

carnival

GETTING TAIWAN READY FOR A WONDERFUL NEW EVENT



THE DUTCH HAD A GOOD IDEA

TAIWAN SHOULD COPY IT

BRINGING THE STAGE TO THE AUDIENCE







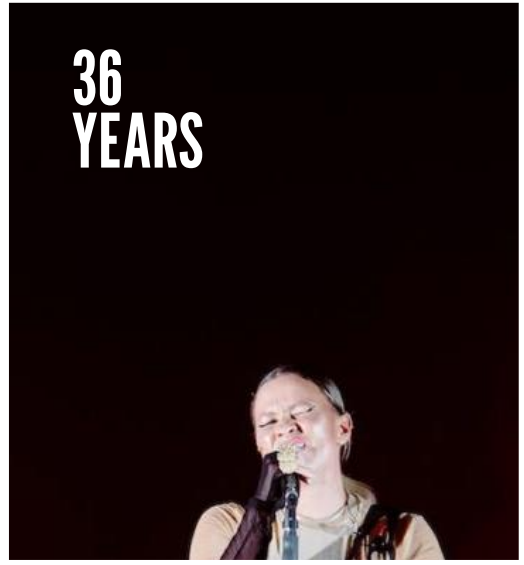
"De Parade" is famous in Holland: a pop-up village of theater tents, bars, food, music, and surprise performances that appears in Dutch city parks each summer. Audiences wander from tent to tent, catching short performances custom-made for the festival, with enough time between them for a drink, a meal, and catching up with friends. The immersive atmosphere is like stumbling into a festive, slightly bohemian fairground after dark.

FOLLOW THE DUTCH

De Parade has been operating continuously for over 36 years and has introduced an entire generation of audiences to the joy of theater, by making it lively, accessible and above all, fun.

The Parade has launched careers, helped artists move from the small stage to the big venues and has entertained millions. It also generated revenue, provided opportunities for local entrepreneurs and boosted the cultural prestige of the host cities.

Taiwan needs a carnival like this.











LET'S CREATE A TAIWANESE CARNIVAL

WE CAN CREATE A TAIWANESE VERSION OF THE DUTCH "PARADE"...

... AND CALL IT THE "CARNIVAL"!

UNIQUE ATMOSPHERE



WHAT MAKES CARNIVAL SO SPECIAL?

Exciting nibbles. Exotic drinks and craft beers. Retro playground rides. Long tables to sit, talk and make new friends. A host of multicolored tents inviting you to be entertained by short performances that defy classification.

Inside the tents: Drama. Music. Dancing. Vaudeville. Stand-up comedy. Burlesque.

Carnival would not just be an event, but an immersive experience.

PLENTY OF CHOICE



WHAT MAKES CARNIVAL SO SPECIAL?

There would be many venues at the carnival. Performances are brief (30-40 minutes), tickets are cheap and visitors can see several performances on one evening, like a cultural version of bar-hopping.

There would also be a lot of variety. At the carnival, there is something for everyone, even special events for children during the afternoons.

SOCIAL ENGAGEMENT



WHAT MAKES CARNIVAL SO SPECIAL?

The Taiwanese love a good street festival or night market. Carnival is yet another shared experience that brings people together.

After the performance, visitors don't have to disperse and go home, but can sit down and eat, drink, reflect, critique, laugh and share experiences with other visitors.

DISTINCTIVE VENUES



WHAT MAKES CARNIVAL SO SPECIAL?

Carnival is a theater festival, not a street festival.

The vividly decorated tents and other enclosed performance spaces invoke a spirit of raw entertainment: everything is immediate, up close and personal, fast and direct.

The walls create a sense of intimacy, while still allowing the visitors to feel connected to the entire outside experience.

Carnival is theatrical.

DISTINCTIVE PERFORMANCES



WHAT MAKES CARNIVAL SO SPECIAL?

Carnival performances have a unique identity: they are unconventional, surprising, engaging, fun, outré, fringy.

The shows are created with the venue in mind: short, entertaining, engaging. Some include the entire audience in the performances.

The Carnival is the place to find entertainment like no other in Taiwan.

CURATION



WHAT MAKES CARNIVAL SO SPECIAL?

The carnival is bohemian, unconventional and definitely non-conformist – but it is not platform for abstract art. The goal is to entertain.

