



Festival Readings

Sochi, Russia | 15 - 17 February 2019

**The XII Winter International Arts Festival and The Festival Academy
(an initiative of the European Festivals Association) present**

Festival Readings Sochi

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What are the Festival Readings?

The Festival Readings are an intense three-day training and reflection format consisting of public lectures by high-level festival makers on artistic festival management, organised in the framework of a festival.

This allows participants at once professional insights and practical behind-the-scenes experiences. The readings are followed by a debate with the participants. Presenters stay throughout the three days, making a permanent dialogue with participants possible. Additionally, participants visit local and/or international performances that the hosting festival is presenting. The performances will allow encounters with artists – an opportunity to discuss the influence festivals have on their work and the consequences for their artistic path. The Festival Readings are targeted at students of art and cultural management, dramaturgy and production; staff members in governmental cultural departments; and young people with specific motivation to attend.

The 10th edition of the Festival Readings: Sochi, Russia, 15-17 February 2019, in collaboration with the Winter International Arts Festival.

The Festival Readings Sochi 2019 are jointly organised by The Festival Academy (an initiative of the European Festivals Association) and the Winter Arts International Festival (WIAFS) and this for the 4th time.

These readings will allow participants to live three days immersed in the world of festivals: they will have the opportunity to meet renowned festival makers sharing their (artistic) vision and giving a deeper value to the role of festivals today. We are delighted to have the following speakers among us for the full 3 days: **Guy Coolen**, (Artistic and General Director Muziektheater Transparant and Artistic Director Operadagen Rotterdam – Belgium/ The Netherlands), **Tom Creed** (Theatre and opera director, Festival curator and consultant – Ireland) and **Catherine J. Wang** (President of the Center for China Shanghai International Arts Festival, former Director of the Forum Affairs Department of the Shanghai World Expo – China). The readings will be moderated by **Christel Simons** (External Relations Director European Festivals Association – Belgium).

The Festival Readings are open to people who have already some experience in the festival world as well as anyone else who is curious to discover more about festivals.

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Speakers

- **Guy Coolen**, Artistic and General Director Muziektheater Transparant and Artistic Director Operadagen Rotterdam – Belgium/ The Netherlands
- **Tom Creed**, Theatre and opera director, Festival curator and consultant – Ireland
- **Catherine J. Wang**, President of the Center for China Shanghai International Arts Festival, former Director of the Forum Affairs Department of the Shanghai World Expo – China

Moderator

- **Christel Simons**, External Relations Director European Festivals Association – Belgium

Programme

Friday 15 February

9:30 – 10:00 **Registration**

10:00 – 13:00 **Festival Readings Lecture by Guy Coolen**

‘How to run a contemporary opera festival in a city without opera house or opera tradition.’ (Including coffee break at 11:30 – 11:45)

Questions and Answers

14:30 – 16:00 **Guy Coolen’s lecture in the Culture Forum Conference (Europe Panel)**
(organised by the Festival only)

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Saturday 16 February

10:00 – 13:00 Festival Readings lecture by Tom Creed. Organising Festivals as an artist!

An artist performing in Festivals. The dialogue between artists and organisers, working for festivals. How to involve artists in the program of the festival? As a director, producer what is your request towards festivals? What does the future of festivals look like? Rethinking the presentation of opera, classical music in a festival? (Including coffee break at 11:30 – 11:45).

Questions and Answers

14:30 – 16:00 Catherine J. Wang's lecture in the Culture Forum Conference (Asia Panel) (organised by the Festival only)

Sunday 17 February

10:00 – 13:00 Festival Readings lecture by Catherine J. Wang:

Positioning and Content Development of China Shanghai International Arts Festival

Catherine J. Wang, President of the Center for China Shanghai International Arts Festival – China, will introduce and share some first-hand insights on managing a large scale festival organisation, consisting of a wide and diverse range of different projects, platforms, disciplines, collaborators and stakeholders.
(Including coffee break at 11:30 – 11:45)

Questions and Answers, followed by the Certificate Ceremony

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Guy Coolen

Artistic and General Director Muziektheater Transparant and Artistic Director Operadagen Rotterdam – Belgium/ The Netherlands

