

Atelier for Young Festival Managers

23 - 29 March 2018

Programme

Programme is subject to change from now on and during the Atelier itself. Next to the lectures and working sessions outlined, there are continuously opportunities for one-on-one contacts with mentors and the other participants – as this is an essential feature of the Atelier. The programme is focussing on the topics and issues raised by the selected participants in their application forms and will be further developed and elaborated during the Atelier.

Facilitator: **Mike Van Graan**, President of the African Cultural Policy Network - South Africa

Mentors:

- **Mantse Aryeequaye**, Co-Director at Accra [Dot] Alt / Chale Wote Street Art Festival - Ghana
- **Cristina Fuentes La Roche**, International Director Hay Festival - UK/ South America
- **Carole U. Karemera**, Co-founder and Executive Director Ishyo Arts Centre, Representative Nova Villa - Festival Méli-Môme - France/ Rwanda
- **Annet Lekkerkerker**, Director Holland Festival - The Netherlands
- **Ismail Mahomed**, Chief Executive Officer The Market Theatre Foundation - South Africa
- **Brett Pyper**, Associate Professor and Head Wits School of Arts - South Africa
- **Carmen Romero Quero**, Director Santiago a Mil International Festival, Chile

(Mentors will be present at the Atelier for at least two days each, some of them staying for the seven days)

Guest Speakers from South-Africa include:

- **Keitu Gwangwa**, Head Windybrow Arts Centre
- **Yvette Hardie**, ASSITEJ Director South Africa
- **Leila Henriques**, Director 'Hani: The Legacy'
- **William Kentridge**, Craftsman, performer and filmmaker / the Centre for the Less Good Idea
- **Bronwyn Lace**, Animateur for the Centre for the Less Good Idea
- **Siphiwe Ngwenya**, Curator & Founder The Maboneng Township Arts Experience
- **Ricardo Peach**, Director Vrystaat Kunstefees/Arts Festival/Tsa-Botjhaba
- **Mandisi Sindo**, Theatre4Change Arts Project

Delegates Cultural Institutes:

- **French Institute South Africa - IFAS:** Marion Claudel
- **Goethe Institute South Africa:** Dr. Asma Diakité, Cara Snyman, François Venter
- **Swiss Arts Council - Pro Helvetia Johannesburg:** Joseph Gaylard, Rucera Seethal

The sessions will take place at Gramadoelas unless stated otherwise.

Friday 23 March – DAY 1

Mentors present are Mantse Aryeequaye, Ismail Mahomed, Brett Pyper and Carmen Romero Quero.

12.00 – 14:00	Participants registration at City Lodge Hotel, Newtown
14:00	Delegates walk to the venue together Brief round of introductions for participants, mentors and others who have arrived, at the hotel – Facilitated by Inge Ceustermans, Mike van Graan Venue: Kippies
14:30	Departure by bus to Constitution Hill
15:00-17:15	Guided tour of Constitutional Court Art, Fort and Women’s Gaol
17:30	Bus departs from Constitutional Hill for Wits University
18:00	Refreshments
18:45	Opening Ceremony <ul style="list-style-type: none">• Welcome by Ambassador Mr. Hubert Cooreman, Embassy of Belgium in Pretoria – Belgium/ South Africa• Welcome and short presentation on Wits University by Prof. Mr. Brett Pyper, Associate Professor and Head of Wits School of Art – South Africa• Welcome and introduction to the European Festivals Association and The Festival Academy by Ms. Inge Ceustermans, Managing Director The Festival Academy – Belgium
19:15	Performance
19:30	Keynote address: Ismail Mahomed, Chief Executive Officer The Market Theatre Foundation and former Artistic Director of the National Arts Festival, South Africa
20:00	
20:45	Dinner Presentation on Johannesburg by Brett Pyper Social time including music, performance poetry and an open mic for participants
21:30	Bus departs for the hotel

Saturday, 24 March – DAY 2

Mentors present are Mantse Aryeequaye, Ismail Mahomed, Brett Pyper and Carmen Romero Quero.