Shows can be bizarre, outrageous, odd – as long as they are fun to watch.

This promise to entertain and surprise is carried through in the selection of food and beverage vendors, who also deliver new and unusual experiences.

Think premium night market with fringe theater and places to sit down and have a drink.

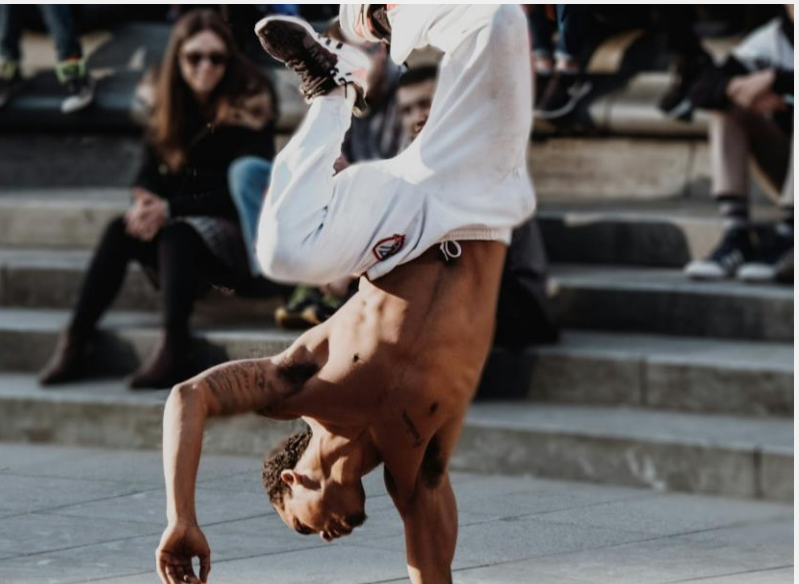
WHY TAIWAN NEEDS ITS OWN CARNIVAL

the artists



CARNIVAL IS AN AN INCUBATOR AND ACCELERATOR FOR TAIWANESE TALENT

WHAT ARTISTS NEED



Starting artists are stepping into a difficult world.

There are not enough places to play. Traditional venues in Taiwan are few and hard to get into.

To grow and survive, artists must look beyond the traditional stages they were trained for.

And we don't mean TikTok.

PRACTICE

PARTICIPATION

COLLABORATION

PRACTICE

Play often, try everything, adapt and play again.

To build a vibrant and nurturing culture for young theater makers in Taiwan, performers and directors must have access to smaller, accessible stages where speed and agility are key.

Formats like the Carnival that favor small stages with short performances are perfect for training a new generation of active, alert and experienced artists that is attuned to the wants and needs of a paying audience.

*

PARTICIPATION

Learn by growing,
grow by doing.

The best teacher in the performing arts is the live stage. Interaction with a live audience in a more informal setting is not just an exhilarating experience, but also essential for personal and artistic growth. Small, easily accessible stages do not just bring people closer to the performing arts; they bring the actors to the audience, and teach them what works – and what doesn't.



COLLABORATION

Share, learn, do

The rapidly shifting cultural landscape is redefining the role of traditional media. Artists must expand their skills beyond the traditional venues they were trained for. Cross-over collaborations that bring together drama, music, vaudeville, standup, revue, performance art and cabaret in an organic way are a perfect way to hone talent.