Stimulate and innovate opera & music theatre

Member of numerous (international) organisations

Nominations and awards with Operadagen Rotterdam



Guy Coolen (°1966) studied Germanic Philology at Antwerp University and graduated later in Theatre and Communication Sciences at Ghent University. Since 1994 he is general and artistic director of the production company Muziektheater Transparant (Antwerp), a company that offers residencies to composers, vocalists and theatre-makers and that realizes much appreciated music theatre projects throughout the world. Muziektheater Transparant was invited at many international podia and festivals: Cultural Capitals 2008 and 2018, the Holland Festival, Festival d'Avignon, Edinburgh and Singapore International Festival, Kunstenfestivaldesarts, Melbourne and Sydney Festival, Beijing Music Festival ...

Since 2008 Guy Coolen is also artistic director of the annual Festival of Music Theatre *Operadagen Rotterdam*, in 2015 in London nominated as best opera festival and for the 'Innovation Award' of Classical Next. Both the festival and the company Muziektheater Transparant have the same aim: to stimulate and innovate opera and music theatre.

Guy Coolen is member of numerous organizations including the European Cultural Parliament. He is the president of the International Theatre Institute (ITI) Music Theatre Comity and of ITI Belgium-Flanders and the president of the ITI Music Theatre Now Network. He is also the president of the board of the B'Rock baroque music ensemble. He is member of the board of the Laika theatre group and of the CVN Cultural Treaty Flanders-Netherlands.

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Tom Creed

Theatre and Opera Director, Festival curator and consultant - Ireland

Touring Internationally with repertoire and new creations

Cork Midsummer Festival, transformational site-specific and collaborative productions Irish Times Irish Theatre Award

National Campaign for the Arts



Tom Creed is a theatre and opera director based in Dublin. His work has been seen at all the major Irish theatres and festivals, across Europe and in the USA, Canada and Australia. He stages work from the repertoire as well as new creations by contemporary voices. His work has recently been seen at the Paris Opera, the Abbey Theatre in Dublin and BAM in New York.

As a festival curator and consultant, and director of Cork Midsummer Festival from 2011 to 2013, he has focused on creating contexts for new emerging artists to develop ambitious projects, and for international artists to work with local communities on transformational site-specific and collaborative productions. He was nominated for an Irish Times Irish Theatre Award in 2013 "for original and dynamic use of local spaces at Cork Midsummer Festival". He has previously been Theatre and Dance Curator of Kilkenny Arts Festival and Associate Director of Rough Magic Theatre Company.

He is a committee member of the [National Campaign for the Arts](#), Ireland's grass-roots arts sector movement that makes the case for the arts in Ireland, ensures that the arts are on government agendas and are recognised as a vital part of contemporary Irish life. He was a member of the inaugural EFFE international jury in 2015.

More information at tomcreed.org

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Catherine J. Wang

President Center for China Shanghai International Arts Festival – China

Shanghai World Expo

Shanghai Bureau of Radio

Shanghai Media and Entertainment group



Catherine J. Wang has been engaged in international cultural exchange activities throughout her 15-year career. From 2007 to 2010, she was the Director of the Forum Affairs Department of Shanghai World Expo Coordination Bureau. As the leader of the Expo forums, she was responsible for planning and organizing over one hundred summit, theme and public forums. These forums attracted Chinese and global political leaders, various countries' city mayors and top-level scholars, including dozens of Nobel Prize winners, as well as entrepreneurs and senior media representatives.

Prior to the Expo, Ms. Wang was specialized in international exchange in the fields of culture, radio, film and TV. From 1999 to 2011, she served as the Deputy Director of Foreign Affairs Department of Shanghai Bureau of Radio, Film and Television and the Director of International Relations Department of Shanghai Media and Entertainment Group (SMEG), respectively. During that period, she took an important role in organizing the Shanghai TV Festival for 10 years, and the Shanghai International Film Festival for 12 years.

Catherine J. Wang graduated from East China Normal University. She holds MA in International Communication of City University, London.

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Christel Simons

External Relations Director European Festivals Association – Belgium

**Royal Institute for Theatre,
Cinema & Sound**

In 1991 she graduated from the Royal Institute for Theatre, Cinema & Sound (RITCS, Brussels) with a master degree in drama-directing.

