

## Atelier for Young Festival Managers 23 - 29 March 2019

### Programme

This programme (dated 18/03/2019) can change prior to and during the Atelier as it takes into account the needs of the Atelier participants. The programme is based on an analysis of the expectations of all the applicants for the Atelier in Malta. The key expectations are that the Atelier will facilitate networking internationally, with similar festival organisers and with people from diverse backgrounds (42); that it will facilitate sharing and learning from each other (32) and that participants will learn new festival management skills and/or gain new insights to inform their festival management practice (21).

Applicants who expressed a need to develop skills included the following: fundraising and sustainability, curating and programming, sustaining and developing audiences and working internationally and with diverse artists. There were also applicants who questioned the role of festivals in our contemporary world, and the impact of festivals on local communities. This programme considers these themes as well as others not mentioned above. Apart from this the programme strongly relates to the local context of where the Atelier is taking place and responds to the 2018 Valletta European Capital of Culture and its challenges within the broader context of ECOC. Meetings with people of the local artistic scene are part of the programme. Global themes such as 'freedom of expression' which is a dire issue in Europe as in many parts of the world today, migration and climate change are as well included in the programme.

#### Atelier facilitator

- **Mike Van Graan**, Founding President African Cultural Policy Network - South Africa

#### Mentors

- **Robyn Archer AO FAHA**, Singer, writer and public advocate for the arts. former Artistic Director National Festival of Australian Theatre (Canberra), the Adelaide and Melbourne Festivals, Ten Days on the Island, The Light in Winter Festival (creator). Chair Board of HOTA, Home of the Arts, Gold Coast - Australia
- **Luiz Coradazzi**, Cultural Consultant, Founder Pangea Cultura and former Director Arts at the British Council Brazil - Brazil
- **Faisal Kiwewa**, Founder Bayimba Cultural Foundation/ Artistic Director Bayimba International Festival of Arts and Alumni Atelier Izmir 2011 - Uganda
- **Roy Luxford**, Programme Director Edinburgh International Festival - UK
- **Brett Pyper**, Associate Professor and Head Wits School of Arts at the University of the Witwatersrand, Johannesburg, former CEO Klein Karoo National Arts Festival - South Africa

**Atelier Keynote speaker**

- **Shahidul Alam**, Time Magazine's Person of the Year 2018, photographer, writer and human rights activist, initiator Chobi Mela International Photography Festival - Bangladesh.

**International Guest Speakers/ Observers**

- **Angela Delgado Valdivia**, Director Hay Festival Arequipa and Alumni Atelier Gothenburg 2018 - Peru
- **Anthony Richter**, Regional Director for the Middle East, North Africa and Southwest Asia Open Society Foundations

**Local guest speakers**

- **Daniel Azzopardi**, Director Žigužajg International Arts Festival for Children & Young People
- **Sean Buhagiar**, Artistic director and creative producer (theatre, film and large-scale cultural events), Artistic Director Teatru Malta, the National Theatre Company of Malta
- **Mary-Ann Cauchi (TBC)**, Director Funding and Strategy Arts Council Malta
- **Sandro Debono**, Curator MUŻA
- **Heidi De Carlo, Mohammed Ibrahim Suleman, Negmledin Soliman Arbab, Pawlos Yowhans, Malick Yahya Issak**, speakers related to **Mahalla Festival Malta**
- **Davinia Galea**, Culture Professional, former Executive Director Malta Council for Culture and the Arts
- **Joseph Lia**, Founder and Artistic Director Malta International Organ Festival, adviser for Europa Cantat, works for Arts Council Malta
- **Albert Marshall**, Executive Chairman Arts Council Malta
- **Annabelle Stivala**, Director Festivals Malta
- **Ruben Zahra (TBC)**, Artistic Director Malta International Arts Festival and music producer
- **Vincent Zammit**, Author, Radio and TV producer, Visiting Lecturer at the Institute of Tourism Studies (Malta) and the University of Malta, licensed tourist guide
- **Kenneth Zammit Tabona (TBC)**, Maltese artist and illustrator, columnist and reviews music, literature and drama, Deputy Chairman Teatru Manoel, Artistic Director Valletta international baroque festival, President and founder of the Friends of the National Museum of Fine arts

The Atelier takes place in the Fortress Builders, St. Mark Street, Valletta, unless stated otherwise.

