

Mr Woofmantic Games & Jazz 2025

Evaluation

Overview

The event was well received. In 2025, we had the games exhibition at Kildevæld Kulturcenter, showing 12 games, and the two jazz concerts at Kildevældskirken, which is around the corner.

The games exhibition was free, and attracted ~600 visitors, while the concerts were ticketed at 130 kr per ticket, for both shows, with a 70 kr reduced price option, with 27 tickets sold and ~50 audience in total.



Venue

In 2025, it took a long time to find an appropriate venue for our event, that would host both the games exhibition and concerts, and was affordable. We eventually found Kildevæld Kulturcenter for the games exhibition, but the concert room was already in use. Therefore, we approached another venue in the neighbourhood Kildevældskirken for the concerts. We were very lucky to get both venues for free.

We had a good collaboration with Martin Voola and Leonora Bryndum from Kildevæld Kulturcenter. After the event, they reached out to do a bigger collaboration for next year, which we were happy to continue. Therefore, in 2026, we can use their venue for both the games exhibition and the concerts until late at night, and for free.



Sound

We also had a good relationship with the people from Kildevældskirken, who trusted us with their beautiful space.

We used professional sound with equipment from Musikforeningen Vesterbro and sound engineer Dimitrios Tamlas, as Kildevældskirken didn't have any sound system.

For 2026, we will have the concerts at Kildevæld Kulturcenter, which already has a sound system, so the whole process will be smoother.



Marketing

Our **word-of-mouth promotion** was probably the most effective in 2025, by going to relevant local events - games events such as SpilBar, Dev>Test>Repeat, and local meetups - as well as music events such as open mics (CPH Listening Room, Blågård's Apotek, Mojo Blues Bar) and hosting our own mini-concert-livestream for promotion in August, 3 months before the event. In 2026 we will continue to use word-of-mouth in our strategy, by going to related events and even running our own monthly local meetup for our target group.

Our **social media strategy** was primarily focused on organic promotion across Instagram, Facebook, Bluesky, X (Twitter), YouTube, LinkedIn and TikTok, with shoutouts to the partners and the artists, and almost daily content up to the event. We used Billetto as our ticketing platform, which also had some internal promotion tools that were not very effective in our case. In 2026, we plan to keep doing the organic promotion, in addition to other methods, and we will probably stick to Billetto as our ticketing platform.

We contacted several **press outlets**, with a focus on games and jazz, however we were a bit too late for this to have a good effect, so we plan to do it much earlier for 2026.

We did not use **physical promotional materials**, or **paid online promotion**, due to the costs. In 2026 we plan to include physical materials such as posters and flyers, to gain visibility that we missed last year, as well as experiment with targeted social media ads, if costs allow.



Documentation

In 2025, we planned to document the event, both the games exhibition and the concerts, with the help of a professional photo- and videographer, however the cost was eventually outside of our budget, as we were not granted the funding for it. Therefore, we relied on pictures and videos taken with our own (and our friends') phones. We managed to document the event to some degree, but we would like a higher standard of quality in order to use these materials for future promotion.

For 2026, in order to improve the quality of the documentation, we need better concert lighting, and photo/video equipment, as well as professionals who are committed to the task.



Volunteering

We enlisted volunteers to help us manage the event. For the games exhibition, we had 4 volunteers watching over the games in different shifts, and helping with tasks like taping signs, guiding people, restarting computers.

At the concerts, we had a volunteer help with the tickets at the door.

We also had a volunteer coordinator helping us with the communication and coordination.

Feedback from guests

We collected some feedback from guests and here's what they had to say:

"It was great. Fantastic jazz with intriguing visuals, and the interactive Mr Woofmantic concert was super playful. A warm, inventive event!" - Tim

"The Games & Jazz festival was an awesome mix of art, tech, and community, successfully celebrating both the history and the future of gaming.

The showcase brought in super exciting experimental games from all over the world, allowed visitors to indulge in nostalgia in the retro console room. And got people talking and connecting in another room with physical games.

The night ended on a high note at the beautiful Kildevæld Church. Mr. Woofmantic stole the show with a super interesting mix of a virtual persona and live performance, which blended perfectly with the live musicians. It was a super fun experience all around!" - Pol

"It is exceedingly rare to see experimental games in Denmark get the proper attention and care that they deserve. That's why being at Mr Woofmantic Games & Jazz was an incredibly uplifting and inspiring experience: I finally saw an organized effort to right this wrong. The event was professionally organized but infused with playful spirit and a taste for all the smaller, weirder, less polished but more interesting and beautiful parts of the games and play. Paradoxically, I believe that these are actually the games that a broader non-gamer audience are most likely to be interested in at an event, as they tend to be more immediately accessible and engage more with broader society and artistic ideas that span across different forms of media.

I only wish the event had more resources to expand the number of people helping, the preparation of the venue, and perhaps even commissioning of new works for the exhibition!" - Victor

"While volunteering at Mr Woofmantic's Games & Jazz, I helped maintain, reset and introduce visitors to the showcased games. The whole event through, visitors (and volunteers) buzzed with excitement and shared engagement with the games showcased. Especially the experimental games, or the ones that used alternative controllers (like a spring, or a toilet roll on a board) awoke curiosity and playfulness in both the little, young and adult visitors. My favourite thing to notice was when a kid would teach their parent a familiar game so they could play together, or when they'd join forces to figure out how to play a one-dimensional game using only the aforementioned spring. Concluding the event with the double concert in Kildevældskirken was magical, and it felt like the audience got to dive into the 'extended universe' of games and interactivity." - Clara, Volunteer

Sponsors & Partners

Mikkel Thomassen from NIMBI, who helped us with the main costs of the exhibition, was happy with our event and shared it as a success story at the NIMBI yearly retrospective event. We are currently applying for NIMBI support for 2026.

Here's more details about our sponsors and partners for the 2025 event:

The Games programme was funded by:

NIMBI

Kildevæld Kulturcenter

The Jazz programme was funded by:

Dansk Musiker Forbund

KK BrugByen

Additional Games programme support:

Nintendopusheren

They lent us a Nintendo Switch console to showcase one of the games.

Bauhaus Gamesfabrik

We collaborated with them to showcase multiple games on one machine using their special tool for compact game showcases called Flipper.

Nordic IT Rental

We rented computer screens and peripherals from them, and had it delivered to the venue.

Additional Jazz programme support:

Musikforeningen Vesterbro

We rented sound equipment from them.

Drinks partner

Nørrebro

They offered a 30% off discount for the drinks which we sold during the jazz programme at the church.

Location partners

Kildevæld Kulturcenter

Kildevældskirken