The project The audience in classical culture is aging. Theaters, orchestras and museums are trying to counteract this and enthuse young people for their work. The Düsseldorf Youth Culture Concept, developed for the City of Düsseldorf by the Center for Cultural Research (centre for culture research CCR), offers a participatory approach in both arts education and target group marketing for the arts. This concept opens a fresh approach both to research in the field and to educative intervention. In research a mix of quantitative and qualitative methods was chosen. The decisive point of the project was to combine research with an active role of the target group. In Düsseldorf, ten venues participated in this project, including the Opera House, libraries, museums etc. Realization As a first step, a visitor survey at each venue was taken, with particular attention on young people. Some 35 young people took this as a starting point to work out their ideas on possible offers for the different institutions to a young target group in communication, program and marketing. The initial results were fifty fresh ideas. Some examples include: the “Last-Minute-Card, selling to young people vacant seats in venues, the cross-over project “Opera Meets Hip-Hop” for professionals and young artists, the “Art Fan” project to build an organization of friends of a museum exclusively for the young generation, employing “guerrilla marketing” in the arts marketing, new forms of branding, of signaling participation, etc. These ideas were tested in a second survey, targeted at young people. Its aim was to test the acceptance of the different ideas in the target group. Result Successful keystones for approaching target groups of young people will be presented as a result of this study like integration of young experience or creation of an adequate atmosphere for youths. The study shows that it’s extremely efficient to include the target group into the process of design concepts. And of course, the young people participating enjoyed an intense learning both in the arts and marketing approaches. Thus, in an inventive research design, participation can be a research tool, an incubator of ideas, and a great learning opportunity for those
who have the chance to be part of such a process. The presentation will discuss how such an approach functions, and how it could be disseminated. Susanne Keuchel, Markus Weber-Witzel: The Düsseldorf Youth Culture Concept. Ideas of a Generation for itself. Bonn. 2000

References
Susanne Keuchel: Cultural Education in Full-time Day Schools. Bonn. 2007
Susanne Keuchel, Andreas Johannes Wiesand: Cultural Barometer 50+. Bonn 2008