### Saturday 23 March, DAY 1

*Mentors present are Robyn Archer, Luiz Coradazzi, Faisal Kiwewa, Roy Luxford and Brett Pyper.*

*Guest speakers present are Shahidul Alam and Annabelle Stivala.*

**The afternoon sessions take place at the Hotel Excelsior (Bellavanti Hall Level 5)**

- 12:00 - 14:00     **Participants' registration** at the Hotel Excelsior (lobby)
- 13:50             *Meeting in the lobby to go to Bellavanti Hall Level 5*
- 14:00 - 15:30     **Introductory session:** Making connections
- 15:30 - 16:30     **Mentors/Speakers introduce themselves**, their festival experience and expertise
- 16:45             **Cultural visit** - Getting a sense of where we are, guided **by Vincent Zammit**, ending at is-Suq tal-Belt where the opening ceremony will take place.
- 18:30 - 19:30     **Opening Ceremony at the Old Market Space/ is-Suq tal-Belt**
- Welcome by **Albert Marshall**, Executive Chairman Arts Council Malta
  - Welcome by **Annabelle Stivala**, Director Festivals Malta
  - Welcome and introduction of the Atelier/ The Festival Academy by **Inge Ceustermans**, Managing Director The Festival Academy (an initiative of the European Festivals Association)
  - **Keynote speech: A provocation by Shahidul Alam**, reclaimed Bangladesh photographer and initiator Chobi Mela International Photography Festival
- 19:30 - 21:00     **Stand-up Reception**
- 21:00 - 22:00     **Performance by Cherif Mbaw Trio** (open to the public)

### Sunday 24 March, DAY 2

*Mentors present are Robyn Archer, Luiz Coradazzi, Faisal Kiwewa, Roy Luxford and Brett Pyper.*

*Guest speakers present are Shahidul Alam and Annabelle Stivala.*

- 09:00 - 09:30     **Brief welcomes** from Festivals Malta and The Festival Academy  
**Brief intros** by all participants and mentors
- 09:30 - 10:45     **Contextualising the Maltese Atelier** for Young Festival Managers

10:45 - 11:15 *Coffee break*

11:15 - 13:00 **Facilitated Conversation:** *The role of Festivals in our contemporary world*

Participants and mentors will participate in a conversation about the role of festivals in our contemporary world. Questions will include the following: What are the different roles that festivals do and can play? How are festivals shaped by their social contexts? Can festivals be agents of social change? Should they be? Whose interests do festivals serve? Are the artistic aims of festivals compromised by the social and other aims foisted upon them?

13:00 - 14:00 **Disciplined-based curated lunches** to facilitate networking

14:00 - 16:00 **Mentors speak to the following questions**, based on their experience:

1. Festivals and their year-round impacts (particularly in local communities)
2. Examples of innovative use of spaces (public, indoor, old buildings...)
3. How to sustain existing audiences, while building new ones: working with difference and diversity
4. Sustaining festivals: beyond public and private sector support
5. Renewing/modernising a festival: why, how and lessons learned
6. How festivals may contribute to innovation and excellence in the arts

Followed by a **conversation** with participants.

16:00 - 16:30 *Coffee break*

16:30 - 18:00 **Establishing Working Groups**, each to choose and work on three of the following themes:

1. How to sustain Festivals
2. How Festivals could have a wider impact beyond their limited duration
3. Making festivals accessible to diverse audiences: youth, migrants, people without disposable income, etc.
4. What makes a good festival, a good festival manager and how to evaluate festivals
5. How festivals can contribute to innovation and excellence in the arts
6. Practical ways in which festivals can work for/benefit artists (at the festival and beyond)

18:00 - 18:30 **Personal reflections/Personal Journal time**

18:30 - 18:45 *Departure on foot from the venue to the harbour + Boat-trip to Birgu*

18:45 - 20:15 *Traditional dinner at the Maritime Museum  
(including short guide of the museum before dinner)*

20:15 - 22:15 **Panel Discussion:** *Freedom of expression, cultural boycotts and social change*

Participants and invited speakers/mentors make presentations, followed by a facilitated conversation with the panellists and the audience. What can be the impact of cultural boycott as e.g. the boycott of the European Capital of Culture Valletta 2018 by the other Capitals of Culture, the cultural boycott Israel? What is the impact of cultural boycott on the creation and presentation possibilities of artists? What is the state of Freedom of expression in the world today? What is the role of social media in freedom of expression? Can festivals play a role in safeguarding freedom of expression locally, internationally and even globally? What is the effect of self-censorship related to e.g. funding? How can one create a safe context in e.g. a festival for artists/ festival managers to speak out?

