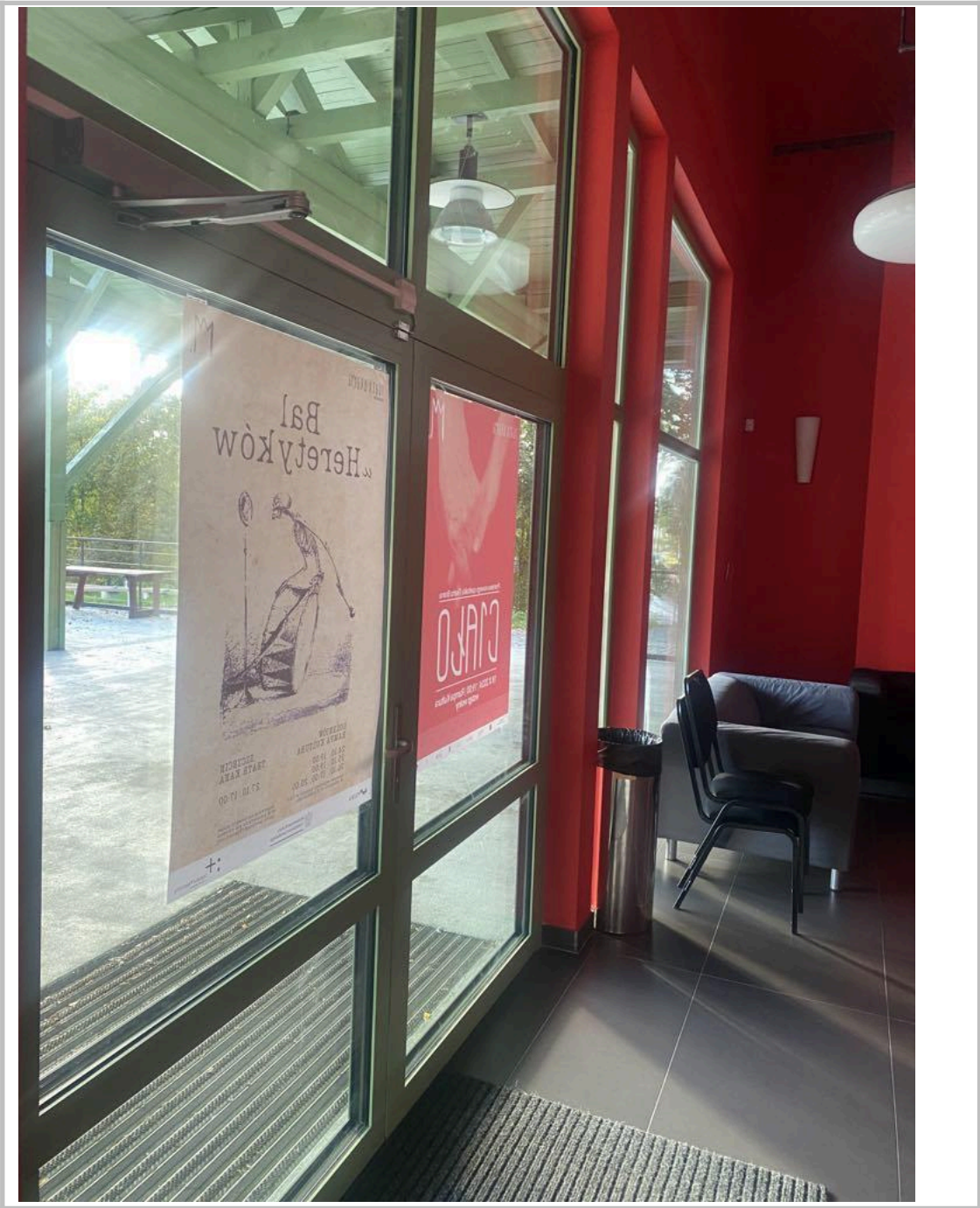




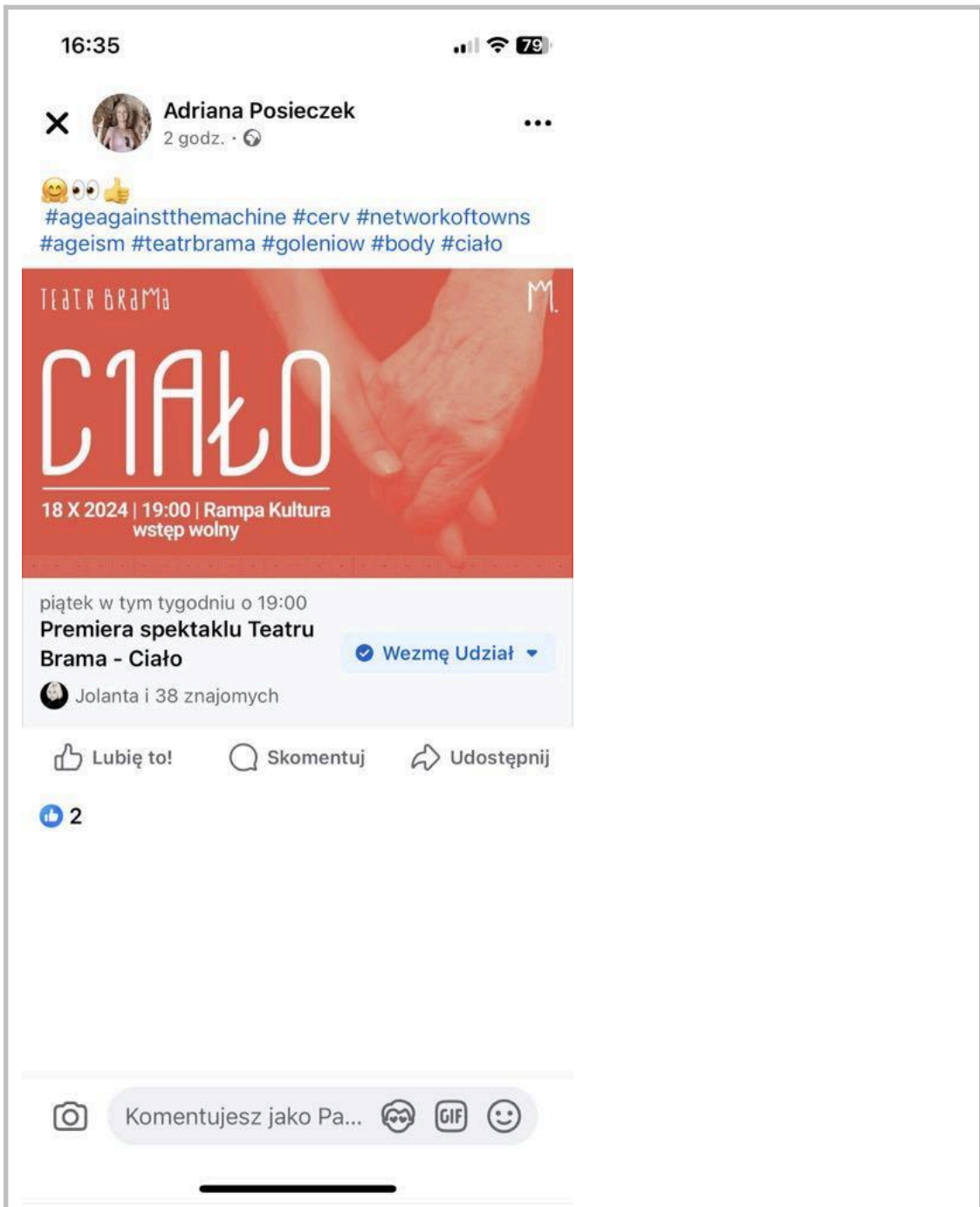


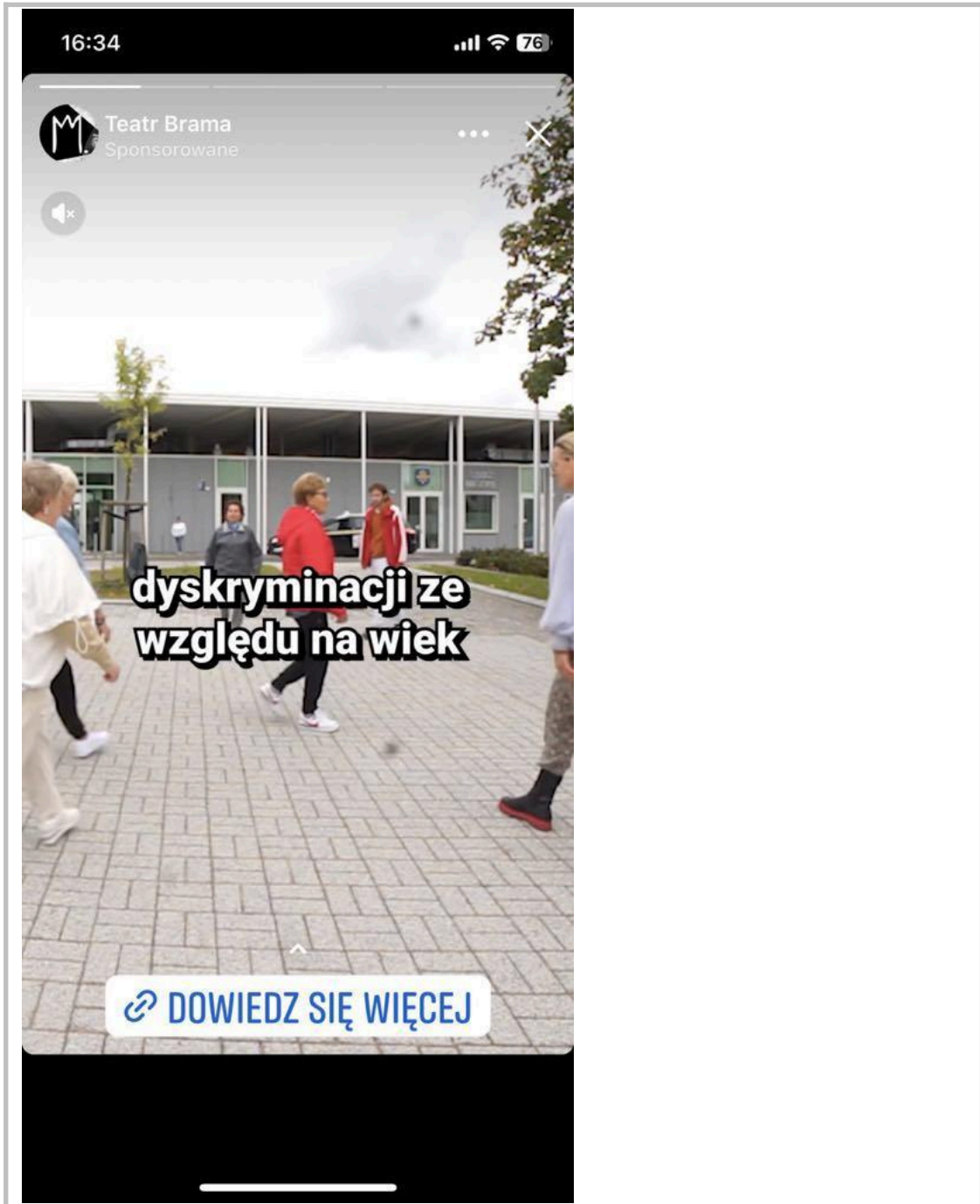


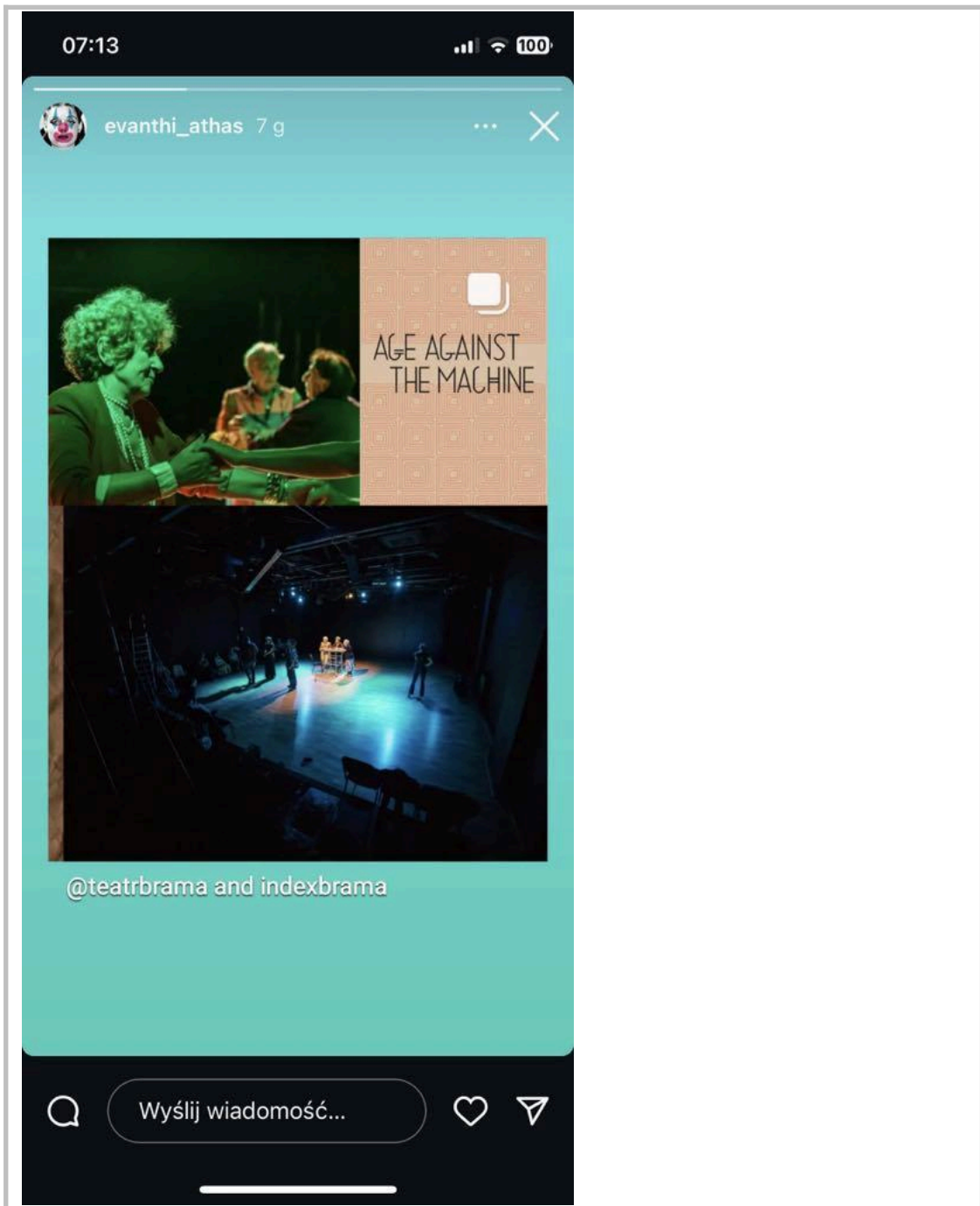


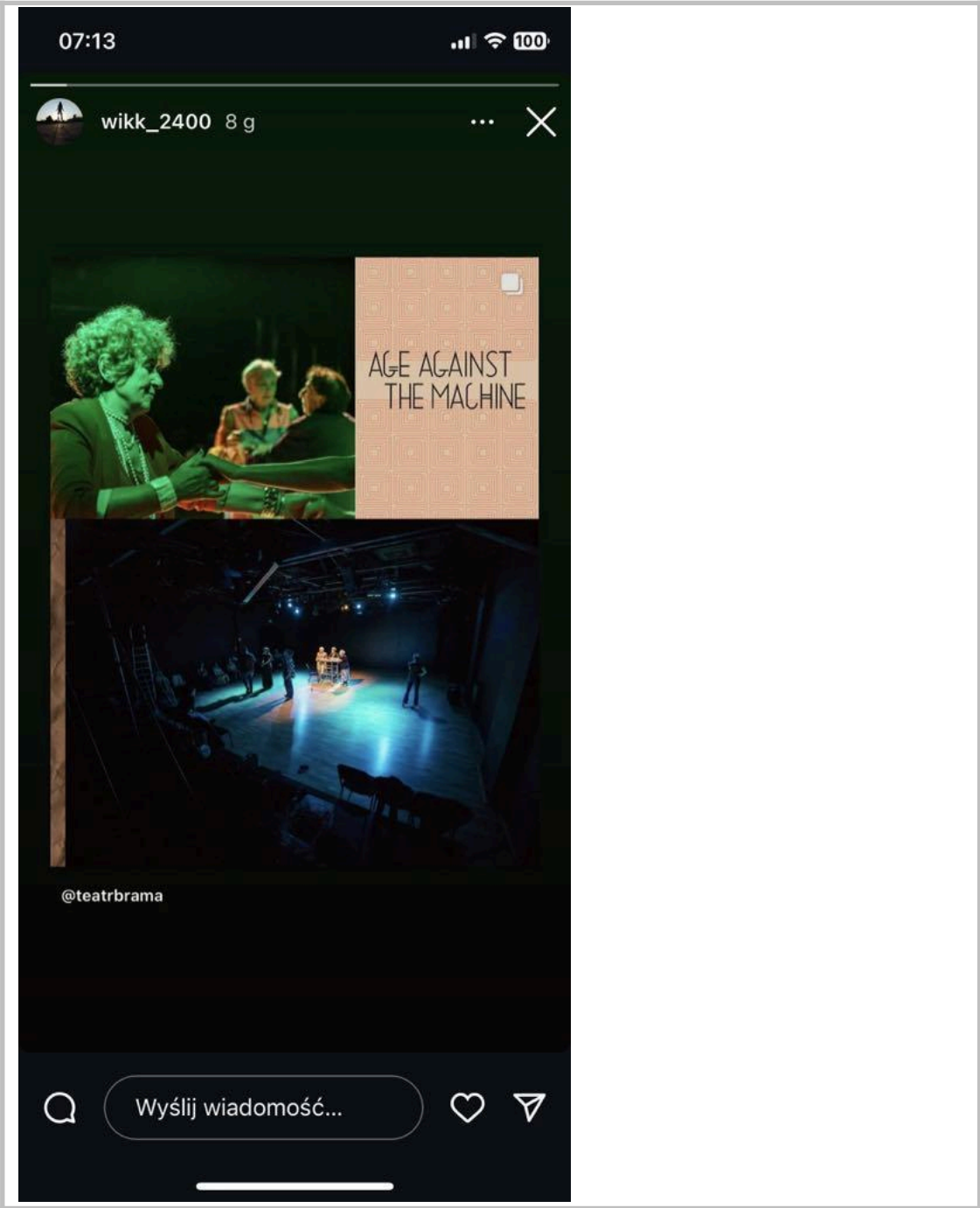


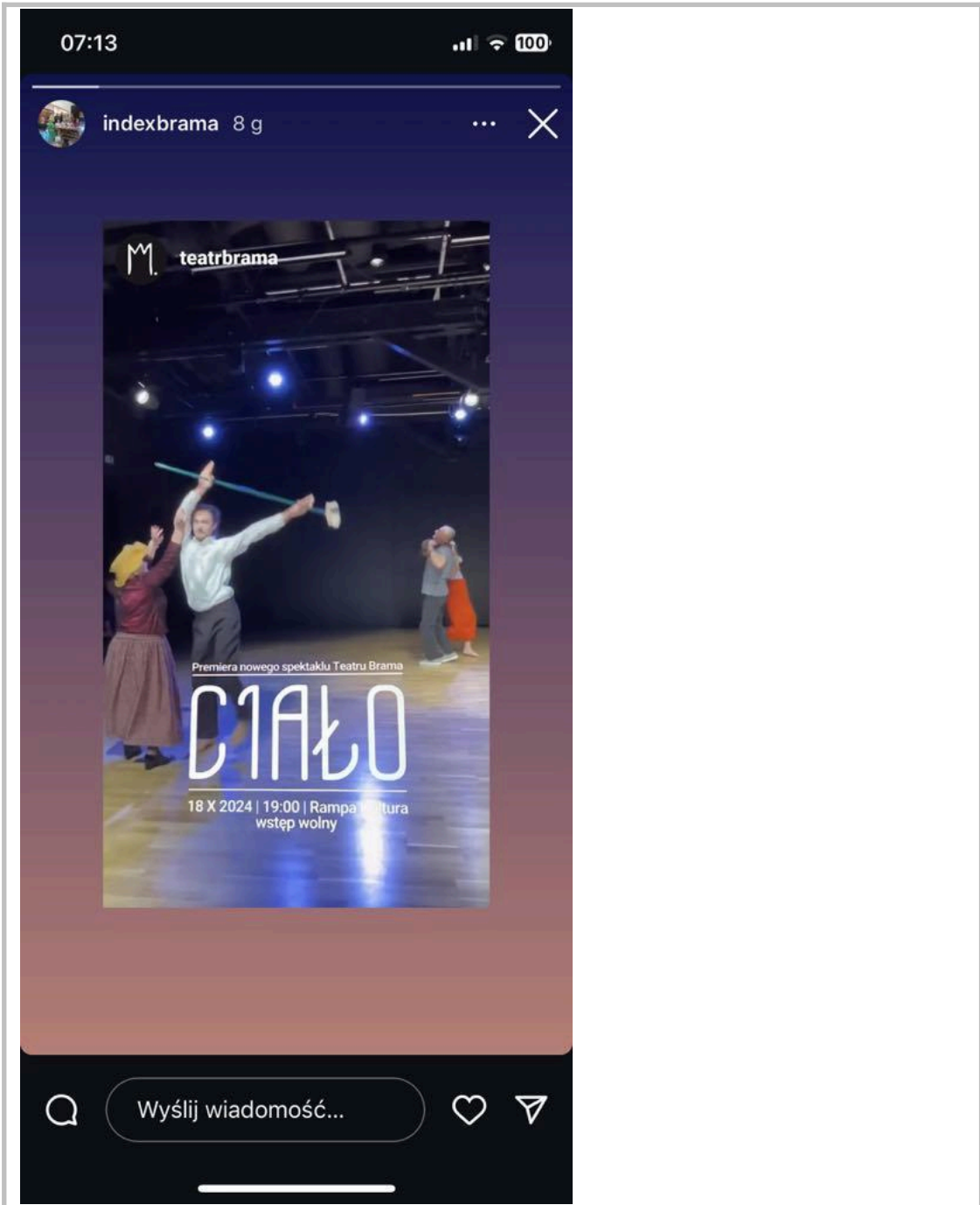




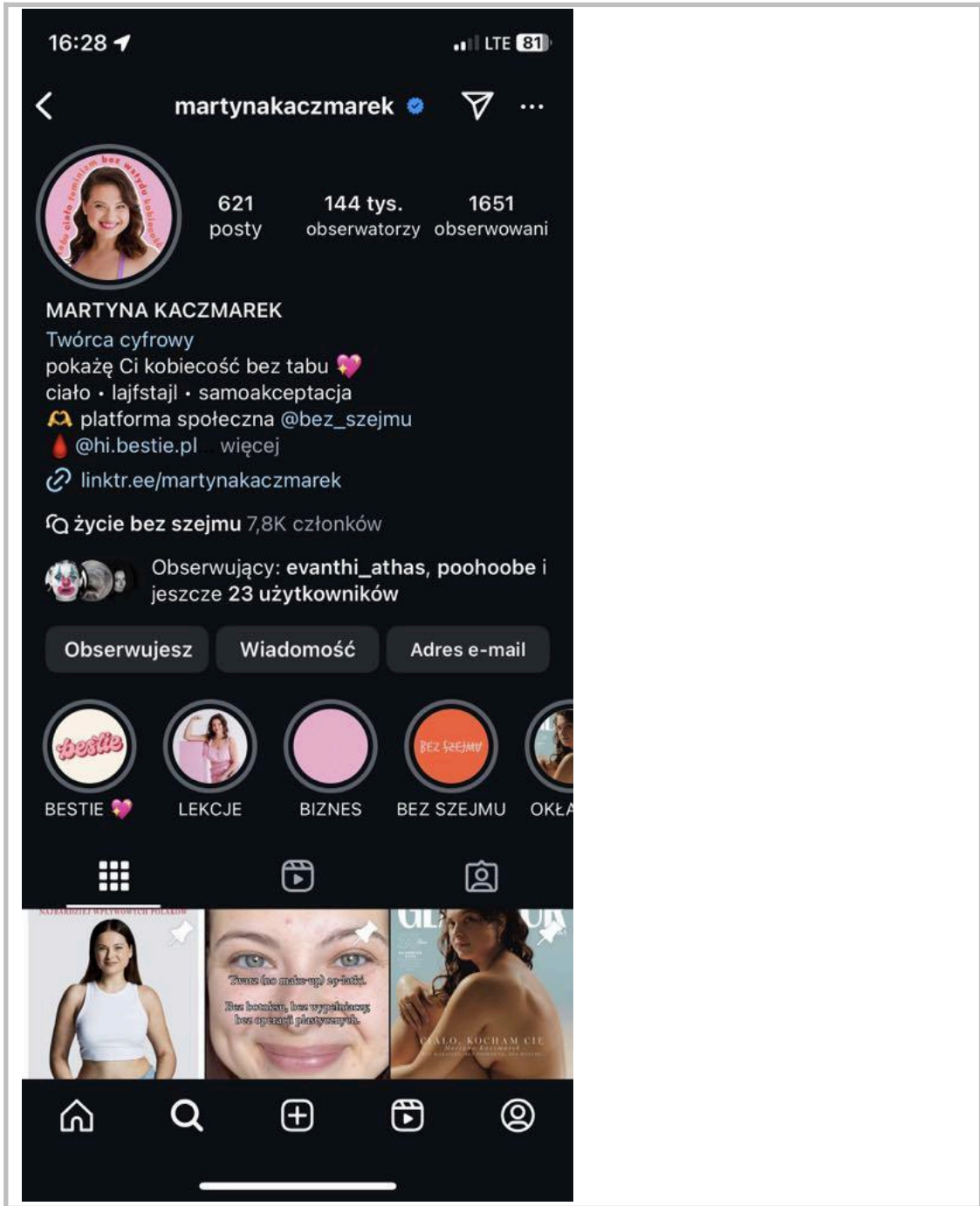


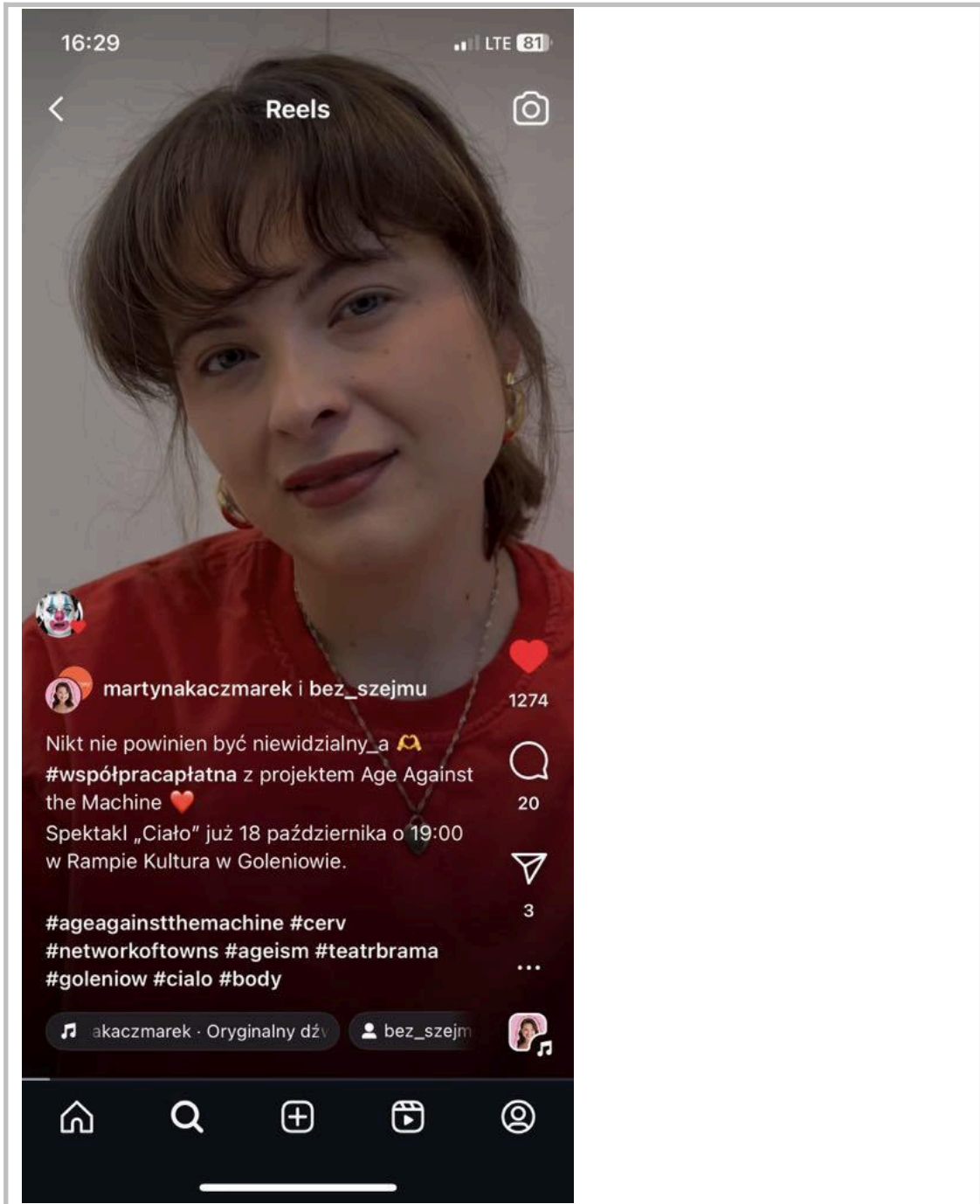


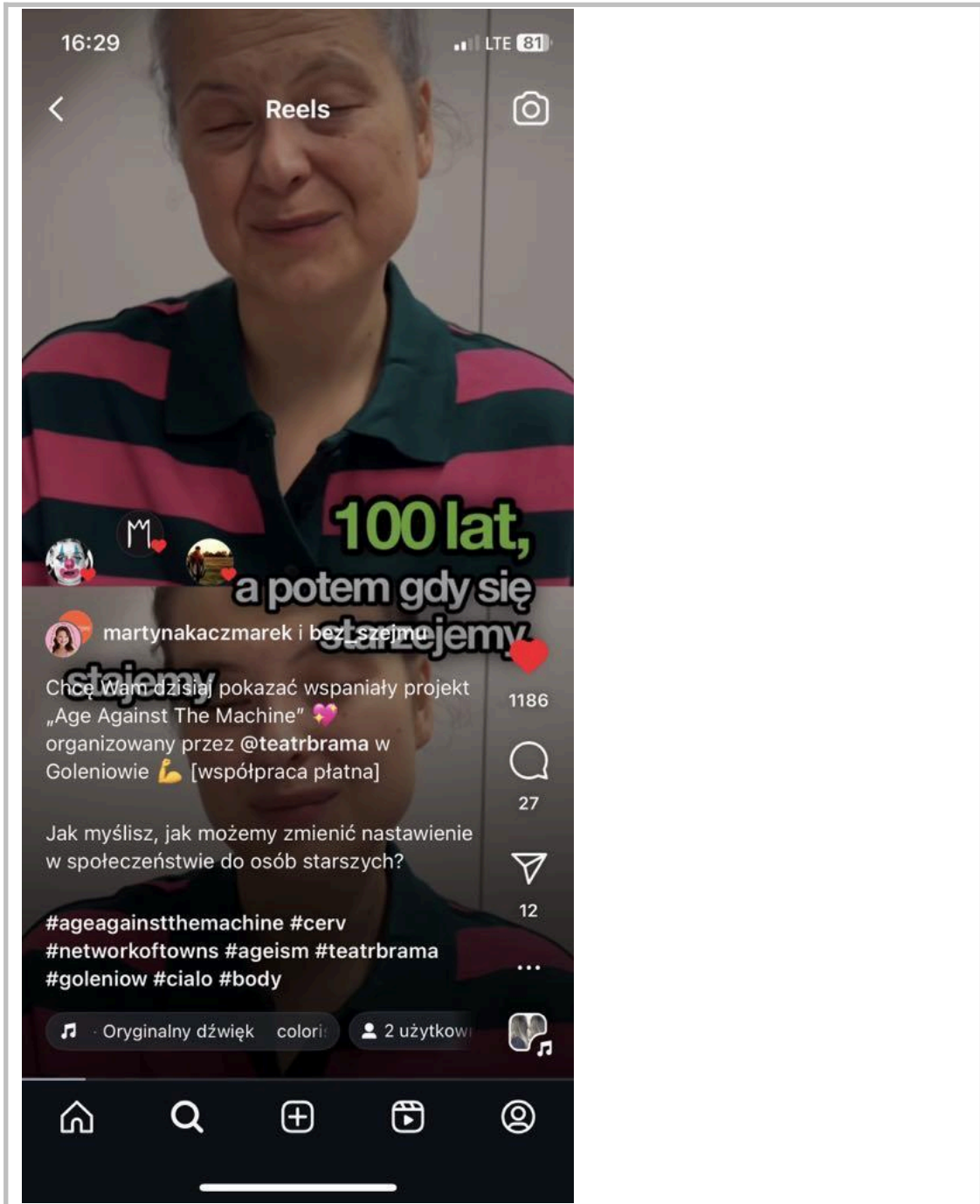


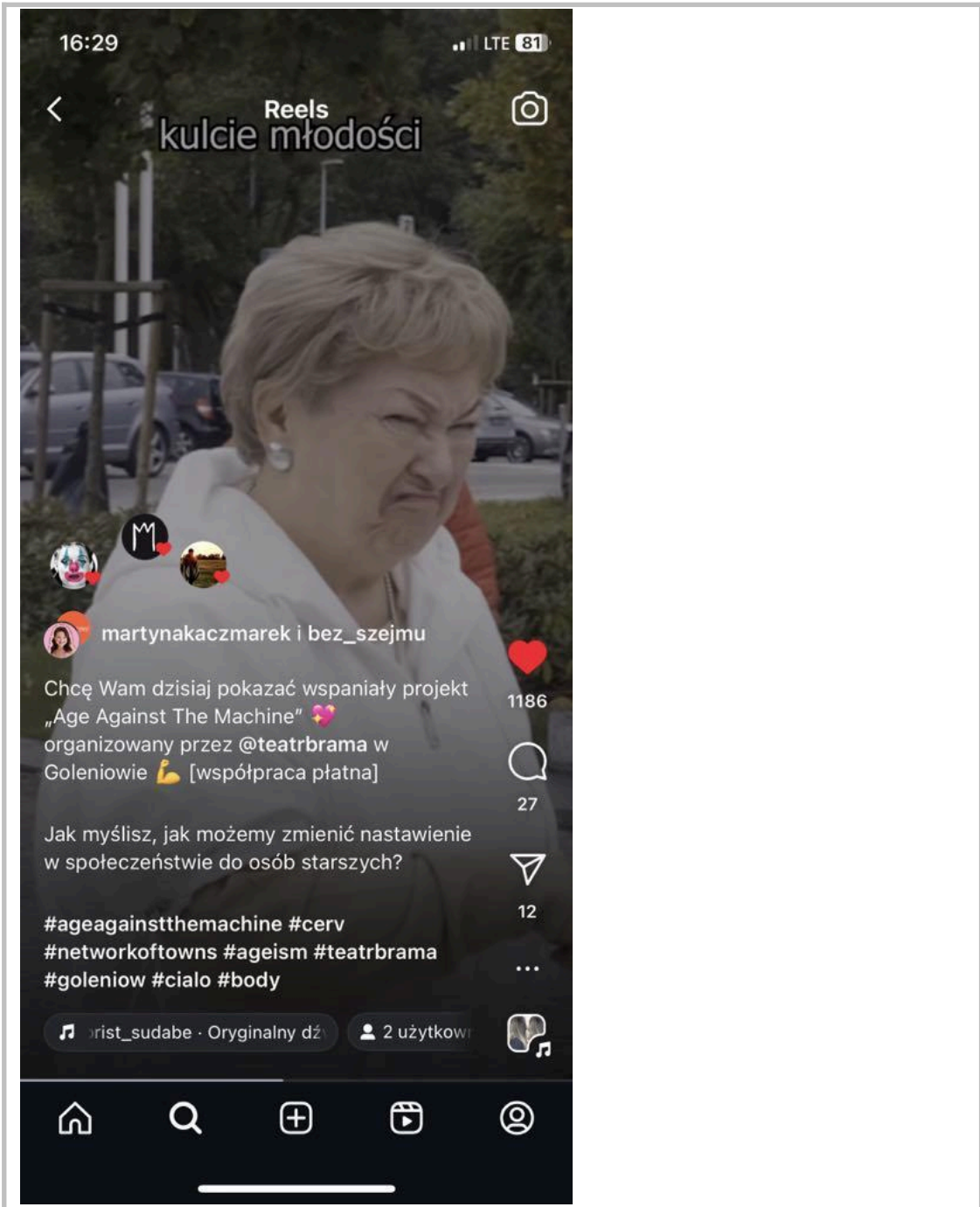


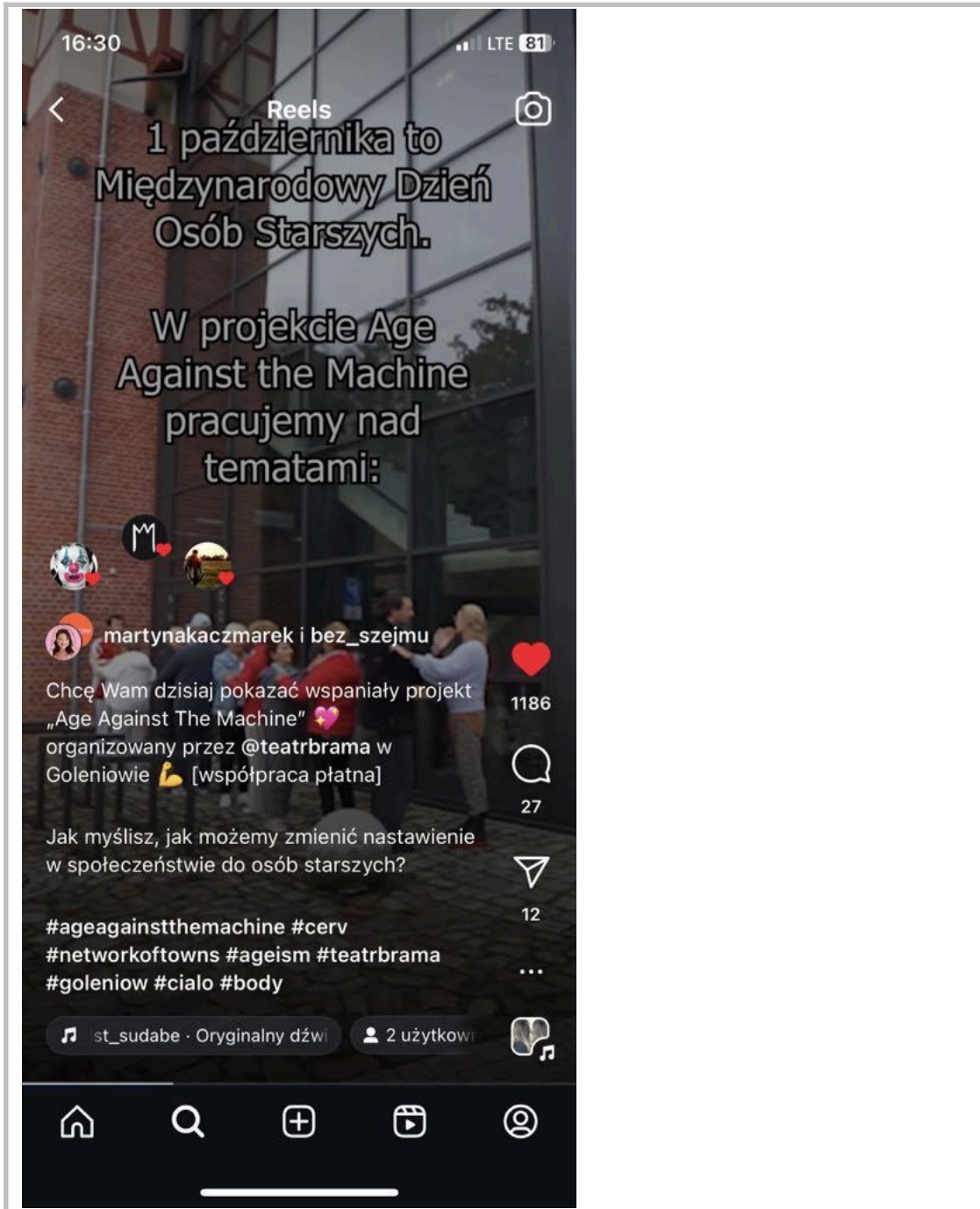


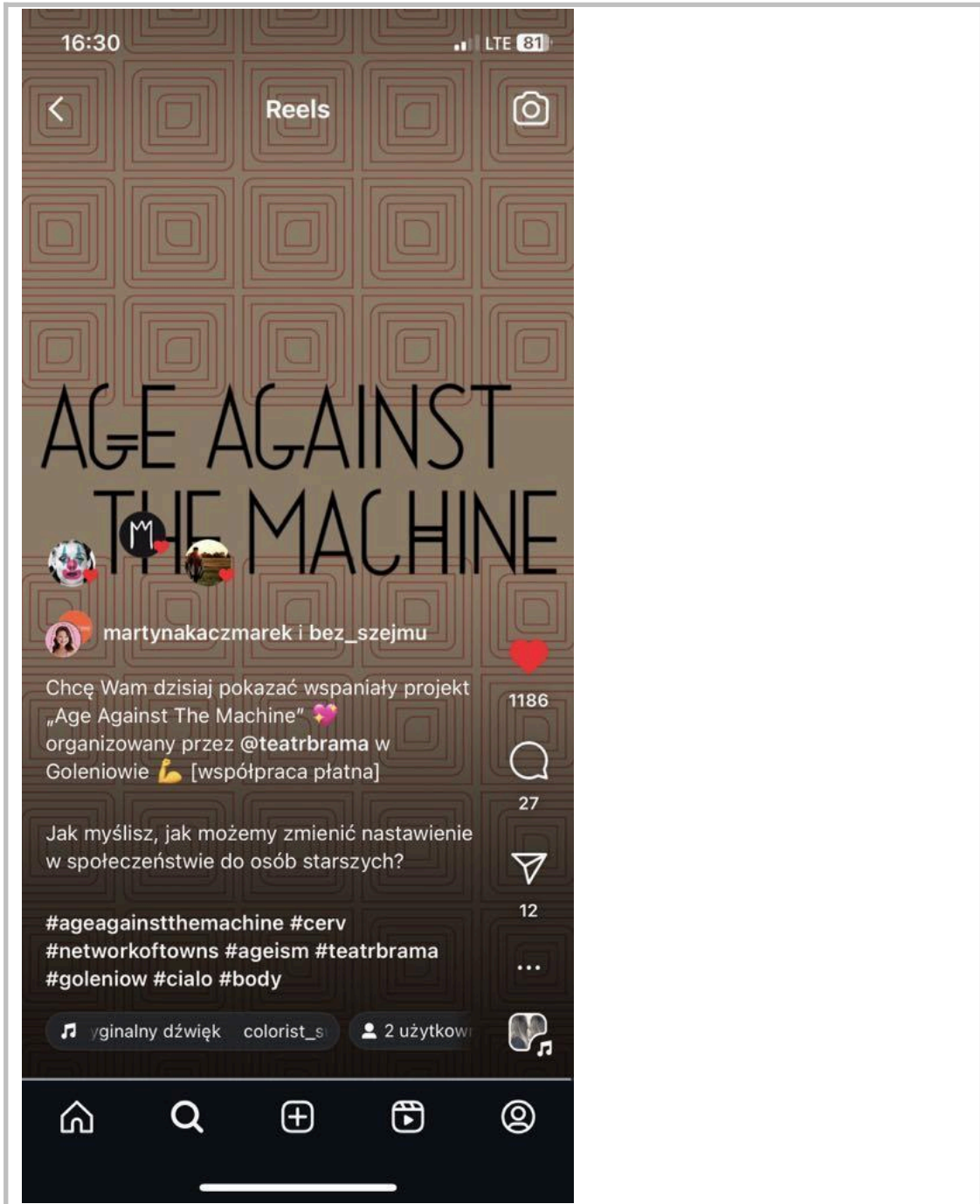


















The image is a screenshot of a web browser displaying a news article. At the top, there is a large red banner with the text "TEATR BRAMA" in the top left, "M." in the top right, and "CIAŁO" in large white