

Scaling up, from Stage to Screen

An entrepreneurial approach to this social enterprise project resulted in successfully reaching larger audiences for its key messages.

Creative Director Aistė Ptakauskė explained the project: "Ethnic Kitchen is a documentary feature about five women who moved to Lithuania from different countries, at different times, and for different reasons. At first glance, the life stories of these women seem unbelievable, but a closer look reveals that it is something that could happen to any of us."

The project began as a stage play, but the play was so successful and demand for further performances so great, that it was logistically impossible to stage enough performances. So the producers made the drama into a documentary feature film. In this way, they were able to reach a much bigger audience for the Ethnic Kitchen.

By scaling up from physical to digital, the project reached thousands of people at 300 independent screenings throughout Lithuania and beyond: Thailand, Italy, the UK, the USA, Iceland, Switzerland, Belgium. The film is also broadcast by Lithuanian National Television at least once per year.

Also, the film is now in the curricula of several European universities teaching inter-cultural communication.



Photo from the film set by Vidmantas Samuolis



Photo of Aistė Ptakauskė by Reda Mickeviciute.

The project was created, developed and managed by The Ethnic Kitchen, a Lithuanian non-profit organisation that produces socially relevant arts and media projects.

Aistė and her colleagues are clearly imaginative and creative in the way they produce theatre and film to tell an important story. Crucially, they are also innovative as social entrepreneurs.

Aistė also talked about their entrepreneurial thinking: "Our main objective was to tell this story to as large an audience as possible. When we found we couldn't do that through the non-scalable medium of theatre, we decided to switch to a digital format, which is much more scalable".

The creative social entrepreneurs at The Ethnic Kitchen are rightly proud of what they have achieved. They combined their creative talents with a smart entrepreneurial approach, using scalable digital media to spread their important message throughout Lithuania and beyond.

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