08:45	Delegates walk from the hotel to Gramadoelas
08:45-09:15	Welcome session Brief welcomes from Market Theatre, Wits and The Festival Academy. Intro's by all participants and mentors for those not present the night before
09:15-10:15	Introductory session, facilitated by/with input from Mike van Graan Contextualising The Festival Academy: globally and in Africa Outlining the structure and themes for the next few days Presentation of the UNESCO 2005 Convention
10:15-10:45	TEA at Mannie Foyer
10:45-12:45	Panel: Festivals, diversity and cultural chauvinism Each participant has five minutes to speak to the topic; the conversation is facilitated by Mike van Graan How is rising nationalism affecting festivals? What role do/should/can festivals play in promoting diversity? Is diversity a goal that festivals should pursue? What lessons may be learned from festivals in promoting diversity on the stages and in the audience? How is diversity linked to mobility, to class? Can festivals be diverse/inclusive and sustainable (if a significant percentage of the Festival's income is related to the box office?). Mentors and other participants are invited to respond/ask questions/provide insights.
12:45-14:15	LUNCH at Mannie Foyer Curated lunch, with tables set up for participants to network around particular themes. Theme on Day One: Disciplines Film table, Theatre and Dance table, Literature table, Music table, Visual Arts table, Multidisciplinary table, Children/Youth audiences table.
14:15-15.30	Brainstorming sustainability What does "sustainability" in the context of Festivals actually mean? Why do festivals survive? Why do festivals fail? Is it only about funding? What factors impact on sustainability? PESTEL analysis.
15:30-16:00	TEA at Mannie Foyer

16:00-17:30	<p>Festival Sustainability Working Groups</p> <p>Participants break up into working groups to work on ideas for sustainable festivals. The groups are all multi-continental, cross-discipline, etc. Each group will work together over a period of three sessions with reports towards the end. By the end of the session, there should be a number of good ideas on the table about sustainable festivals, with sustainability understood to be contextual.</p>
18:00-21:00	<p>Dinner</p> <p>Windybrow Arts Centre, with African cuisine, a drum circle and short performances by various cultural ensembles from diasporic communities in Hillbrow. Meeting with Keitu Gwanga</p>
21:00	<p>Bus departs to the Hotel</p> <p>Party options for interested delegates to be advised e.g. Orbit Jazz Lounge</p>

Sunday, 25 March – DAY 3

Mentors present are Mantse Aryeequaye, Cristina Fuentes La Roche, Annet Lekkerkerker, Ismail Mahomed, Brett Pyper and Carmen Romero Quero.

08:45	Walk to Gramadoelas
9:00 – 10:30	<p>Panel discussion: Festivals as agents of change</p> <p>Can festivals contribute to social/economic change? Should they be required to? Is this an unfair burden? Do festivals have a moral responsibility to respond to the conditions in which they are located? Does the funding of festivals impact on what they are required to do?</p>
10:30-11:00	TEA
11:00-12.30	<p>Mentor presentations: Mentors present their festival experience, 7-10 minutes each. Mantse Aryeequaye, Cristina Fuentes, Annet Lekkerkerker, Carmen Romero.</p> <p>Mentors sit at tables and participants are invited to ask them any questions around their advertised expertise. Once their questions are answered, participants can move to other tables.</p> <p>Themes: Innovative curating and programming – how? Building greater public participation in festivals? How to engage with youth audiences and artists? Managing artists. Managing international projects – the do’s and don’ts.</p>
12:30-13:30	LUNCH at Kippies
13:30	Bus departs from the Market Theatre for the Apartheid Museum.
13:30-16:30	Visit to the Apartheid Museum.

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| 17:00 | Bus departs Apartheid Museum for Soweto |
| 18:30 | Delegates have dinner in the homes of Soweto residents, with a local artist as host. 4-5 delegates per house. |
| 21:00 | Bus departs from a central point back to the hotel. |

Monday, 26 March - DAY 4

Mentors present are Mantse Aryeequaye, Cristina Fuentes La Roche, Annet Lekkerkerker, Ismail Mahomed, Brett Pyper, Carmen Romero Quero.

Guest speakers present are Yvette Hardie, Siphwe Ngwenya, Ricardo Peach and Mandisi Sindo.