letters in the center. Below the title, it says "18 X 2024 | 19:00 | Rampa Kultura" and "wstęp wolny". The background of the banner shows two hands clasped together. Below the banner is a browser address bar with the URL "radionaszgoleniow.pl/wiadomosci/pazdziernikowa-premiera-w-teatrze-brama/". The browser's tab bar shows several open tabs, including "Google", "ZP: Podstawa programo...", "canva.com", "LIBRUS Synergia", "TEMATY ZAJĘĆ RE...", "Poczta — Patrycja G...", "Plan pracy pedagog...", and "Program wychowaw...". Below the browser, there is a light blue header with the text "Październikowa premiera w teatrze BRAMA". The main content area features a smaller version of the red banner on the left. To the right of the banner is a yellow widget for "Radio Nasz Goleniów" with a microphone icon, the text "Radio Nasz Goleniów", and "OFFLINE" with a play button and volume icon. Below the radio widget is a blue and white advertisement for "Agencja Ubezpieczeniowa Dorota Pason" with the text "Ubezpieczenia komunikacyjne" and "Ubezpieczenia motorowe".

The image shows a screenshot of the Teatr Brama Goleniów website. At the top, the theater's name "TEATR BRAMA GOLENIÓW" is displayed in a stylized font. Below it, the text "serdecznie zaprasza na premierę spektaklu" (warmly invites to the premiere of the play) is followed by the title "CIAŁO" in large, bold letters. The event details are: "która odbędzie się 18 października o godz. 19:00 w Rampie Kultura w