Needcompany

In 2012 she graduated from Thomas More (Mechelen) with a bachelor degree in intercultural management (CIMIC, Bachelor after Bachelor).

Q-02

Starting her career at Kaaitheater (1992-1993), she quickly became managing director of Needcompany, the international theatre company of Jan Lauwers (1993-2012).

Peeping Tom

Kuiperskaai

In 2012 she started to work more independently, mainly as a project manager for European funded projects at Q-02, a workspace for contemporary music (SOCCOS/Sound of Culture-Culture of Sound, INTERFACES/ on audience development), and EFA, the European Festival Association (EFFE/ Europe for Festivals, Festivals for Europe).



She is often asked as an advisor by performing arts companies for human resources, international relations, project development, new financing possibilities and partnerships. She is a board member of the international dance company Peeping Tom and the arts collective Kuiperskaai, both Brussels based companies.

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Organising Partners

The Winter Arts International Festival was founded in 2007 in the capital of XXII Olympic and Paralympic Winter Games by the Russian Concert Agency. Yuri Bashmet, Sochi 2014 Ambassador, is Artistic Director of the Festival. Growing in size every year and developing the programmes, the festival offers local and regional audiences an outstanding selection of events and unique opportunities to meet a wide range of arts. Since 2007 the festival has presented different programmes of classical music, jazz, opera, classical ballet, drama theatre, popular music, cinema as well as the exhibitions of audio-visual arts, and jewellery. Many Russian and international artists have joined the celebration of the arts on the Black Sea coast. With a long list of globally renowned performers, the 2008 Grammy Award-winning Moscow Soloists Chamber Ensemble and the state symphony Orchestra Novaya Rossiya (New Russia) are the resident orchestras of the festival. Since 2011, the Winter International Arts Festival is a member of European Festivals Association (EFA) and is now included in the top twenty of the best festivals in the world, occupying an important place in the cultural life of Europe. Since 2017 the festival has become a member of the international theatrical league "Silk Road" and became the first Russian festival included in this international organization. The festival is organised with the financial support from the government of the Russian Federation, the Ministry of Culture of Russian Federation, the Organising Committee of Sochi 2014, and the administration of the city of Sochi.

The Festival Academy, an initiative of the European Festivals Association (EFA), offers various training formats on festival management to young, dynamic and passionate festival makers worldwide. The Festival Academy shares, exchanges and constructs know-how on festival management. Through empowering a new generation of emerging leaders and generating new professional opportunities for festival makers, it develops and sustains a network of festival leaders of the future wherein capacity building and internationalisation are key. The training programmes within The Festival Academy are one of EFA's core activities. The Festival Academy considers the art and the artists as the essence of festivals. The different training programmes start from this conviction, but focus on topics and issues raised by the participants: artistic vision, political and social responsibility in relation to the cultural and artistic significance of a festival in its community or region, as well as internationalisation, inclusiveness, renewal and sustainability.

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The European Festivals Association (EFA) unites distinguished music, dance, theatre and multidisciplinary arts festivals from Europe and beyond since 1952. Today, the European Festivals Association (EFA) connects about 100 festivals and festival associations in 40 countries. EFA members are the core element that make the Association an open, influential, international place for any festival that wants to be part of a bigger festival community.

The European Festivals Association's mission is to unite and represent its member festivals across Europe and the world by contributing to the artistic life of Europe. It acts as the most important platform for arts festivals. EFA members take the joint responsibility that the arts are prioritised offering their platforms to bring the arts to the audiences. Access and participation in culture and the arts is a Human Right. By supporting and enabling artistic creation, production and participation, EFA and its members ensure that this right is made a reality for all citizens. Interaction between festivals, with public authorities and the other stakeholders in the arts are central to EFA's work.

A Festival is an Art Feast. EFA is a community dedicated to the arts, the artists, and audiences. EFA's main role in the ever changing world of digitization and globalization is to connect festival makers so to inform, inspire and enrich the festival landscape. In this perspective, EFA is a festivals' service provider; the oldest cultural network of European festivals! It was established to bridge the distance between organisations and all kinds of stakeholders; and to create connections. All this in function of the enrichment of a festival's own artistic offer and its organisational opportunities.

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

EFA's Structural Partner



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Host and co-organisers

