

# Grectubers

A digital space for  
booktubers

<https://engagenow.eu/case-studies/grectubers>

The Grec Festival of Barcelona has created a digital space for the booktubers of the Libraries of Barcelona to recommend the plays on the festival programme. These young people become Grectubers, with access to essays and interviews, and make personal recommendations.

The youngest people, it seems, are the principal protagonists of this communicative revolution called booktubers. They naturally incorporate YouTube in their daily lives and demonstrate a surprising ability for acting in front of the camera.

If we keep in mind that visual manifestations, whether photographic or videographic, attract many young people and generate more viral reactions than a written document, it is no surprise that the phenomenon of the booktubers / Grectubers has emerged vigorously and gains followers every day.

If booktubers promote the habit of reading (they share their passion for books from home by recording creative, original videos of around 5 minutes), the Grectubers, with extreme skill and inventiveness, explore theatrical plays and help others to discover them. They have the pleasure of explaining, in just a few minutes, their experience in relation to one of the festival plays. They also, however, show a complete control of the medium, such that they are responsible for editing, setting to music, and spreading their creations on social media.

**LOCATION:** SPAIN, BARCELONA

**WEBSITE:** [WWW.YOUTUBE.COM/T?LIST](http://WWW.YOUTUBE.COM/T?LIST)

**YEAR THE PROJECT BEGAN:** 2014

**ORGANIZER:** [GREC FESTIVAL DE BARCELONA](#)

#### ARTS AND CULTURE SECTORS:

- LITERATURE: READING
- LITERATURE: COMPREHENSION
- LITERATURE: ORAL EXPRESSION
- LITERATURE: ORAL EXPRESSION
- MUSIC
- THEATRE ARTS
- AUDIOVISUAL

#### AGE TARGETS:

- YOUNGSTERS AND ADOLESCENTS (IN GENERAL)

#### GENDER TARGETS: ALL

#### SOCIODEMOGRAPHIC TARGETS:

- URBAN
- METROPOLITAN

#### AIMS:

- CREATIVE SKILLS
- LITERACY
- EMPOWERMENT

## MAIN GOAL OF THE PROJECT

- To widen the social base of the Grec Festival, with a clear focus on the youngest audiences.
- To encourage the participate of young people in theatre recommendations.
- To encourage the opinions and expressive ability of young people towards the festival production.

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## ROLE OF YOUNG AUDIENCES

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The youth are invited to see a play at the Grec Festival. From there, their task consists in analysing the show and recommending it through a short video on their YouTube channel.

The video is unscripted, and the Grectubers express themselves as they wish. Some might speak about the plot, others might interview actors, etc.

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## WHY IS IT “A CASE OF GOOD PRACTICE”?

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The project is considered a best practices case because it is a valuable tool, a recommendation of a festival play, which reaches young audiences in video format through YouTube, where young people can listen to recommendations of other youth about books related to a specific festival show.