Goleniowie" (which will take place on October 18 at 19:00 in Rampie Kultura in Goleniów) and "w ramach projektu Age Against the Machine" (within the project Age Against the Machine). The page features a red and white geometric pattern on the sides and a navigation bar with various logos and links. The browser address bar shows "teatrbrama.org/en/". The main content area has three featured items: a "Flash Mob in frame of project Age Against The Machine", a "Premiere of the play 'The Body'", and a "Premiere of a unique performance 'The Body!'". A "TOP" button is visible in the bottom right corner.

TEATR BRAMA
GOLENIÓW

serdecznie zaprasza na premierę spektaklu

CIAŁO

która odbędzie się 18 października o godz. 19:00 w Rampie Kultura w Goleniowie
w ramach projektu Age Against the Machine

Co-funded by the European Union

EVORA

CHAJA

teatrbrama.org/en/

Google, ZP: Podstawa programo..., canva.com, LIBRUS Synergia, TEMATY ZAJĘĆ RE..., Poczta — Patrycja G..., Plan pracy pedagog..., Program wychowaw...

Teatr Brama, Customise, 6, 0, New, Edit Page, MetaSlider

HOME, INHUBITANT, NEWS, ACTIVITIES, ABOUT US, HISTORY, DOWNLOAD, CONTACT

Hi, Weronika

Flash Mob in frame of project Age Against The Machine

Premiere of the play 'The Body'

Premiere of a unique performance "The Body"!"

↑ TOP

The image shows a browser window at the top and a social media post below. The browser window displays the URL radionaszgoleniow.pl/wiadomosci/pazdziernikowa-premiera-w-teatrze-brama/. The