

THE FESTIVAL ACADEMY



Eleusis ECoC 2021 and The Festival Academy (an initiative of the
European Festivals Association) present

Festival Readings Elefsina

28-30 June 2019

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. These readings allow participants to live three days immersed in the world of festivals: they have the opportunity to meet renowned festival makers sharing their (artistic) vision and giving a deeper value to the role of festivals today.

This approach creates 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 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.

The 11th edition of the Festival Readings: Elefsina, Greece, 28-30 June 2019, in collaboration with Eleusis 2021 ECoC in the framework of Synikismos Festival.

The Festival Readings Elefsina 2019 are jointly organised by The Festival Academy (an initiative of the European Festivals Association) and Eleusis EcoC 2021 and this for the first time. The Festival Readings are part of the Eleusis 2021 strategic partnership with The Festival Academy, which aims to promote in Greece the theoretical debate as well as the practical knowledge regarding the role and the function of the festivals, the role, the obligations and the rights of the artistic festival management and all aspects of festival management. In this context, Eleusis 2021 in collaboration with The Festival Academy organized in February 2019 the first Atelier for Greek Festival Managers, a capacity building programme on curation and festivals' management in which 25 festival representatives from different Greek cities participated. At the end of the workshop, the participants established the Greek Festival Network, with first aim to create a toolkit for the Greek festivals, which they will present during the Festival Readings.

The three-day programme includes presentations from speakers from diverse backgrounds and tête-à-tête meetings with them, as well as networking opportunities offered within the festival's broader context with representatives from the Greek Festival Network **Eriphili Gianakopoulou** (Arts' circle, oper(o) – Greece) **Mety Panagiotopoulou**, Giortes Rokkas – Greece), **Ása Richardsdóttir** (IETM - Iceland), **Inge Ceustermans** (The Festival Academy/EFA - Belgium) and **Mike Van Graan** (African Cultural Policy Network - South Africa) who is also the moderator of the Festival Readings. The speakers are **Tom Creed** (Theatre and Opera Director, Festival curator and consultant - Ireland), **Vallejo Gantner** (Onassis Foundation New York - USA) and **Monique Veaute** (Chairman Fondazione Romaeuropa - arte e cultura, Rome – Italy).

Programme moderator

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

Lecturers

- **Tom Creed**, *Theatre and opera director, Festival curator and consultant - Ireland*
- **Vallejo Gantner**, *Artistic & Executive Director Onassis Foundation - USA*
- **Monique Veaute**, *Chairman Fondazione RomaEuropa - arte e cultura, Rome - Italy*

Guest speakers

- **Ása Richardsdóttir**, *Secretary General IETM - Iceland*
- **Inge Ceustermans**, *Managing Director The Festival Academy (an initiative of the European Festivals Association) - Belgium*
- **Eriphili Gianakopoulou**, *Arts' circle, oper(o), Greek Festival Network - Greece*
- **Mety Panagiotopoulou**, *Giortes Rokkas Γιορτές Πόκκας, Greek Festival Network - Greece*

Venue

All sessions take place in the Kaleidoskopio – Pindou & Kolokotroni 63, 19200 Eleusis, unless stated otherwise.

Synikismos Festival

Synikismos Festival is a newly established annual project for the city of Eleusis and one of the main legacy programs of Eleusis 2021 European Capital of Culture. It is a contemporary performing arts festival where the philosophy, the core values and the methodology of Transition to Euphoria are crystallized, that is our effort to redefine the form and content of today's public culture.

Thematically it focuses on urgent socio-political phenomena of our times, like the refugee and migration flows as an experience and memory, the rise of nationalism and racism, populism, the depreciation of politics and the lack of interest for the common, the nation-state crisis and the permeability of the national and transnational borders, our relationship towards the Others and the multiple understandings of diversity and the community.

You will receive the festival's booklet on arrival or you can find out more about the programme on synikismosfestival.eu.