22:15 *Transport back to Hotel by bus*

### Monday 25 March, DAY 3

*Mentors present are Robyn Archer, Luiz Coradazzi, Faisal Kiwewa, Roy Luxford and Brett Pyper.  
Guest speaker present is Shahidul Alam.*

09:00 - 10:30 **Curating and programming festivals:** the good, the bad and the necessary  
Participants and mentors share different programming/curating models

10:30 - 11:00 *Coffee break*

11:00 - 13:00 **Roundtables with Mentors.** Each roundtable will have a mentor. Participants will have an opportunity to meet two mentors, each for an hour. These are free-wheeling conversations, led by the needs of participants. Participants ask questions, and mentors respond.

13:00 - 14:00 **Curated lunch:** regional meetings

14:00 - 16:00 **Working Groups**

16:00 - 17:30 **Coffee/tea & Festival presentations.** Participants have 4 minutes to present/introduce their festivals, using visual and other material.

17:30 - 18:00 **Journal/personal reflection time; individual meetings with mentors**

18:00 - 18:30 *Departure by bus from the venue to Mdina for Dinner*

19:00 - 20:00 *Dinner in Mdina - Palazzo de Piro*

20:30 - 22:00 **Festival presentations**

22:00 *Transport back to Excelsior by bus*

**Tuesday 26 March, DAY 4**

*Mentors present are Robyn Archer, Luiz Coradazzi, Faisal Kiwewa and Brett Pyper. Guest speakers present are Daniel Azzopardi, Sean Buhagiar, Joseph Lia and Annabelle Stivala. Others TBC.*

**09:00 - 10:30**     **Panel discussion:** *Festivals and migrant/refugee communities*

Participants and invited speakers/mentors make presentations, followed by a facilitated conversation with the panellists and the audience.

Given the influxes of refugees and migrants in countries across the globe in the last few years, what is the real and potential impact on Festivals? How are Festivals responding/how should Festivals respond? Do refugee/migrant communities want to access the Festival/s? How do/can Festivals contribute to social cohesion, particularly with regard to migrant/refugee communities and local communities? How is rising nationalism affecting festivals?

**10:30 - 11:00**     *Coffee break*

**11:00 - 13:00**     **Plenary session:** *Towards fairer international cultural collaboration*

**13:00 - 14:00**     **Curated lunch/networking with artists/festival managers from the region.** Attendees: **Daniel Azzopardi, Sean Buhagiar, Joseph Lia and Annabelle Stivala.**

**14:00 - 16:00**     **Working Groups**

**16:00 - 18:30**     *Free time*  
*Could be used for Journal/Reflection time, and individual meetings with mentors.*

**18:30 - 20:15**     *Participants leave on foot from the hotel to restaurant De Robertis*  
*Maltese cuisine dinner*

**20:15 - 20:45**     **Tour of Spazju Kreattiv by Daniel Azzopardi**

**21:00 - 21:30**     **Performance Ilĥna Mitlufa**

Wednesday 27 March, DAY 5

*Mentors present are Robyn Archer, Luiz Coradazzi, Faisal Kiwewa and Brett Pyper.*

*Guest speaker present is Angela Delgado Valdivia.*

***Working day in Gozo with morning working sessions in the Ċittadella Cultural Centre and afternoon cultural visit***

**Departure at 7:30 by bus from the hotel** (packed breakfast foreseen - to be collected at 7:15)

10:00 - 11:30     **Plenary:** *Festivals and integrity: and issues that could compromise the festival and/or freedom of expression e.g. sexism, racism, sexual harassment*

11:30 – 13:00     Coffee and **Working Groups**

13:00 - 14:00     *Lunch at Ta' Rikardu*

14:00 - 15:30     **Cultural Visit** guided by cultural actors working on Gozo, liaising to visit 2 theatres in Gozo: Astra Theatre - Aurora Theatre