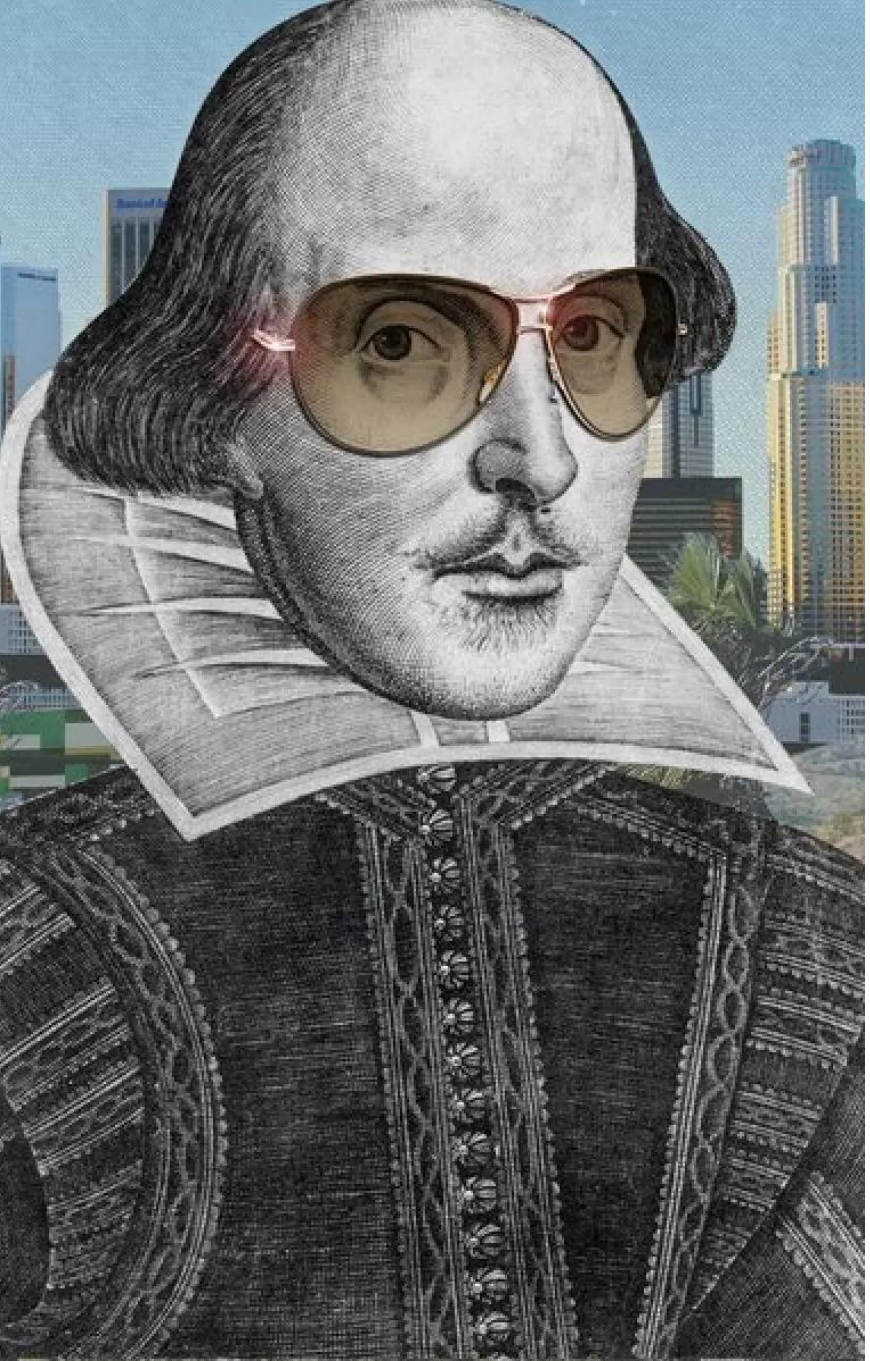
WHY TAIWAN NEEDS ITS OWN CARNIVAL

the audience



CARNIVAL BRINGS THE STAGE TO THE PEOPLE

2



THE AUDIENCE AWAITS

In Shakespeare's time, going to the theater was not a high-brow affair. It was daily entertainment for the masses. Performances were loud, lively, and full of surprise. What happened on stage was not only a reflection of life; it was part of life.

Carnival lowers the threshold to the staged arts. It positions theater as fun, accessible, affordable, easy, entertaining and non-elitist. There is a whole new generation out there, growing up with on-screen entertainment only, waiting to be engaged by live action.

WHAT DO PEOPLE WANT?



ENTERTAINMENT

Carnival Not an isolated single cultural event, but an immersive experience that includes food, drink, fun, choice and variety. Everyone will be entertained.

ENGAGEMENT

A shared experience with friends, family and strangers that delivers a sense of connection and enhancement of life.

ACCESIBILITY

Prompt access, low prices, ease of use, viable alternatives, limited duration, no dress code.

