



Seats for tweets: Laroles' neighbours use micro-sponsorship to build a theatre

LOCATION: Laroles (Granada).

DURATION: 1'34"

SUMMARY: Laroles, a town in Granada's Alpujarra, is building 'Un teatro entre todos' ('A theatre between all'). Its neighbours have recovered an old threshing floor turning it into an open-air amphitheatre. Anna and Jana are behind this project which has the support of the neighbours to turn it into a reality.

VTR:

The have the support of the Oscar awarded actor Russel Crowe and even of Leonard Cohen. Because the mobilization of these neighbours to build a theatre in their town is being very intense.

ANNA KEMP
Promoter 'Building a Theatre in Spain'

"This project is a way to try to solve a problem occurred in many rural areas. There is a community that wants to live here but there is a tendency towards depopulation."

JANA SÁNCHEZ
Promoter 'Building a Theatre in Spain'

"The clear objective is improving the economy of the area."

It is the initiative of Anna and Jana, who intend turning an old threshing floor into an open-air amphitheatre and who have implied the whole town. We are in the heart of Granada's Alpujarra.

AMBIENCE: "Here"
"In the town of Laroles"

"I hope this boosts tourism a little"

NEIGHBOURS

"Better than any theatre, the best stage."

Everybody is building this theatre and spreading this initiative through social media, where they look for support: from anonymous donors to personalities of Spanish cinema.

ANNA KEMP
Promoter 'Building a Theatre in Spain'

"We started sending messages to Antonio de la Torre, Eduardo Noriega... If they tweet regarding the project we will give their name to a seat of the theatre."

The Magic Dragon Cultural Association has also boosted this project that intends to promote sustainable tourism, revitalizing the economy of the area and extending the cultural offer with the support of the Félix Rodríguez de la Fuente Foundation.

NEIGHBOUR *"It is mainly for people. I am going to try it too."*

Now they will have a better space to make the public enjoy.

AMBIENCE: "A theatre between all."