

## 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:	[Dispari Teatro Cooperativa Sociale ETS] ([Dispari Teatro])
PIC number:	[897340987]
Project name and acronym:	[Age Against the Machine] — [AAGM]

EVENT DESCRIPTION			
Event number:	[8]		
Event name:	[Age Against the Machine Festival in Cuneo]		
Type:	[Intergenerational interactive performances]		
In situ/online:	[in-situ]		
Location:	[Italy], [Cuneo]		
Date(s):	[10/04/2025-12/04/2025]		
Website(s) (if any):	<a href="http://www.melarancio.com/wp-content/uploads/2025/04/Event-description-sheet_cerv-2.pdf">http://www.melarancio.com/wp-content/uploads/2025/04/Event-description-sheet_cerv-2.pdf</a>		
Participants			
Female:	290		
Male:	90		
Non-binary:	po		
From country 1 [Serbia]:	11		
From country 2 [Denmark]:	6		
From country 3 [Portugal]:	9		
From country 4 [Poland]:	10		
Total number of participants:	380	From total number of countries:	5
Description			
Provide a short description of the event and its activities.			
<b>After Holstebro in November 2024, Cuneo hosted the second international festival Age Against the Machine.</b> For the company Il Melarancio, which in the meantime changed its name to Dispari			

Teatro, it was a unique opportunity—not only for the quality and origin of the guest companies, but also because it was the first event hosted by the new cultural hub Officina Santachiara, which opened its doors specifically for this occasion. A 'spiritual' place that enhanced and, inevitably, shaped the various performances. Feedback from the project's various partners highlighted this very aspect: how profoundly the space influenced the perception of the shows and the audience's involvement. Officina Santachiara, with its architecture and layered history, managed to welcome and transform each performance into an immersive experience, emphasizing the centrality of the body, time, and memory in the artistic work of the participating companies. The success of the event confirmed the strength of the European network created around the Age Against the Machine project, which enabled an exchange of practices, methodologies, and artistic visions related to aging, the representation of mature bodies on stage, and the promotion of intergenerational dialogue.

**The central theme of the festival was ageism and intergenerational dialogue**, addressed through an artistic and cultural program that deliberately mixed languages, aesthetics, and generations. The audience, made up of people of very different ages, was engaged not only by the theatre performances—often participatory—but also by the post-show discussions that followed each of the five scheduled performances.

These moments of dialogue proved to be crucial: rather than simple side comments, they became true extensions of the stage works, where artists, spectators, and cultural operators could share reflections, personal experiences, and visions on the role of age in contemporary society. The festival demonstrated how theatre can serve as both a political and poetic tool, capable of dismantling age-related stereotypes and building authentic relational spaces between generations. It reinforced the idea that ageism is not an isolated or local phenomenon, but a transversal issue affecting all European societies—one that can be interrogated, deconstructed, and reframed through art.



## PROGRAM

### Thursday, April 10, 2025

- **10:30 AM – Diritti&Rovesci – DispariTeatro (Italy)**  
 “Diritti&Rovesci” involves six artists ranging in age from 20 to 69. Using figure theatre techniques, visible puppet manipulation, and live music, it stages the first articles of the “Charter of Rights Between Generations,” with poetry and irony.
  - The right of every person, regardless of age, to be respected in their dignity;

- The right, regardless of age, to be heard and to have one's opinions and experiences acknowledged and valued;
- The right to live one's old age in dignity and autonomy;
- The right of future generations to be entrusted with a healthy and livable planet;
- The right of new generations to have opportunities for personal and professional development.



- **6:00 PM – Body – Teatr Brama (Poland)**

The performance "Body" is the result of intense work by an intergenerational team, which explored themes such as identity, the body, the cult of youth, ageism, and the sexuality of older people. The performance poses fundamental questions: Is the body what defines us, or is it just a shell we hide behind?

The creators challenge the audience: Can we free ourselves from the social conventions imposed by our bodies? What limits stem from our appearance, and how can we overcome them to live, love, and work on our own terms?



