

## Atelier for Young Festival Managers

### 23 - 29 August 2018

### Programme

*Programme (16 August 2018) 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 African Cultural Policy Network - South Africa*

#### International Mentors

- **Hjalmar Jorge Joffre-Eichhorn**, Theatre activist, co-founder Afghanistan Human Rights and Democracy Organization (AHRDO), Theatre of the Oppressed and Playback Theatre - Germany/ Bolivia/Afghanistan
- **Ruth Mackenzie CBE**, Artistic Director Théâtre du Châtelet, former Artistic Director Holland Festival - France/UK/The Netherlands
- **Brett Pyper**, Associate Professor and Head Wits School of Arts at the University of the Witwatersrand Johannesburg, former CEO Klein Karoo National Arts Festival (Absa KKNK) - South Africa
- **Oussama Rifahi**, Board member and former Executive Director (2010 – 2016) Arab Fund for Arts and Culture (AFAC) - Germany/Lebanon

#### International guest speakers

- **Christopher Crimes**, Former Artistic Director of major French cultural venues; Consultant/Advisor to [N!A] Project and Eleusis 2021 European Capital of Culture - France/Greece/UK
- **Angeliki Lampiri**, Director of Cultural Strategy Eleusis 2021 - Greece
- **Trésor Nzengu Mpauni**, Founder & Director Tumaini Letu Festival - Malawi
- **Joyce Rosario**, Interim Artistic Director Push Festival Vancouver - Canada
- **Thuthukani Ndlovu**, Free State Literature Festival assistant, Spoken words Artist - Zimbabwe/ South Africa

#### Artists (Related to ICORN Sweden):

- **Parvin Ardalan**, Activist & Journalist - Iran/Sweden
- **Ashraf Atrachi**, Artist, Arts Critic, Curator - Iraq/Sweden
- **Khaled Harara**, Hip-Hop Artist - Palestine/Sweden

#### Guest Speakers from Sweden/region include:

- **Kai Amberla**, Executive Director Finland Festivals - Finland
- **Danjel Andersson**, General director and Artistic Director MDT - Sweden
- **Marie Bäckersten**, Culture strategist of Tjörn - Sweden
- **Jan Ove Hafstad**, Director Swedish Festivals - Sweden
- **Kalle Karlsson**, Integration Festival Gothenburg - Sweden

- **Isabel Lagos**, Artistic Director Gothenburg Fringe Festival - UK/ Sweden
- **Jonte Nynäs**, Pedagogical Leader Nordic Watercolour Museum - Sweden
- **Adam Potrykus**, Nordic Fringe Network and Stockholm Fringe Festival - Sweden
- **Truls Sanaker**, Norway festivals - Norway
- **Malin Schiller**, Project Manager and Producer, Gothenburg Dance and Theatre Festival - Sweden

#### Observers

- **Karin Hansson**, National ICORN Coordinator - Sweden
- **Angeliki Lampiri**, Director of Cultural Strategy Eleusis 2021 - Greece
- **Joyce Rosario**, Interim Artistic Director Push Festival Vancouver - Canada

## Thursday 23 August - DAY 1

Mentors and guest speakers present are Ruth Mackenzie, Brett Pyper, Hjalmar Jorge Joffre-Eichhorn, Oussama Rifahi and Christopher Crimes

12.00 – 14:00	Registration at the Comfort Hotel Göteborg
14:00 – 16:15	Introductory session at the Hotel
16:30	Leave to Gothenburg Fringe Festival Opening: ‘String Theory’ at Stigbergstorget’
18:00 – 19:00	Opening Ceremony at the Auktionsverket Kulturarena
	Welcome by <b>Ms. Conny Brännberg</b> , Chairman of the Region Västra Götaland’s Cultural Affairs committee
	Welcome by Kultur i Väst, <b>Ms. Jennie Vilhelmsson</b> , Head of department Kultur I Väst and <b>Mr. Roland Karlsson</b> , Chairman of the board Kultur I Väst
	Welcome and introduction The Festival Academy and the European Festivals Association by <b>Ms. Inge Ceustermans</b> , Managing Director The Festival Academy
	Keynote speech by <b>Ms. Ruth Mackenzie CBE</b> , Artistic Director Théâtre du Châtelet Paris
19:00 – 21:00	Dinner

## Friday 24 August - DAY 2 - Auktionsverket Kulturarena

*Mentors and guest speakers present are Ruth Mackenzie, Brett Pyper, Hjalmar Jorge Joffre-Eichhorn, Oussama Rifahi, Christopher Crimes, Thuthukani Ndlovu*

