

RESISTANCE NOW! TOGETHER

Communication Kit





Table of Contents

How Can I Support RESISTANCE NOW TOGETHER?.....	3
Visuals.....	4
Suggested Texts for Social Media	6
About RESISTANCE NOW TOGETHER.....	8
Useful Links.....	9
Contact	9

How Can I Support RESISTANCE NOW TOGETHER?

As an organisation:

1. Identify a performance / event / workshop that fits RESISTANCE NOW TOGETHER
2. Submit the performance / event / workshop for consideration:
 - a. <https://www.resistance-now-together.eu/get-involved>
3. Download and apply the RESISTANCE NOW TOGETHER visuals
4. Adapt the social media text and post on social media
5. Send any press clippings and updates to info@resistance-now-together.eu

Visuals

You can download the RESISTANCE NOW TOGETHER logo [here](#).

The visuals below demonstrate examples of how the logo can be used:



Guidelines

To ensure maximum visibility, we ask you to integrate the RESITANCE NOW TOGETHER branding and logo across various communication channels. Below, you'll find specific usage guidelines and suggestions.

Website and Digital Platforms

- **Webpage:** Add the logo to the dedicated webpage as a visible badge on the relevant event or performance page, linking to: <https://www.resistance-now-together.eu/home>

Printed Materials

- **Programmes, Brochures, and Flyers:** Feature the logo prominently on printed materials for your artistic performances, talks and events
- **Posters and Banners:** Use the logo as a supporting visual element, ensuring it complements your design while remaining easily visible.

Social Media

- **Posts and Stories:** Incorporate the branding and logo in visuals promoting artistic performances, talks and events linked to RESISTANCE NOW TOGETHER
- **Profile/Highlight Covers:** Consider adding the logo to social media highlight covers for relevant content
- **Video Content:** Include the logo in video end screens or as a watermark in clips on your artistic performances, talks and events

Newsletters and Email Signatures

- **Newsletters:** Place the logo in the header or footer of your artistic performances, talks and events
- **Email Signatures:** Add the logo to your team's email signatures with a hyperlink to the website

Other Uses

- **Stage and Venue Signage:** Add the logo to display screens or printed materials for relevant performances and events
- **Merchandise or Handouts:** If applicable, include the logo on reusable items like tote bags or notepads related to your artistic performances, talks and events

General Usage Guidelines:

- **Size and Placement:** Ensure the logo is sized appropriately and doesn't lose legibility, especially in smaller formats.
- **Contact for Support:** If you need guidance on specific uses or require custom formats, please contact us

Suggested Texts for Social Media

Help amplify the message of **RESISTANCE NOW TOGETHER** by sharing it across your networks! Below are suggested posts for different social media platforms.

Feel free to personalise them and don't forget to tag **the European Theatre Convention** and **Vienna Festival** and include the **#ResistanceNowTogether** hashtag to expand the reach and strengthen the collective impact!

LinkedIn

They aim to divide. We choose RESISTANCE.

Our [performance/talk/event name] is now part of **#ResistanceNowTogether**, the global campaign for art and democracy.

Through this initiative, we join artists, institutions, and activists around the world in protecting artistic freedom and resisting political interference.

👉 [Insert link to your performance/event]

Together, we raise our voices to protect democracy and stand against political interference.

RESISTANCE NOW TOGETHER is an initiative by @European Theatre Convention and @Wiener Festwochen GesmbH

Facebook

They aim to divide. We choose RESISTANCE.

Our [performance/talk/event name] is now part of **#ResistanceNowTogether**, the global campaign for art and democracy.

Through this initiative, we join artists, institutions, and activists around the world in protecting artistic freedom and resisting political interference.

👉 [Insert link to your performance/event]

Together, we raise our voices to protect democracy and stand against political interference.


RESISTANCE NOW TOGETHER is an initiative by @European.Theatre.Convention and @wienerfestwochen

Instagram

They aim to divide. We choose RESISTANCE.

Our [performance/talk/event name] is now part of **#ResistanceNowTogether**, the global campaign for art and democracy.

Through this initiative, we join artists, institutions, and activists around the world in protecting artistic freedom and resisting political interference.


 More details in the link in our bio!

Together, we raise our voices to protect democracy and stand against political interference.

RESISTANCE NOW TOGETHER is an initiative by @European_Theatre_Convention and @wienerfestwochen

X (Twitter)/Threads

Our [performance/talk/event name] is part of **#ResistanceNowTogether**, the global campaign for art and democracy. Nationalism demands a global and diverse response—together, we stand for what's at stake.

