

ADNICH – ADriatic Network of artistic production for the development and enhancement of Intangible Cultural Heritage



In Italy for the ADNICH project - ADriatic Network of artistic production for the development and enhancement of Intangible Cultural Heritage it was implemented a program of

meetings aimed at structuring Focus Groups that they would have carried out for the project functional to its own realization because they were included within an in-depth discourse and creation of activities aimed at representing citizenship in the narrative and theatrical construction.

The main dynamic is that of participation and collective creation of the narratives that will then feed the dramaturgical and theatrical narratives of the production for the project. The focus group is in

some way an interview addressed to a homogeneous group of people, which aims to





deepen a theme or particular aspects of a topic. The various Focus groups took place as "group interviews" led by the moderators of the partner organizations who, following a more or less structured outline, proposed

stimulations to the participants. From the responses to these stimuli the basic discussions of the construction of the contents for the performance arose from time to time. There was a heartfelt interaction between the participants, between the citizens involved, the organizations, the cultural operators, interactions that certainly produced many more ideas than those that could have been produced through individual interviews with the various citizens of San Cesario di Lecce. The focus groups had an average duration of about two hours and were diligently conducted by specialized operators who managed in all cases to foster participation and to convey ideas towards a path that would allow to deduct precise ideas and fix them as key topics for the experience of dramaturgical production. In the period August - September 2018, the Italian Centre of the International Theatre Institute organized a cycle of focus groups in the municipality of San Cesario, using open public spaces as locations. What were these spaces? Think of Piazza Garibaldi and the De Giorgi Distillery. The De Giorgi Distillery. The De Giorgi Distillery is a space strongly felt by the community of San Cesario, a symbol of a shared history, of a community that has elected - and continues to elect - this as a place of reference, of identification, of evocation of its own history. A not quite common story, due to the

role of collective importance played by distilleries and the alcohol production industry, which have attributed to Cesario a primacy in the history of distillation (in the period of greatest productivity, up to the first decades of the second half of last century, there were 5 alcohol factories). The focus groups saw the participation of 400 people and embraced a wide range of themes, with the aim of developing a public debate among the public on gender inequality, the clash of cultures, the rights of under-represented minorities. These activities have been designed to obtain information on the local community and to recruit working groups on the selected themes, as an opportunity to experience first-hand artistic and intercultural paths. Aimed at the production of *Mater Medea*.

In the period August - September 2019, ITI Italia organized a second cycle of focus groups in the



municipality of San Cesario, using open public spaces as offices. The focus groups embraced a wide range of topics, with the aim of developing a debate that would somehow continue on the topics already covered the previous year. A total of about 300 people participated in the San Cesario focus groups in 2019. This also made it possible to compare 2018 with 2019 and to ensure that citizens felt

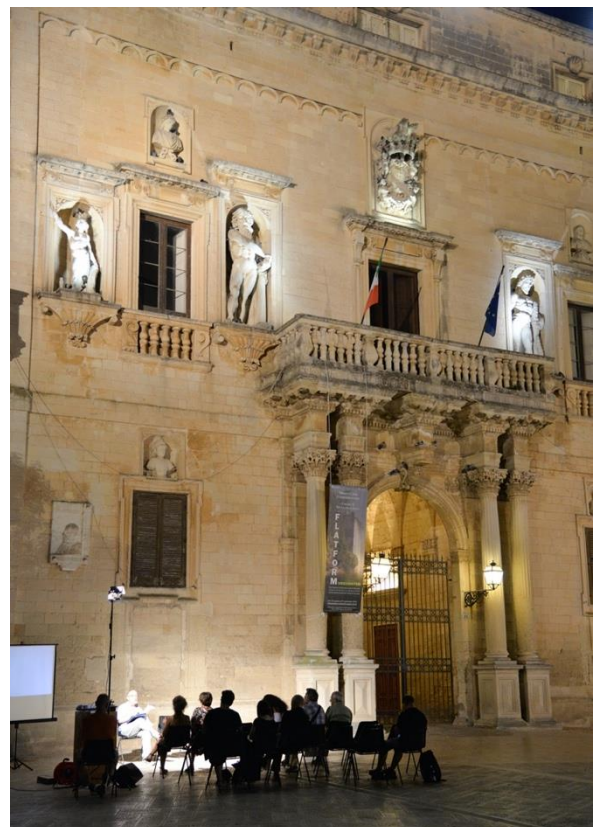


part of the process of artistic production precisely because they followed the process and participated, more or less, in the activities of listening to the ideas of the



community. The idea of doing them outside in the summer and in the evening allowed a pleasant and not heavy participation for the participants. It is clear that not all focus groups made it possible to have the same participants,

indeed, there was a variety that made it possible to bring other citizens closer to the themes of the project and above all to the themes of artistic production. We recall that the topics covered were related to the theatrical production "Mater Medea" of the International Theatre institute Italia soc. coop. soc. Therefore, the focus groups mainly dealt with the themes of gender equality and gender violence, in this case above all in relation to the removal and exclusion of women from the roles of power and community management, the themes of multiculturalism and interculture, in this case also through the important contribution of the voices of the migrants and refugees of San Cesario di Lecce who were able to express their ideas about it. The question of the "stranger", of the "foreigner" are fundamental for the myth of Medea and therefore this discussion



with the citizens of San Cesario, a country that still has an important population from other countries,
was very important for the dramaturgical construction of *Mater Medea*.