09:00 - 09:30	Welcome session Brief welcomes from partners and The Festival Academy. Brief intro's by all participants, mentors and their respective festivals
09:30 - 10:45	Introductory session, facilitated by/with input from Mike van Graan Contextualising The Festival Academy and the Atelier Gothenburg
10:45 - 11:15	Coffee break
11:15 - 13:00	Panel: Festivals, diversity and cultural chauvinism Each panellist (from among the participants) has five minutes to speak to the topic after which the conversation is facilitated.  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
13:00 - 14:00	Lunch Curated lunch to facilitate networking: festival themes/disciplines
14:00 - 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.  Presentation of Sustainability Toolkit by <b>Thuthukani Ndlovu</b>
15:30 - 16:00	Let's Fika! by Gunilla Davidsson, West Sweden Tourist Board
16:30 - 17:30	Establishing Working Groups Based on the themes of interest and desired learnings expressed by applicants, the following Working Groups will be established to develop/distribute knowledge on these themes:

- a) Making festivals accessible (including building relationships with various communities, migrant communities, youth, elderly, etc.). Mentored by Brett Pyper
- b) Using Technology to improve the Festival experience: Best Practices. Mentored by Ruth Mackenzie
- c) International collaborations: the do's and the don'ts (working through the Toolkit on Fair International Collaboration). Mentored by Hjalmar Jorge Joffre-Eichhorn
- d) Sustainability and Fundraising: building on the Johannesburg experience with Thuthukani Ndlovu. Mentored by Oussama Rifahi
- e) The role/s of Festivals and related topics: what makes a good festival manager? Mentored by Christopher Crimes/Danjel Andersson

Each working group will work on their respective theme soliciting knowledge from within the broader group of experience, mentors, speakers and other research and present their findings three days later.

18:00 Dinner at Kultur I Väst Black Box, Rosenlundsgatan 4

20:00 Cultural Programme :

- Option 1: 20:00: In the distance, Troy – Venue: Atalante/Gothenburg Dance & Theatre Festival
- Option 2: 20:00 Ein Volksfeind (An Enemy of the People - Schaubühne Berlin – Ibsen) Thomas Ostermeier – Venue: Gothenburg City Theatre/Gothenburg Dance & Theatre Festival
- Option 3: 19:45 Cry, Blueberry, Venue: Gathenhielmska huset/Fringe Festival
- Option 4: 20:00 Svankvinnan/The Swan Woman (Rebecka Pershagen), Venue: Teater Uno/Fringe Festival

## Saturday 25 August - DAY 3 - Auktionsverket Kulturarena

*Mentors and guest speakers present are Ruth Mackenzie, Brett Pyper, Hjalmar Jorge Joffre-Eichhorn, Oussama Rifahi, Joyce Rosario, Christopher Crimes, Malin Schiller*

9:00 - 10:30 Panel discussion: Festivals as agents of change  
Each panellist (selected from among the participants) presents for 5 minutes, followed by a facilitated conversation.

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?

10:30 - 12.00	Professional mingle brunch at the Gothenburg Dance and Theatre Festival at Stora Teatern, Kungsparken 1: <ul style="list-style-type: none"> <li>• Meeting with <b>Malin Schiller</b>, Project manager and Producer, Gothenburg Dance and Theatre Festival and the festival's team</li> <li>• Meeting with (international) programmers, artists and curators of the <b>Stages-programme</b>, and the international producers of the <b>C.A.M.P. network</b></li> </ul>
12:30	Light snack
13:15 - 15:15	Mentor presentations by <b>Christopher Crimes and Angeliki Lampiri, Hjalmar Jorge Joffre-Eichhorn, Ruth Mackenzie, Brett Pyper, Joyce Rosario</b> <p>Each mentor presents her/his festival experience, 7-10 minutes each, with particular attention paid to the themes of interest expressed by participants: What makes festivals good/great?; the roles of festivals in contemporary society; how to keep festivals fresh; sustainability of festival; catering for/responding to cultural diversity within festivals; engaging with a variety of stakeholders (youth, migrants, elderly, etc.); working globally while affirming the local; accessibility of festivals; working within political/social constraints; the use of technology within festivals...</p> <p>After their presentations, mentors will sit at tables and participants may move from table to table to engage them on key themes of interest to the participants.</p>
15:15	Coffee and cookies
15:30 – 17:30	Working groups meet to work on their respective toolkits <p>Free time</p>
18:45	Dinner at the Gothenburg Opera
20:00	Performance at the Opera House: <p>Nederlands Dans Theater - Shoot the Moon / Singulière Odyssée / The Statement / Woke up Blind - Venue: Göteborgsoperan/ Gothenburg Dance and Theatre Festival (Dance/opera)</p>

## Sunday 26 August - DAY 4 - Auktionsverket Kulturarena

*Mentors and guest speakers present are Ruth Mackenzie, Brett Pyper, Hjalmar Jorge Joffre-Eichhorn, Oussama Rifahi, Christopher Crimes, Parvin Ardalán, Ashraf Atrachchi, Khaled Harara, Kai Amberla, Jan Ove Hafstad, Truls Sanaker, Kalle Karlsson, Adam Potrykus*