page title is "Październikowa premiera w teatrze BRAMA". The main content area features a large red graphic with the text "TEATR BRAMA" and "CIAŁO" in white. Below the graphic, it says "18 X 2024 | 19:00 | Rampa Kultura" and "wstęp wolny". To the right of the graphic is a yellow button for "Radio Nasz Goleniów" with a radio icon and "OFFLINE" status. Below that is a blue advertisement for "Agencja Ubezpieczeniowa Dorota Pason". The social media post below is from "Teatr Brama" and features the same red graphic. The text in the post reads: "Pt, 18 paź", "Premiera spektaklu Teatru Brama - Ciało", "Dworcowa 1a, 72-100 Goleniów, Poland", and a button that says "Wezmę udział".

192 użytkowników odpowiedziało



Wydarzenie Teatr Brama

Dworcowa 1a, 72-100 Goleniów, Poland

Publiczne · Każdy na Facebooku i poza nim

Spektakl pt. „Ciało” powstał w ramach projektu „Age Against the Machine”, koncentrującego się na problematyce dyskryminacji ze względu na wiek. Spektakl jest wynikiem pracy grupy międzypokoleniowej, która zgłębiała zagadnienia związane z ciałem, tożsamością, kultem młodości oraz ageizmu.

„Czy ciało nas definiuje i buduje naszą tożsamość. Na ile to jest tylko powłoka, za którą się skrywamy? Chcemy od ciała uciec, chcemy je kontrolować lub chcemy je eksponować. Szukamy ciała niekrępowanego konwenansami czy władzą. Szukamy szansy na uwolnienie się od ograniczeń wynikających z tego, jak wyglądamy, by móc żyć, pracować i kochać na własnych warunkach”.

