

Spain

Topic:
Finance

Achievement:
Resilience through Finance

Sector:
Performing Arts

PROJECT INGENU

Read the inspiring case of Project Ingenu to understand how important is to devise a business model that reflects your creative values and vision.

Challenge

Projecte Ingenu struggled in its early years with limited financial support, unclear organisational structure, and the challenge of making its “slow movement theatre” approach financially sustainable. The company needed to balance longer creative development periods with efficient touring, audience engagement, and stable revenue generation while maintaining its collaborative artistic values.

Solution

The company restructured its organisation around its “slow movement theatre” philosophy, introducing long-term planning, clearer responsibilities, and targeted audience development. By reorganising rehearsal and touring schedules, collaborating with external actors, and strengthening partnerships with theatres, incubators, and public funders, Projecte Ingenu created a more sustainable business and production model aligned with its creative vision.

Impact

Projecte Ingenu demonstrated that strong organisational planning can help small creative companies achieve long-term sustainability without compromising artistic values. Its restructuring improved financial stability, increased touring opportunities, strengthened partnerships, and expanded audience engagement while preserving its collaborative and community-focused theatre practice.

Milestones & Learnings

Defined an organisational structure before seeking further financing.
Developed a long-term strategy for touring and audience engagement.
Collaborated with actors and professionals from other theatre companies.
Increased ticket sales through improved production planning and touring.
Strengthened credibility with public funders and cultural partners.
Combined internal revenues with public funding and non-financial support.

Key Takeaways

- Clear organisational planning strengthens creative sustainability.
- Long-term audience and touring strategies improve financial stability.
- Artistic values can successfully shape business and management models.

Learn more here.