09:00 – 10:30	Panel discussion: Festivals and engaging with migrant communities Panelists (participants) present on the theme followed by a facilitated discussion
10:30 – 11:00	Coffee Break

11:00 – 13:30	Artists at Risk: how may Festivals work with/support artists who work in challenging circumstances? Panel of artists in residence with the International Cities of Refuge Network (ICORN): <b>Parvin Ardalan, Ashraf Atrqchi, Khaled Harara, Kalle Karlsson and Trésor Nzengu Mpauni.</b>
13:30 – 14:30	Curated lunches: each table with an artist-in-refuge and invited speakers
14:30 – 16:00	Small groups of participants meet with mentors to talk about their festivals: the challenges and possibilities
16:30 – 18:00	Short welcome by <b>Jan Briers</b> , President European Festivals Association Presentations and exchanges with Swedish Festivals; Norway Festivals, Finland Festivals, Fringe Festivals: the value and challenges of festival networks. Speakers are: <b>Kai Amberla, Jan Ove Hafstad, Adam Potrykus and Truls Sanaker.</b>
18:00 – 20:00	Networking dinner cultural players Gothenburg

### Monday 27 August - DAY 5 - Teater Trixter (one of the Fringe Festival's stages)

*Mentors and guest speakers present are Ruth Mackenzie, Brett Pyper, Hjalmar Jorge Joffre-Eichhorn, Oussama Rifahi, Christopher Crimes, Isabel Lagos*

09:00 – 10:00	Gothenburg Fringe by <b>Isabel Lagos</b> and Introduction to the morning exchange
10:00 – 11:30	Engaging with the Fringe Festival divided into three groups  Venue: Gathenhielska Huset and surroundings <ul style="list-style-type: none"> <li>• GROUP 1: "ENVIRONMENT": Environment impact and local collaborations</li> <li>• GROUP 2: "AUDIENCE": Audience development and engagement</li> <li>• GROUP 3: "ARTISTS": Benefits for local artists or artistic approach by working site-specifically for a venue or area</li> </ul>
11:30 – 12:30	Urban Transformation (Venue: Teater Trixter)  Informal presentation and exchange of working groups + audience feedback/discussion
12:30 – 13:30	Participants free to do own lunches
13:30 – 15:00	Atelier session
15:30 – 17:30	Time to work on toolkits (Venue: Teater Trixter and surroundings)
18:00 – 19:30	Dinner at Marsala Restaurant (Chapmanstorg)
19:30 – 20:30	“Special performance x 2” (Venue: Kulturtemplet)

## Tuesday 28 August - DAY 6 - Auktionsverket Kulturarenan

*Mentors and guest speakers present are Ruth Mackenzie, Brett Pyper, Oussama Rifahi, Marie Bäckersten, Jonte Nynäs*

09:00 – 13:00	Presentations of five Toolkits Plenary discussion and feedback
13:00 – 14:00	LUNCH
14:00 – 18:00	Cultural Visit: Pilane Sculpture park & Nordic Watercolour Museum <ul style="list-style-type: none"><li>• <b>Marie Bäckersten</b>, Culture strategist of Tjörn: short welcome and introduction to the island/municipality Tjörn and Pilane</li><li>• Free walk in the sculpture park</li><li>• 15 minutes' drive to the Nordic Watercolour Museum</li><li>• Drinks at the Museum with short introduction <b>Jonte Nynäs</b> – Pedagogical Leader</li><li>• Free time in and around the museum</li></ul>
18:00-19:00	Bus back to Gothenburg
19:00-21:00	Reflections on the morning toolkits at Kultur i Väst Dinner at Kultur i Väst, Black Box, Roselundsgatan 4

## Wednesday 29 August - DAY 7 - Auktionsverket Kulturarenan

*Mentors and guest speakers present are Brett Pyper, Oussama Rifahi*

09:00 – 10:30	Summary of key questions, themes, conclusions to date Identification of remaining key questions
10:30 – 11:00	Coffee Break
11:00-13:00	Projects/possibilities to emerge from the Atelier Evaluation forms to be completed
13:00 – 14:00	Lunch
14:00 – 18:30	Free time
19:00	Closing ceremony: City Theatre
20:00	Dinner and Party at City Theatre

## Thursday 30 August – DAY 8

Check out



The Festival Academy  
Saintelettesquare 17 | 1000 Brussel | Belgium  
Tel: +32 2 588 20 46  
info@TheFestivalAcademy.eu  
www.TheFestivalAcademy.eu  
www.efa-aef.eu

*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, co-organiser Atelier Gothenburg & supporting participants***



**In collaboration with & supporting participants**



**Supporting participants**



آفاق AFAC



한국문화예술위원회  
Arts Council Korea

SWEDISH  
**ARTSCOUNCIL**