



JURGIS DID

FROM SPECTATE TO PARTICIPATE

INTERACTIVE MUSICAL
HAPPENING

A cocktail of live music, powerful ideas, and creative interaction that inverts the role of on an audience and demonstrates how easy it is to go from 'safe and passive' to 'hands-on and engaged'.

EDUTAINMENT

By mixing his passion for music and social phenomenon, Jurgis proves that an artist can do more than just entertain.

He can use his craft to illustrate and educate, inspire us to tap into our own artistic nature, as well as nudge us to challenge rules and roles of social structures playfully. This participatory performance blends genres. It can feel like a serious concert at one moment, stand-up comedy the next, a dance-party, and a life-changing workshop shortly after. Thorough explanation of what is going on gives the audience plenty to take home and think about after the show.



SOCIAL*
IS AN
OPPORTUNITY



“A multidisciplinary seminar and participative musical performance that reveals how group dynamics work and then illustrates how they can be “hacked” with a little bit of FUN!”





**“One of the best participatory
music performances/workshops
I’ve ever experienced.”**

Magnus Brannstrom,
CEO & President Oriflame

FUN OFTEN MAKES THE DIFFERENCE BETWEEN WANT TO AND HAVE TO

The session culminates with an interactive musical happening where spectators become participants and get a practical taste of the subject matter by holding the musical space together, and feeling accountable for the process and the people involved.

It is particularly useful for those who want to understand how to get people earnestly engaged in processes. It is also practical therapy for those who often want to be more involved but often can't overcome unseen barriers.

While the theory may enlighten our minds, being part of the experience provides a positive emotional jolt that makes people re-evaluate what they know about emotion, FUN, empathy, social structures, engagement and authenticity.





“We entered the room as individuals, and two hours later left it as one big tribe inspired to create something bigger than ourselves.”

Vija Valentukonytė,
Head of Internal Communication Telia Lietuva

“He effortlessly mixes business insight, musical performance, creativity and fun to create an engaging experience. It was perfectly tuned to the theme and purpose of our leadership event. It was a fantastic and empowering burst of energy!”

**FUN! IS LIKE SALT, IT MAY HAVE LITTLE SUBSTANCE,
BUT IS A GREAT CATALYSER THAT MAKES ALMOST
ANYTHING TASTE A LITTLE BETTER**

“From Spectate to Participate” is perfect Edutainment for any organisation that needs to break the ice, kickstart a process, begin a dialogue or simply give their people something to think about. Key subjects such as engagement, participation, stakeholder involvement, vulnerability and trust can be emphasised depending on the audience.

Although Jurgis has done well over 200 interactive musical seminars in the past 3 years for businesses, NGO's, and educational establishments, “From Spectate to Participate” is the first one devised for the general public. It has been showcased at several TEDx events, numerous conferences, and clients all over Europe. It can be easily adapted to different circumstances and tailored for specific needs.





“Creative and incisive, Jurgis combines the mind of an artist with the rigour of a business scholar. His presentations inspire and educate, and his approach to social innovation is original.”

Phil Tulba,
UK Social Enterprise Consultant



More than satisfied clients:



and many more...

Featured at:

TED^x Vilnius
TED^x Stockholm
TED^x Black Rock City



and others...

Video:

From Spectate To Participate

<https://youtu.be/o5kJ4Qo39oc>

TEDx Stockholm

<https://youtu.be/fiaWqfYxLwU>

Rise and Shine

<https://youtu.be/-j8enfLbyKk>

From Spectate To Participate aftermovie

https://youtu.be/8PMVwhkpC_s

More info:

www.jurgisdid.com

<http://jurgisdid.com/edutainment/>

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<https://www.facebook.com/jurgisdid/>

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Promo pictures:

<http://bit.ly/2omWReL>