Programme

Friday 28 June

10:30 *Registration*

11:00 - 13:30 Festival Readings Lecture by Monique Veaute
‘Roma Europa Festival: Innovation in the Arts’

Questions and Answers

13:30 - 15:00 *Lunch Break*

18.30 – 00:00 Events at Festival Synikismos

Nothing to Declare – Live Art Installation by Dictaphone Group

Time: 17:30 – 18:15

Kafeneio i Vouli – Stavroula Baloka introduces Hatari group to us

Time: 18:30 – 20:00

E_FYGA ASIA MINOR - Site Specific Performance by Yolanda Markopoulou

Time: 20:15 – 21:30

Haiti, a performance about History by Hatari Group

Time: 21:30 – 22:30

Free Dinner

Saturday 29 June

11:00 - 13:30 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?

Questions and Answers

13:30 - 15:00 *Lunch break*

15:00 - 17:00 Introduction to Networks in Europe and the world

With **IETM** (Ása Richardsdóttir), **African Cultural Policy Network** and **GLOSACI** (Mike Van Graan), Greek Festival Network (**Eriphili Gianakopoulou** and **Mety Panagiotopoulou**) European Festivals Association and The Festival Academy (**Inge Ceustermans**)

18.30 – 00:00 Events at Festival Synikismos

Kafeneio i Vouli – Sophia Laskou introduces Alexandros Mistriotis to us

Time: 18:30 – 20:00

Motorway 6 - Screening & Performance by Evi Kalogeropoulou

Time: 20:15 – 21:30

A prisoner of War's Story by Alexandros Mistriotis

Time: 21:00 – 22:30

22:30 Dinner at Stratos Tavern

Sunday 30 June

11:00 - 13:30 Festival Readings lecture by Vallejo Gantner.

'Festival making should be for audiences and their impact alone.'

Questions and Answers

13:30 – 14.00 Formulating conclusions

14.30 Certificates and group picture

14:30 - 15:30 Lunch break

19:30 - 21:00 Traditional Meal & Music: Info Point Festival

18.30 – 00:00 Events at Festival Synikismos

The Eleusinians

Time: 17:30 – 18:30

Kafeneio i Vouli – The O.K.E. Basketball Club introduces Evi Kalogiropoulou to us

Time: 18:30 – 19:00

Motorway 6 – Public Dinner by Evi Kalogeropoulou

Time: 20:15 – 20:30

Gardens Speak & Tell Me What I Can Do – Live Art Performance - Exhibition by Tania El Khoury

Time slots: 21:30, 22:30

Biographies lecturers and moderator

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

Vallejo Gantner

Artistic & Executive Director Onassis Foundation - USA

Performance Space 122

COIL Festival

Arterial Network

Theater der Welt

Spiegelworld

Dublin Fringe Festival

Melbourne Festival

Previously, Gantner led the internationally influential New York City cultural institution Performance Space 122 (now Performance Space New York) from 2005 to 2017 and was responsible for all programming and strategic direction, including the creation of the annual, interdisciplinary COIL Festival; the production of worldwide tours for multiple shows under the PS122 Global moniker; and the conception, fundraising, and management for the recent \$35 million renovation of the organization's long-time East Village home. At Onassis USA, Gantner will lead all of the Foundation's cultural activities in the U.S., harnessing its evolution into a formidable contemporary producer and presenter of arts-and-ideas programs that substantially contribute to timely national conversations and effectively inspire social change.

Gantner helped to organize - as part of a transnational consortium including Emily Johnson (USA), BlakDance (Australia), Ilbjerri Theatre Company (Australia), and Indigenous Performing Arts Alliance (Canada) - First Nations Dialogues Lenapehoking/New York, a series of Indigenous-led performances, discussions, workshops, meetings, and ceremony that took place in venues across New York City in January 2019. Most recently, he has been an artistic adviser to BAM Artistic Director David Binder and a curatorial advisor and dramaturg for Theater der Welt in Dusseldorf. In addition to leading Performance Space 122, he has served as co-producer of Spiegelworld (2006-2008), director of the Dublin Fringe Festival (2002-2004), artistic associate of the Melbourne Festival (2000-2001), and executive producer of three independent feature films.