Ciało jest tajemniczym narzędziem, którym posługujemy się codziennie, choć nie do końca rozumiemy dołączona do niego instrukcje. Ciało to także nasz osobisty dowód na istnienie

wgoleniowie.pl/lokalne/cialo-w-rampie-teatralna-premiera-w-goleniowie/

Paweł Palica

Ciało w Rampie. Teatralna premiera w Goleniowie



TEATR BRAMA

CIAŁO

18 X 2024 | 19:00 | Rampa Kultura
wstęp wolny




Przez ogień na... wystawę. Rzeźby z Goleniowa w Szczecinie



Duchy domowe. Wczoraj multimedialna prezentacja, dzisiaj wernisaż



Zuzi zawsze jest zielono i niebiesko. 8-letnia goleniowianka z nagrodą

 **Teatr Brama**
15 czerwca · 🌐


- Eng Below -


Światowy Dzień Świadomości Nadużyć wobec Osób Starszych (WEAAD) przypada 15 czerwca. Przemoc wobec osób starszych przybiera różne formy. Może mieć charakter finansowy, emocjonalny, psychologiczny, fizyczny, seksualny lub społeczny. Znęcanie się nad osobami starszymi może wystąpić raz lub wiele razy i może mieć różny stopień nasilenia, od subtelnego do skrajnego. Może obejmować jeden lub kombinację różnych rodzajów nadużyć.

Jesteśmy dumni, że możemy być partnerami Age Against The Machine, wspieranego przez Komisję Europejską w ramach CERV, który został oficjalnie uruchomiony 11-tego kwietnia w Nowym Sadzie w Serbii.

Projekt ma na celu sprostanie wyzwaniom i kwestiom w kontekście społecznym i socjalnym oraz konsekwencjom, jakie wynikają dla osób starszych i seniorów.

Wspólnie kwestionujemy stereotypy za pomocą szeregu metod teatralnych i stworzymy sieć solidarności w sześciu miastach partnerskich, w których będziemy podnosić świadomość i promować zmiany poprzez przedstawienia teatralne i festiwale dla osób starszych i seniorów. Kulminacją projektu będzie konferencja w Belgradzie (Serbia), podczas której Czerwony Krzyż Serbii przedstawi decydujące zalecenia.

 **Teatr Brama**

 **Teatr Brama** jest w miejscowości **Goleniow z Pomorza Zachodnie** i **5 innymi użytkownikami**.
18 września · 🌐


- ENG below -

Chcemy Wam przypomnieć o projekcie, który realizujemy. Projekt Age Against the Machine (nazwa! ❤️) prowadzimy z partnerami z Serbii, Włoch, Portugalii i Danii. To projekt o dyskryminacji ze względu na wiek osób starszych. Temat jest poważny, ale świetnie bawimy się przygotowując spektakl, w którym zobaczycie na jednej scenie starsze i młodsze osoby z Teatru Brama. Premiera już w październiku, a poniżej zdjęcia z naszej akcji na Bramacie.

- Eng -

We want to remind you about a project we are doing. We are running the Age Against the Machine project (title! ❤️) with partners from Serbia, Italy, Portugal and Denmark. It's a project about age discrimination against the elderly. The topic is serious, but we are having a great time preparing a performance in which you will see older and younger people from Teatr Brama on the same stage. The premiere is coming in October, and below are photos from our action at Bramat.

Projekt "Age Against The Machine" jest finansowany z programu Unii Europejskiej "CERV-2023-CITIZENS-TOWN-NT"

 [@enrique.laya.larrea](https://twitter.com/enrique.laya.larrea)

**Teatr Brama**

good month and we hope to see you.

👉 Ola, Daniel and Patryk are going to Kielce to finish work on the play "Cena" with Kasia Knychalska and many other friends. We will be playing in a non-functioning synagogue! Keep your fingers crossed and visit us in Kielce on October 13 and 14 at 19:00!

🎭 Rehearsals for the performance "Body" are underway. It will be a beautiful intergenerational meeting. Mark the date of October 18. This is the first premiere of this season.

👤 We are preparing for the premiere of "Ball at the Heretics". This musical performance will be seen in Goleniow and Szczecin. We will play 5 times from October 24-27.

🇪🇺 Ole! On October 28, Patrick and Daniel fly to Spain to participate in TTT Festival 2024.

👉 In addition, we resume regular workshop work. This season we are working with Small Brama, youth group, adult group, senior group and about to open a vocal group.

❓ In all this chaos, we are trying to look for new paths, find ends to start new beginnings and think deeply about what to do more of, what to do less of, and what can be done better.

👉 In the photo you see Norbert, who a good dozen years ago was in the Brama youth group. Today he is back to join our ranks! Phew, let's catch a moment to meet in October!

[#offpolska](#) [#mkidn](#) [#instytutteatralny](#) [#ageagainstthemachine](#) [#cerv](#) [#networkoftowns](#) [#ageism](#) [#october](#) [#teatrbrama](#)

**Teatr Brama**

- ENG below -

Już za niewiele ponad tydzień zapraszamy Was na premierę spektaklu "Ciało". Niedługo podzielimy się z Wami zdjęciami z prób, ale już teraz możecie obejrzeć świetny film krótkometrażowy "Lizystrata", który stworzyła nasza grupa wolontariuszy wraz z Bramowymi seniorkami. Premiera odbyła się już kilka lat temu, ale nie opublikowaliśmy go nigdy online.

Projekt "Age Against The Machine" jest finansowany z programu Unii Europejskiej "CERV-2023-CITIZENS-TOWN-NT"


- ENG -

In just over a week we invite you to the premiere of the play "The Body". We'll share photos from rehearsals soon, but right now you can watch the great short film "Lysistrata" that our volunteers created with our seniors. It premiered a few years back, but we never published it online.

The "Age Against The Machine" project is funded by the European Union program "CERV-2023-CITIZENS-TOWN-NT"

[Maria Pyszel](#) [Janusz Baszkiewicz](#) [Barbara Biegańska](#) [@Danuta Kiliszek](#) [@Jadwiga Kubinowska](#) [@Łucja Czarnacka](#) [Agata Janina Kołodziejka](#) [Barbara Banasiewicz](#) [@Bronisława Filipczyk](#)

[#ageagainstthemachine](#) [#cerv](#) [#networkoftowns](#) [#ageism](#) [#CreativeEurope](#) [#goleniow](#) [#teatrbrama](#) [#europeancommission](#)

 **Teatr Brama**


See you there!


The "Age Against The Machine" project is funded by the European Union program "CERV-2023-CITIZENS-TOWN-NT"

[Event Link: Premiera spektaklu Teatru Brama - Ciało](#)


[@norbertwju](#)

[#ageagainstthemachine](#) [#cerv](#) [#networkoftowns](#) [#ageism](#) [#CreativeEurope](#) [#goleniow](#)
[#teatrbrama](#) [#europeancommission](#) [#body](#) [#premiere](#) [#performance](#)





Teatr Brama



Teatr Brama jest w miejscowości **Goleniów**.
17 października o 22:42 · 🌐

- Eng Below -

Już w najbliższy piątek o 19:00 w Rampie Kultura odbędzie się premiera wyjątkowego spektaklu "Ciało"!

W ramach międzynarodowego projektu "Age Against the Machine" zespół międzypokoleniowy zaprosi nas do zastanowienia się nad tym, co tak naprawdę definiuje człowieka. Przygotuj się na poruszający wieczór pełen refleksji nad ciałem, tożsamością i społecznymi konwenansami. Do zobaczenia!

The "Age Against The Machine" project is funded by the European Union program "CERV-2023-CITIZENS-TOWN-NT"

- Eng -

This Friday at 7:00 pm in Rampa Kultura there will be a premiere of a unique performance "The Body"!

As part of the international project "Age Against the Machine", the intergenerational team will invite you to think about what really defines a human being. Get ready for a moving evening full of reflection on the body, identity and social conventions. See you there!



HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	23.10.2024	Initial version (new MFF).