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| 08:45 | Delegates walk from the hotel to Gramadoelas |
| 09:00-10:00 | Reflection on experiences to date: the good, the bad, the ugly |
| 10:00-12:45 | Participants presenting their dream festivals
Individual sessions with mentors |
| 12:45-13:45 | LUNCH at Barney Foyer

Curated lunch networking sessions

Theme: regional tables, delegates get together by regions |
| 13:45-16:00 | Presentations and exchanges with South African festivals and interesting projects. Barney Simon Foyer

Ricardo Peach, Mandisi Sindo, Yvette Hardie, Siphwe Ngwenya. Other panelists to be confirmed |
| 16:30-16:30 | TEA at Barney Foyer |
| 16:30-18:00 | Sustainability Working Groups continue |
| 18:00-19:30 | Networking DINNER at Market Square Courtyard with South African Festivals and institutes |
| 19:30-21:00 | Summary of topics and themes mentors, plus an "Ask Anything" session with mentors at Market Square Courtyard |
| 21:15 | Walk back to the Hotel |

Tuesday, 27 March – DAY 5

Mentors present are Mantse Aryeequaye, Cristina Fuentes La Roche, Carole U. Karemera, Annet Lekkerkerker, Ismail Mahomed, Brett Pyper.

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| 8:15 | Delegates walk from the hotel to Gramadoelas |
| 8:30 – 10:00 | Panel discussion: Global exchange and international collaboration
The challenges and possibilities |
| 10:00 | TEA |
| 10:30-12:00 | Small group sessions: 2-5 people, working on key themes to have emerged from the Atelier, self-selecting (working groups find their own spaces) |
| 12:00 – 18:00 | Visit Cradle of Humankind (including lunch) |
| 18.30 | Finger supper at Ramalao Makhene Theatre, Market Square |
| 19:30 | World Theatre Day at Ramalao Makhene Theatre
<i>'Hani: The Legacy'</i> |
| 21:00 | Chat with cast and director Leila Henriques after the show. |
| 22:00 | Return to the Hotel |

Wednesday, 28 March – DAY 6

Mentors present are Mantse Aryeequaye, Carole U. Karemera, Annet Lekkerkerker, Ismail Mahomed, Brett Pyper.

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| 08:45 | Walk to MPW Auditorium |
| 09:00-13:00 | Presentations on sustainable festivals at MPW Auditorium
Plenary discussion |
| 13:00-14:00 | LUNCH |
| 14:00-17:30 | Small group presentations on various key themes (Barney Simon foyer) |
| 18:00 | Bus departs for visit to Maboneng |
| 18:30 | Dinner in Maboneng |
| 19:30-21:30 | The Centre for the Less Good Idea
Meeting with William Kentridge and Bronwyn Lace |
| 21:45 | Bus departs for the hotel |

Thursday, 29 March – DAY 7

Mentors present are Mantse Aryeequaye, Cristina Fuentes La Roche, Carole U. Karemera, Annet Lekkerkerker, Ismail Mahomed, Brett Pyper.

08:45	Walk to Gramadoelas
09:00-10:00	Summary of key questions, themes, conclusions to date) Identification of remaining key questions
10:00-12:30	Working session to tie up matters
12:30-13:30	LUNCH at Mannie Foyer
13:30-16:00	Open exchange and drawing conclusions Projects/practical ideas arising out of the Atelier
16:00-19:00	Free time
19:00	Closing ceremony at MPW Auditorium <ul style="list-style-type: none">• Farewell by Ismail Mahomed• Farewell comments by Brett Pyper• Farewell by Darko Brlek, President The Festival Academy Board and Artistic and General Director Ljubljana Festival• Concluding statements by Mike Van Graan• Farewell by Inge Ceustermans
20:00	Dinner and Party



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The Festival Academy is an initiative of the European Festivals Association (EFA)



EFA's Structural Partner

This activity is part of the EFA RISE project implemented with the support of the Creative Europe Programme of the European Union.



Co-funded by the
Creative Europe Programme
of the European Union

Host and co-organizers



Structural support of participants



Support of participants