Monique Veaute

Chairman Fondazione Romaeuropa - arte e cultura, Rome – France/ Italy

***Creation Festival di Villa
Medici, future Fondazione
Romaeuropa in 1984***

***Cultural Attaché, Scientific
Expert, Francophonie,
French Academy Rome***

CEO Palazzo Grassi Venice

***Knight of Arts and Letters,
Knight of the National
Order of Merit, Knight of
the Legion of Honor
(France), Knight of Merit
of the Italian Republic***



Monique Veaute started her career in 1982 as Director of the music section *Paris Biennale*, followed by her Directorship for the *International Events France Musique* and the organisation of the opening of the Grande Halle de la Villette and participation to the creation of Musica, Strasbourg Music Festival in 1984. In that same year she created the Festival di Villa Medici, future Fondazione Romaeuropa - Arte e Cultura in 1990. Since its first edition Monique Veaute has been the Artistic Director and currently she is Chairman; Between 1989 and 1991 Veaute was Technical Advisor for Culture and Audiovisual Technologies to the President of the Chamber of Deputies of the French Republic.

From 1992 to 1993, she was the Cultural Attaché French Embassy in Lisbon and from 1999 to 2002, Scientific Expert National Institute of Ancient Drama in Syracuse Italy. Two years later, in 2004 - 2006 she became General Commissioner for events from Francophone Countries by the President of the French Republic and from January to October 2007, she was Cabinet member of the Chairman of Organisation Internationale de la Francophonie; as well as Member of the Board of Directors of the French Academy in Rome, chairman of the Centre Chorégraphique National de Créteil – Compagnie Montalvo Hervieu (France). In August 2007 - November 2009, Veaute was Chief Executive Officer of the Palazzo Grassi in Venice.

Since 2006 Veaute is member of the “Conseil de l’Etique Publicitaire” (Advertising Ethical Committee, France) and from March 2011 on, member of the Artistic program Committee of the Franco-German television channel ARTE. In December 2012, she became member of the Board of Directors of the Foundation MAXXI in Rome and since April 2018, member of the Board of Directors of the French Academy in Rome.

In France Monique Veaute was appointed Knight of Arts and Letters by the Minister of Culture, Knight of the National Order of Merit by the Minister of European Affairs; Knight of the Legion of Honor by the President of the French Republic. In Italy she received the title of Knight of Merit of the Italian Republic.

Mike Van Graan (moderator)

Founding President African Cultural Policy Network - South Africa

***Hiroshima Foundation for Peace
and Culture Award 2018***

African Cultural Policy Network

Arterial Network

One City, Many Cultures Festival

UNESCO

African Arts Institute

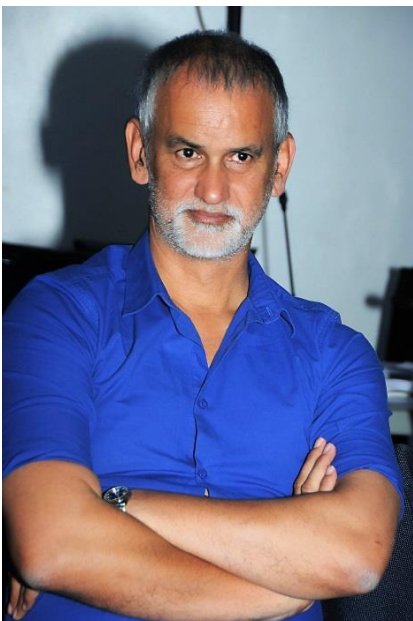
Mike van Graan graduated from the University of Cape Town with a BA Honours Degree in Drama in the mid-eighties, and was appointed as an Associate Professor in UCT's Drama Department from 2015-2019. He has served in leadership positions in a variety of anti-apartheid cultural organisations including Director of the Community Arts Project, Projects Officer for the Congress of South African Writers and General Secretary of the National Arts Coalition. After the country's first democratic elections in 1994, he was appointed as a Special Adviser to the first minister responsible for arts and culture where he played an influential role in shaping post-apartheid cultural policies. In 2011, he was appointed by UNESCO as a Technical Adviser to develop cultural policies and strategies aligned to the 2005 Convention in the Global South.