**Friday, April 11, 2025**

- 10:30 AM – Waiting for the rain. Ageism in six scenes – Troup Drz Ne Daj, Foundation "Novi Sad - European Capital of Culture" (Serbia)**

The performance "Waiting for the Rain", structured in six scenes, directly questions the various forms of ageism, from interpersonal to structural and institutional. Through everyday situations where older people face discrimination and marginalization, the performance shows how deeply ingrained the preconceptions about the elderly are, and how institutional discriminatory practices affect their lives and dignity, pushing them to the margins of society. This socially impactful performance, which involves Novi Sad citizens aged 17 to 77, invites the audience to reconsider their attitudes towards the elderly and to actively engage in the fight against ageism, emphasizing the importance of social responsibility and equality.



- 6:00 PM – Old Women? Who Said That? We Are Still Here! – Universidade de Évora (Portugal)**  
 This is a performance in which vulnerability and sisterhood go hand in hand, crossing brief narratives that affirm the women we are. The emotion of the journey imposes itself as a metaphor for life, carrying the hope for new paths that await us. Through a collection of shared memories and the expression of hopes for the future, we reflect on what we have made of the time we have lived so far and all that still awaits us. This performance is the result of a seven-month intergenerational community project, giving visibility to stories and fears and deconstructing prejudices related to aging. The project emerged from a collaboration between the Center for the History of Art and Artistic Research (CHAIA, University of Évora) and the Sociocultural Department – Youth and Sports (Municipality of Évora, Portugal), with the participation of elderly residents and students of visual arts and performance studies.



**Saturday, April 12, 2025**

- **10:30 AM – Loneliness is a monster – Nordisk Teaterlaboratorium – Odin Teatret (Denmark)**

In a world where we are more connected than ever, loneliness has found a new form. It creeps into our daily lives, hidden behind screens, between train seats, and in the dark corners of our cities. But what if we could do something about it? What if we could design our environments to combat this invisible force?

"Loneliness is a Monster" is an interactive performance exploring how space and transportation can become keys to breaking down barriers between us. The show invites the audience into a world where loneliness is no longer something to fear but a reality we can transform and overcome.



## **PARTICIPANTS**

One of the festival's greatest strengths was undoubtedly its audience—broad and deeply diverse in age, gender, and social background. The choice to make the events accessible, both economically and linguistically (thanks to English and Italian subtitles), allowed a wide segment of the population to participate, including families, seniors, and especially local secondary school students.

This heterogeneous composition enriched every moment of the festival, making intergenerational dialogue not only a theme addressed on stage, but a concrete practice, experienced in debates and interactions among participants. The public success and the strong emotional impact confirmed the central role of the Age Against the Machine project in promoting a culture of inclusion, respect, and valuing of differences—not only age-related, but also cultural and social.



### COMMUNICATION STRATEGY

As planned in the project, the communication strategy for promoting both the overall project and the festival specifically was developed on several levels:

1. **Printed Materials:** 50 posters featuring the festival program were displayed on city streets for 15 days prior to the event. A roll-up banner with the Age Against the Machine logo was printed to mark the festival venue. Various articles in local and regional newspapers announced the start of the festival.  
  
PRESS RELEASE: <https://www.melarancio.com/wp-content/uploads/2025/04/RS-FESTIVAL-AAGM.pdf>
2. **Animated Video:** A professional video editor was commissioned to create an animated video announcing the festival, specifically addressing the themes of Dispari Teatro's show—intergenerational rights. The video was published on YouTube, Facebook, and Instagram, and was shown as the opening of the festival before the performance *Interwoven Rights*.

<https://youtu.be/hWZuPJUjig8?si=xI4X3j36i3HYUe8L>

<https://www.facebook.com/share/v/15QbbfVh98/>

[https://www.instagram.com/reel/DIOV7\\_2qyE/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DIOV7_2qyE/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

3. **Social Media:** Promotion on Facebook and Instagram began on April 2, with one or more posts per day announcing performances and guest companies. The program has been published on our website and disseminated through newsletters. During the festival, photos were taken and short videos were shot and posted daily.