BRIDGING THE GAP

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TRADITIONAL VENUES

FLAGSHIP NATIONAL INSTITUTIONS	Limited venues, elitist, “special-occasion-only” feeling
CITY CULTURAL CENTERS AND PUBLIC HALLS	Uneven programming, single events only
COMMERCIAL VENUES	Mostly focused on mainstream music and musicals, few “adventurous” choices, expensive
SMALL AND EXPERIMENTAL SPACES	Limited venues, elitist, “special-occasion-only” feeling.
FESTIVALS AND INFORMAL CULTURAL LIFE	Limited venues, elitist, “special-occasion-only” feeling.

CARNIVAL

entertaining
affordable
low threshold
accessible
mesmerizing
immersive
experimental
socializing
engaging
flexible
rewarding
fascinating
C/P value
empowering
educational
liberating
enlightening
informative
friendly
repeatable
welcoming
fun

AUDIENCE


TAIWAN HAS
EVERYTHING IN
PLACE FOR A
CARNIVAL

// 01

FESTIVAL CULTURE

Taiwan has a rich tradition of night markets, festivals and outdoor events, and the basic idea of a carnival is already embedded in the Taiwanese mindset.

// 02

VENUES

Taiwan is teeming with suitable inner-city venues that are already used for similar purposes, and that are well-known to the public.

// 03

INFRASTRUCTURE

Many venues already have the required infrastructure in place: grid access, transportation, sanitary facilities, parking, road access.

// 04

REGULATORY ENVIRONMENT

Rules, regulations and application procedures for these types of events already exists and can reliably be used for a carnival.

// 05

EQUIPMENT

Taiwan has a thriving events- and festival culture, and the required hardware and technical equipment are readily available for rent or hire.

// 06

F&B VENDORS

Not just night market vendors, but many restaurant as well are already fully equipped for and experienced in on-site catering for festivals.

// 07

FINANCING

The Taiwanese national and regional government have specially allocated budgets for a wide range of cultural and social events like this.

// 08

PR/PROMOTION

Event promotion through multiple channels is alive and well. There are many easy and affordable platforms to launch a new phenomenon like Carnival.



CARNIVAL IS AN ECONOMIC BOOSTER

CAN THEATER MAKE YOU RICH? SHORT ANSWER: NO.

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SOME NUMBERS FROM THE DUTCH "PARADE"

€ 3.44m	Ticket Sales
€ 2.26m	Food and Beverages
€ 0.80m	Rent/Lease
€ 0.175m	Government Subsidies and Grants
€ 0.237m	Sponsorships/Supplier Discount

2023 revenue breakdown



TW-NL CONNECTIONS

There is nothing unique about the Dutch Parade as a format: it is just tents, theater and food. Many other nations have created similar festivals, each of them adapted to the local culture and the spirit of the times. Taiwan must define its own version.

However, there are a few things the Dutch could contribute to a Taiwanese Carnival.

TALENT EXCHANGE



Dutch Parade performers coming to Taiwan would be more than visiting artists. They would be pathfinders, educators, facilitators and exchangers.

Suitable Taiwanese performances could be invited to the actual Parade back in the Netherlands as well.

A meaningful cultural exchange that would reach a younger demographic.

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FROM HOLLAND TO TAIWAN AND BACK

MEISNER STUDIO

The Meisner Acting studio in Taipei (first in Taiwan) was founded by Dutch director Martijn Hullegie in 2020.

It has trained over 200 Taiwanese actors and performers and has established a strong talent network in Taiwan.

Reaching an entire ecosystem of players, makers and facilitators is a matter of a few clicks.

MEISNER STUDIO TAIPEI

TRAINED LOCAL TALENT EAGER TO JUMP IN

LOOK RIGHT

Through its founder, screenwriter and film/TV producer Luuk F. van Heerde, as well as its contacts within the event organization industry and local government in Taiwan, Look Right is in a unique position to offer networking support and creative consultancy.

look right

NETWORKING AND SEGMENT EXPERIENCE

CONCLUSION:

THE CARNIVAL IS GOOD FOR TAIWAN

GOOD FOR ARTISTS //01

GOOD FOR AUDIENCES //02

GOOD FOR LOCAL BUSINESSES //03

GOOD FOR LOCAL GOVERNMENT //04

SIDE NOTE: AND NOT BAD FOR THE NETHERLANDS EITHER!

GET INVOLVED

Right now, the Carnival in Taiwan is just an idea. It needs to be moved forward by makers and doers. Are you one of them? Drop us a line!

www.lookright.tw/carnival

look right