16.00 - 17.30     *Return to Valletta*

18:00 - 20:00     **Panel: Mediterranean Routes through Intercultural Dialogue** (organised by cultural association Inizjamed and the University of Malta - Palazzo de la Salle)

This seminar aims to address how different local realities can be brought together to reflect a wider, more common Mediterranean reality, that interrelates with each other. Through the aspect of the Phoenicians, as a mythical, legendary, archetype of common Mediterranean roots, we will look how many cultural operators seek exchange through intercultural dialogue, as opposed to neoliberal and economic measures.

The seminar will be chaired by **Mario Gerada**. The speakers are **Dr. Antonio Barone** (Director La Rotta dei Fenici - Itinerario Culturale del Consiglio d'Europa, Salinunte, Sicily), **Dr. Rachid Chamoun** (Director Lebanese American University - LAU, Louis Cardahi Foundation, Byblos), **Prof. Arch Osama Hamdan** (Jericho Mosaic Centre, Palestine) and **Nouredine Ezarraf** (multidisciplinary artist from Morocco).

20:00                *Transport back to the hotel (by shuttle bus - first come first served)*

20:00 - 21:00     *Light Stand-up dinner at the hotel with Inizjamed and the panellists*

## Thursday 28 March, DAY 6

*Mentors present are Robyn Archer, Luiz Coradazzi, Faisal Kiwewa and Brett Pyper.*

*Guest speakers present are Angela Delgado Valdivia and Annabelle Stivala.*

- 09:00 - 11:00     **Working Groups** finalise their presentations
- 11:00 - 11:30     *Coffee break*
- 11:30 - 13:00     **Plenary session:** dealing with/responding to themes/questions that emerged during the course of the Atelier.
- 13:00 - 14:00     *Coffee break*
- 14:00 - 16:00     **Presentations by Working Groups**
- 16:00 - 16:30     *Coffee break*
- 16:30 - 18:00     Mentors/speakers reflect on, give **feedback to the presentations**
- 18:00 - 18:30     Reflection/Journal Time and individual meetings with mentors
- 18:30 - 20:00     *Departure on foot for dinner in Valletta - King's Own Band Club*

## Friday 29 March, DAY 7

*Mentors present are Robyn Archer, Luiz Coradazzi, Faisal Kiwewa and Brett Pyper.*

*Guest speaker present is Annabelle Stivala.*

- 09:00 - 09:30     **Participants complete a questionnaire** on the "hard skills" they would like to learn/the Festival Academy should offer as modules
- 09:30 - 11:00     **Participants reflect on their key learnings/takeaways** (using their journals)  
Participants share ideas for new projects emerging from the Atelier, if any
- 11:00 - 11:30     *Coffee break*
- 11:30 - 12:00     **Short presentation The Festival Academy and its alumni network** – how to stay involved and some other initiatives of the **European Festivals Association**
- 12:00 - 13:00     Participants complete **evaluation forms**
- 13:00 - 14:00     *Lunch*

14:00 - 18:30    *Free time*

18:40            *Departure from hotel to MUŻA*

19:00 - 20:00    **Closing ceremony at MUŻA** (The Malta National Community Art Museum)

- Welcome by **Sandro Debono**, Curator MUŻA
- Statements from **participants** of the Atelier
- Concluding statements by **Mike Van Graan**, President African Cultural Policy Network
- Farewell by **Annabelle Stivala**, Director Festival Malta
- Farewell by **Inge Ceustermans**, Managing Director The Festival Academy
- Farewell by **Hon. Owen Bonnici**, Maltese Minister of Justice, Culture and Local Government

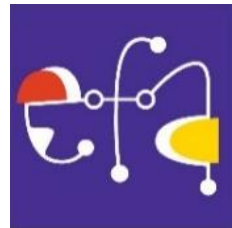
20:00 - 23:00    **Dinner and closing party** with the Big Band Brothers

#### Saturday 30 March, DAY 8

From 06:00    Check out



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EUROPEAN  
FESTIVALS  
ASSOCIATION

*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.*



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*Host, co-organiser Atelier Valletta & supporting participants*



*Supporting participants*