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<https://www.melarancio.com/age-against-the-machine/>

4. **Influencer:** To boost the event's visibility and reach a broader audience, a local influencer active in the cultural and social sector was involved, with a heterogeneous following well-distributed among young adults and over-50s. The post was published a few days before the start of the festival.

[https://www.instagram.com/reel/DII95\\_QNEQY/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DII95_QNEQY/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

This multichannel strategy aimed to promote the festival not only as an artistic event but as a moment of social reflection and collective participation. The balanced use of analog and digital tools ensured broad coverage and facilitated access to information, reaching diverse target groups by age, interests, and content consumption habits.



Co-funded by  
the European Union

# FESTIVAL AGE AGAINST THE MACHINE

## CUNEO 10-11-12 APRILE 2025

Con il contributo di:



FONDAZIONE CRC

### AGE AGAINST THE MACHINE

## PROGRAMMA

#### Giovedì 10 aprile 2025

10:30 **Diritti&Roveschi** Dispari Teatro (Italia)

18:00 **Body** Teatr Brama (Polonia)

#### Venerdì 11 aprile 2025

10:30 **Waiting for the rain**  
Troup Drz Ne Daj,  
Foundation "Novi Sad-European  
Capital of Culture" (Serbia)

18:00 **Old Women? Who Said That? We Are Still Here!**  
Universidade de Evora (Portogallo)

#### Sabato 12 aprile 2025

10:30 **Loneliness is a monster**  
Nordisk Teaterlaboratorium/Odin Teater  
(Danimarca)

## OFFICINA SANTACHIARA

Via Savigliano, S/N - Cuneo

DispariTeatro.it

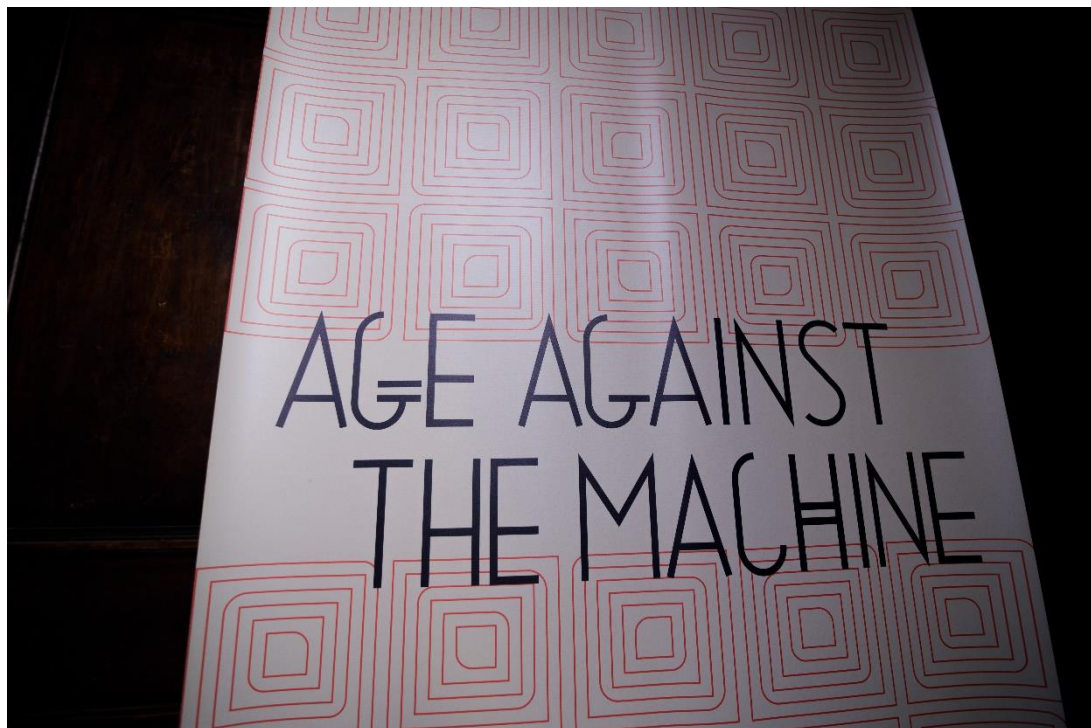










HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).