

What is Playwave?

50 word summary:

Playwave is an initiative created by Shopfront Arts Co-op with the support of the City of Sydney, to engage new young audiences for the Arts. A program for Young People aged 15 – 19, Shopfront aims to improve access to arts and culture across Sydney by removing barriers and creating new opportunities to connect with artists, their stories and venues.

Stay informed at www.playwave.com.au

100 word summary:

Playwave is an initiative created by Shopfront Arts Co-op with the support of the City of Sydney, to engage new young audiences for the Arts. A program for Young People aged 15 – 19, Shopfront aims to improve access to arts and culture across Sydney by removing barriers and creating new opportunities to connect with artists, their stories and venues.

This program provides an exclusive online space for Young People to engage with the stories of our time in a way that feels familiar. Bringing the Arts into their screens, members will get a chance to participate in the live and unrivalled experiences of our cultural sector.

Check us out at www.playwave.com.au

200 word summary:

Playwave is an initiative created by Shopfront Arts Co-op with the support of the City of Sydney, to engage new young audiences for the Arts. A program for Young People aged 15 – 19, Shopfront aims to improve access to arts and culture across Sydney by removing barriers and creating new opportunities to connect with artists, their stories and venues.

This program provides an exclusive online space for Young People to engage with the stories of our time in a way that feels familiar. It is an experimental space creating connections between Young People and the Arts, through immersive online and curated in real life experiences. Bringing the Arts into their screens, members will get a chance to participate in the live and unrivalled experiences of our cultural sector.

Playwave recognises the existing habits of Young People and their desire to connect with each other and the world. By listening to the voices of Young People, Playwave connects them to the Arts and artists of our industry as well as creating a space where they can feel that the Arts are there for them; removing barriers, enticing them with relevant and engaging experiences and creating new opportunities to connect with our culture, stories and venues.

Find out more at www.playwave.com.au

P•L•A•Y•W•A•V•E

Why Playwave?



Young People are more like artists than ever before. They are used to creating, curating and performing their own content. Born digital creatives, Young People of today are about to re-define how we consume culture.



There is unanimous sentiment among cultural institutions that there is a major gap in the market for a program that connects Young People to cultural experiences. There is a chasm between Young People having access to artistic experiences in Sydney, and Arts organisations strategically focusing on engaging audiences of Young People.



It is our shared vision that Young People will have affordable access and unrivalled experiences with engaging and relevant Artistic and Cultural Content. By enabling Young People to access these experiences, we will build new engaged audiences for the sector and foster a strong future for arts and cultural activity within the city.



Young People do not feel that the spaces of our cultural sector are made for them. They do not see themselves reflected in the stories we tell, the foyers of our venues and the language used to tell those stories.



Playwave is a safe space for Young People to connect with the offerings of our cultural sector. By utilising the channels that are familiar to Young People, Playwave facilitates and encourages them to participate within Arts, Culture and the creative industries, and build relationships with Cultural Institutions.



We are storytellers, inventors, explorers, place-makers, cultural entrepreneurs, film fans. Playwave creates unique spaces for social encounters, adventures and discoveries where ideas come to life. We are a youth-led network, empowering young people to use their voice as a tool to enliven the cultural life of our city.

P•L•A•Y•W•A•V•E