



Executive Summary

Survey on the Virtual Hub

In collaboration with
Van Grimde Corps Secrets

SYNAPSE C

CONTEXT

A survey of 135 organizations was conducted, resulting in 124 respondents from Canada and 11 from abroad. Of this total, 97 respondents completed the questionnaire in French, i.e. 72%. The respondents represented a variety of disciplines, reflecting the wide scope of the survey.

Disciplines	Dance	Visual Arts	Media Arts	Theatre	Music	Circus	Research
Disciplines	Danse	Arts visuels	Arts médiatiques	Théâtre	Musique	Cirque	Recherche
Nombre	72	46	21	29	16	6	61

Number

FINDINGS

Among the many categories explored, the findings would appear to be very positive in most cases, revealing a keen interest in the Hub concept. Here is a summary of the response to the Virtual Hub project:

Section	Theme	Tendency
Section	Thème	Tendance
A	Identification	N/A
B	Création	« Accord »
C	Diffusion	« Accord »
D	Formation	« Accord »
E	Entraînement	« Accord »
F	Répétitions	« Indécise »
G	Développement	N/A
H	Culture numérique	« Accord »
I	Hub	N/A

A	Identification	N/A
B	Creation	"Agreement"
C	Presentation	"Agreement"
D	Learning	"Agreement"
E	Training	"Agreement"
F	Rehearsals	"Undecided"
G	Development	N/A
H	Digital Culture	"Agreement"
I	Hub	N/A

SYNOPSIS

B- Creation

In the "Creation" section, with respect to sharing views of the creative process with other organizations, the reaction was extremely positive. Respondents were also very receptive to following the work of researchers in the arts disciplines.

As for the use of online tools, the response was somewhat mixed: further investigation would be required to determine what kind of tools should be offered, or to identify and promote those that are most often used. Google and Zoom are very popular tools. Training in this area could be an interesting option to pursue.

It goes without saying that people prefer having good equipment, and that an efficient internet connection and proper training to use the tools available to them are essential.

C- Dissemination

Respondents preferred that online presentation be done by non-presenters, feeling that this could influence the use of the platform. This is their perception, at least; it would be important to validate it. Among their concerns: the ability to adopt the public's point of view, the difficulty of using the platform, the quality of the product and the cost of setting up such a virtual structure. Among the favourable factors: the variety of content, the international dimension, and the lack of travel required.

With regard to the creator, the impediments foreseen are the proper protection of the works, the quality of the final product, the equipment required, and the difficulty of using the platform. In defining the Hub, solutions must therefore be found to counter these objections. Security must also be flawless, and the presenter must have a proven track record.

D- Learning

Respondents are very eager to learn, and expect clear objectives with this training approach. A calendar of subjects should therefore be proposed and then validated in order to select those that best meet the required needs.

E- Training

Respondents already seem to be using online training videos, but the biggest obstacle is motivation and, in many cases, the space and the type of equipment available. If such a training program is set up, the activities proposed must therefore be tailored to meet their specific needs, which will need to be determined in individual interviews.

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F- Rehearsals

As with the training sessions, the sometimes limited interior space of the residence is seen as a hindrance, as is the noise pollution produced by the rehearsals, which can inconvenience the neighbourhood. In addition, the lack of physical interaction with the rest of the artistic team could serve to demotivate, thereby limiting the possibilities of online rehearsals. On the other hand, staying at home for rehearsals obviates the need to travel, a distinct advantage. In any virtual solution, the most important advantages in their eyes must be determined so as to counter the negative arguments. The notion of remuneration and time savings should be more deeply probed to grasp the subtleties behind their assertions and reservations.

G- Development

One of the most appreciated aspects of the Hub is the way it encourages encounters with other disciplines, which allows a certain openness and facilitates the sharing of resources and good practices. The Hub also fosters alliances and the development of new markets. In communications, this aspect of cohabitation and exchanges should therefore be highlighted to demonstrate to artists the benefits of surrounding themselves with people with common goals rather than remaining isolated.

H- Digital culture

The Hub must reflect the values of the community, but this same community expects exchanges and proposals, i.e. a form of collaboration. The respondents would like to delve deeper into this subject; it might therefore be productive to set up a discussion forum to discover their exact thoughts.

I- Hub

The Hub must be self-managed and offer some services free of charge and some for a fee. Its access must be easy and free in order to attract as many users as possible. Some specific services may be provided via a private and paid connection so as to limit access, to offer technical support and training services, and to generate exchanges.

SYNOPSIS

CONCLUSION

Despite the overall positive response to establishing such a Hub, some aspects need to be further analyzed to ensure a high level of satisfaction. The subject that seems to be of most concern to respondents is the management of this virtual universe and which physical entity will be responsible for offering quality services.

As for the nature of the dissemination, since the notion of security is important, it is essential to choose a model that will provide a high level of transparency and a governance of the data and exchanges that will make respondents comfortable.

Quality is an important element. Respondents do not want a hastily developed solution to respond to their needs. They want a virtual solution that meets their expectations at a reasonable cost. In addition, the platform must encourage exchanges: comments indicate a desire to share experiences and ways of doing things.

Regarding the home training and rehearsal component, respondents appear to be less at ease; a highly imaginative solution would therefore be needed to make this experience satisfying. More reflection is therefore required to find a solution that meets everyone's expectations.

As for remote creation, in addition to allowing exchanges on the use of specific creative tools, it facilitates discussions between artists, which bodes well for their individual development.