 [Insert link]

An initiative by @european_theatre & Wiener Festwochen.

About RESISTANCE NOW TOGETHER

THE ANSWER TO NATIONALISM MUST BE GLOBAL AND DIVERSE

Democracy is weakening, independent institutions and artistic freedom are suffering. RESISTANCE NOW TOGETHER stands up to this: it is an umbrella campaign that links events and performances about art and politics; civil society and the media; and the struggle for democracy in different countries, to protect democracy. Building on [RESISTANCE NOW: FREE CULTURE](#), the call for artistic freedom which in Winter 2024 that reached 100.000.000 people, RESISTANCE NOW TOGETHER unites all cultural and civil society actors to stand together and oppose nationalism and political interference.

How can I get involved?

Creatives around the world are **invited to submit their artistic performances, talks and events** to form part of the RESISTANCE NOW TOGETHER campaign. We want you to use the RESISTANCE NOW TOGETHER branding in your event communications so that we **create a united, global and diverse response to rising nationalism**.

➔ [SUBMIT YOUR EVENT TO RESISTANCE NOW TOGETHER](#)

RESISTANCE NOW TOGETHER is a campaign by Vienna Festiva (Wiener Festwochen)| Free Republic of Vienna and the European Theatre Convention (ETC), the largest network of publicly-funded theatres in Europe.

Background:

RESISTANCE NOW TOGETHER has its origins in the RESISTANCE NOW! initiative of the Vienna Festival (Wiener Festwochen)| Free Republic of Vienna, questioning the role of art in a time of socio-political upheaval. We observed the rapid rise of the European right and nationalist interference in politics and art which demanded an activist response. In the struggle for democratic core values, our central goals are networking and solidarity, as well as wide-ranging communication. RESISTANCE NOW stands for political work and artistic positions, for protests and discussions.

Starting in August 2024, the Vienna Festival reacted to the new nationalism with the international RESISTANCE NOW! Tour of dialogue and networking, artistic actions and political work to defend democracy, diversity and artistic freedom. As Milo Rau explained in [The Guardian](#), the destruction of cultural diversity is almost complete in Hungary, Slovakia and Serbia. It is about dismantling diverse societies, about shattering a civil society that has long since ceased being 'national'. 'What should we do?', he asked.

An active international movement then grew out of the [petition against the dismissal of Matej Drlička](#) as Director General of the Slovak National Theatre in mid-August 2024. 13 RESISTANCE NOW

events — from New York to Taipei, from Stockholm to Belgrade and Amsterdam to Prague — in 11 countries followed in 2024 alone. The aim was to promote international networking and solidarity. The response and attention was enormous: Media reports in 32 countries across the world, more than 300 published articles.

In parallel, the European Theatre Convention (ETC), the largest network of publicly-funded theatres in Europe, organised events at the Festival d'Avignon in France and statements by its 70+ member theatres on the importance of protecting artistic freedom. By November 2024, the initiatives joined forces and significantly expanded: Together with Matej Drlička and with the Prospero and Opera Europa networks, and an appeal to the European Parliament to protect artistic freedom was created. 'RESISTANCE NOW: FREE CULTURE', was published and had been joined by over two hundred cultural institutions from all across Europe. Media reports about the Europe-wide appeal reached a hundred million readers in over fifty countries, and dialogue was established at the highest levels with European policymakers

RESISTANCE NOW stands for political work and artistic positions, for protests and discussions. 2025 started with a milestone, the reading of Elfriede Jelinek's most recent text ENDSIEG | THE SECOND COMING, a commentary on the re-election of Donald Trump, which was broadcast live from Mosul and New York on 20 January, Inauguration Day: 'Elfriede Jelinek tells it like it is,' according to Norsk Shakespearetidsskrift.

Now, we take the next step. Join the fight.

We need RESISTANCE NOW – and we must do it TOGETHER.

➔ [SUBMIT YOUR EVENT TO RESISTANCE NOW TOGETHER](#)

Useful Links

- Link to the “**RESISTANCE NOW: FREE CULTURE**” open letter addressed to the European Parliament calling for concrete actions such as the establishment of a ‘European Culture Freedom Act,’ asking for a clear positioning of the EU to protect the freedom and autonomy of culture: <https://www.change.org/resistancenow-freeculture>
- Discover the upcoming RESISTANCE NOW TOGETHER events: <https://www.resistance-now-together.eu/events>

Contact

For any inquiries, please contact us at: info@resistancenowtogether.eu