



performances in student rooms in your city

STUKAFEST EINDHOVEN

13 FEBRUARY 2020



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INTRODUCTION

During Stukafest the student rooms in the largest student cities are transformed into mini theatres where music, dance, cabaret, poetry, literature, theatre and other kinds of disciplines find their place. The 11th edition of Stukafest Eindhoven will take place on the 13th of February 2020. Stukafest's goal is to provide students with an accessible way to come in contact with all disciplines of culture.



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GENERAL INFORMATION

Statutory name:	Stichting Stukafest Eindhoven
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Date of founding:	18 October 2012
Chamber of Commerce number:	56286678
IBAN:	NL89RABO0312592108

STUKAFEST EINDHOVEN 2020 BOARD

This year's Stukafest Eindhoven board consists of five students from Eindhoven University of Technology. Three of these students are organising Stukafest for the second time. Within a couple of weeks, these students not only have managed to form an enthusiastic board that is not only experienced, but also one which has a passion for many different cultural activities, such as music, performance art, film and dance.

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POLICY PLAN STUKAFEST EINDHOVEN 2020

This edition of Stukafest Eindhoven will take place on Thursday February 13th, 2020. For the set-up of this year there is good consultation with the national board of Stukafest. Our primary focus is setting up a complete Stukafest experience and to make sure there are good and new ties with our partners and sponsors, to ensure a full Stukafest experience in Eindhoven in the future as well. Since the current board of Stukafest Eindhoven is for a large part experienced in organising Stukafest, we have the possibility to create a more extensive Stukafest experience than last year.

GOALS

Target group: Students

Stukafest focuses on all students in Eindhoven and that is why we also want to involve all Eindhoven students in this edition of Stukafest: students from the Fontys, TIO, Design Academy and Eindhoven University of Technology. Not only social media will be used to achieve this, but also contact will be maintained with Fontys, TIO, Design Academy and Eindhoven University of Technology. In the past TU/e and Fontys have been very keen on collaboration. This year's plan is to more actively reach the other institutes as well.

Target group: Non-students

There are also many non-students who can visit our festival. Eindhoven has many art and music programs not aimed at students that are frequently visited. By working together with the people within this network we can attract a larger target group with an interest in culture and can improve the quality of the acts.

Stukafest acts and planning

The acts in the student rooms are various cultural shows or activities. About 60% will consist of music and the rest will consist of other cultural acts, such as dance, theatre, poetry, comedy and more. Just like last year, this year we aim to host events at 12 locations. We would like to give our audience a wider variety of acts than last year and also a couple of acts that are more well known. To ensure that each act receives the attention it deserves and that all locations will be well attended we will organise promotional activities that are explained in the next section.

For the locations it is important that, next to the fact that the room must be suitable for the act and that it must appeal to various students, visitors can easily and quickly move between the rounds. We carefully check if the student residence is easy to reach and where it is positioned compared to other houses. This argumentation also holds for the party at the end of the festival.

After party: Stukafest

The after party must appeal to all Stukafest visitors, but also to other people. The board finds it important to consider which location would work best to guarantee a fun party. Last year's after party was a great success, with a number of visitors of around 280. The location of last year's after party was the café Altstadt on Stratum in Eindhoven. It offered just enough room for our visitors, had a stage for our bands and had a very nice atmosphere. The aim is to increase the number of visitors for the after party this year, so we're looking at a slightly bigger venue. We already had offers of venues to come and host the after party there.

Strengthening and retaining ties

Last year's board got in touch with many new parties for houses and for sponsors. This year we will focus on strengthening and maintaining these ties. To ensure board continuity not just with partners and sponsors, we would have a detailed document for each part of the organising that the future board could use as reference for information.

Extra activities

Last year we had 2 additional events to Stukafest itself, this year we want to host at least two additional events, maybe three. The nature of these events will change a bit compared to last year, as we will organise Stutufest, a garden party with live performances, and a silent disco at the Green Strip Market. The idea is to spread the Stukafest name as much as possible with new students by organising these kind of activities.