

EVALUATION OF THE SATISFACTION LEVEL OF TWO DIGITAL ART FESTIVALS: ELEKTRO ARTS AND CLUJOTRONIC

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Abstract: Identifying those willing to bear the costs of organizing a festival becomes an increasingly important aspect of festival management, the level of satisfaction of the participants being a way of stimulating potential financiers. Contemporary digital art shows, including electronic music, interactive sound and light mechanisms, dance and computerized motion capture, are sporadic on national stages, as for many artists the technology field is less accessible. Elektro Arts and Clujosonic festivals, which already have a certain tradition in Cluj, have an increasing reputation, their foundation, based on professional management principles, being considered important for the organizational success of future editions. In order to carry out a multifactorial analysis on the audience perception of the two festivals that promote the digital arts, the participants were asked to answer a post-event questionnaire, the present research aiming to study the motivation and the degree of appreciation of the festivals. The audience satisfaction level increased in the 2018 editions, there being some organizational parameters which brought statistical significance to the performance of the two events. The results of the survey show that there is to be a future improvement in the decisions regarding the organization of the two festivals, knowing that a thorough understanding of the attendees' motivations, which form the basis of attendance, may influence the design of the festival and may guide the operational efficiency of the organizers.

Keywords: festival, satisfaction, management, digital arts

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Pp. 39-45