Until early 2016, he served as the Executive Director of the African Arts Institute (AFAI) in Cape Town to help develop leadership for the African creative sector. He also served as the founding Secretary General of Arterial Network, a Pan African network of artists, cultural activists and creative enterprises contributing to human rights, democracy and development in Africa. In 2017, he was elected as the founding President of the newly-formed African Cultural Policy Network.

Creatively, Van Graan works as a playwright. To date, he has written thirty plays. He was appointed as Artscape's Associate Playwright from 2011-2014 and is considered as one of South Africa's leading contemporary playwrights. From 1 September 2016 to the end of May 2017, he was a Richard von Weizsaecker Fellow at the Robert Bosch Academy in Berlin.

Until early 2017, he served as a Board member for five years of one of South Africa's largest multi-disciplinary festivals, the Klein Karoo National Arts Festival. In the late 1990s, he was appointed by the City of Cape Town to coordinate the inaugural One City, Many Cultures Festival as an intercultural response to the increasing polarization between the primary religious faiths (Islam, Judaism and Christianity) as a result of a series of bomb blasts in the city.

Van Graan has also acquired experience in curating international conferences such as the World Summit on Arts and Culture (Johannesburg, 2009), the International Network for Cultural Diversity conference (Cape Town, 2001) and the African Creative Economy Conference (Cape Town, 2013). He is the 2018 recipient of the Hiroshima Foundation for Peace and Culture Award in recognition of his contribution to the fight against apartheid, to building a post-apartheid society and to the study of the interface between peace and culture both in his home country and across the African continent.



Guest Speakers

Inge Ceustermans

Managing Director The Festival Academy (an initiative of the European Festivals Association) - Belgium

Inge Ceustermans is the Managing Director of The Festival Academy, a non-profit organization initiated by the European Festivals Association (EFA). The Festival Academy has grown out of the success of the Ateliers for Young Festival Managers, and offers unique, intense and rigorous training programs on festival management to young, dynamic and passionate festival makers worldwide. The Festival Academy is developing into a sustainable organization with a specific global mission and a global network counting today 650 festival managers from 80 countries and all continents: informed, skilled and networked festival leaders/activists with global perspectives, who can act in solidarity to effect change locally, nationally, regionally and internationally.



Inge Ceustermans has a master degree in languages and literature with a specialisation in theatre sciences. She was the general manager for the Brussels based artists' company Needcompany under the artistic direction of Jan Lauwers from 2003-2012 before she starts working for the European Festivals Association (EFA), a network organisation of more than 80 festivals in Europe and beyond. Apart from this, she is consulting different artists on their general

strategy and international relations. She is also a member of the advisory committee for the Agency of Arts and Heritage in Flanders.

More info:

www.TheFestivalAcademy.eu

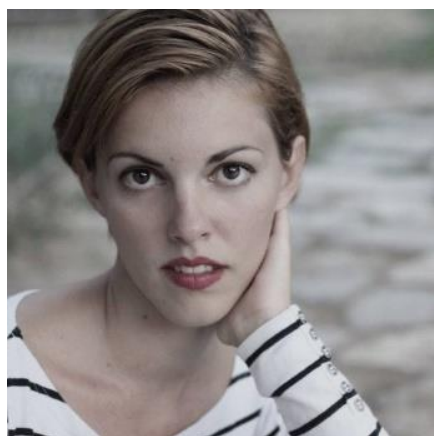
www.efa-aef.eu

<https://www.facebook.com/AtelierForYoungFestivalManagers/>

Eriphili Gianakopoulou

Arts' circle, oper(o), Greek Festival Network - Greece

Born in Athens, at the age of eighteen she moved to Munich Germany to study opera with Kammersänger Joseph Metternich and Marilyn Schmiede. She continued her studies in opera in Paris at the Ecole Normale de Musique de Paris where she graduated in 2007 as a mezzo soprano. On the meantime she studied musicology at the universities Sorbonne Paris IV and Paris 8. In 2008 she returned in Athens and created the company oper(o), one of the first independent opera companies in Greece which experiments with opera and music theatre. She has since created various performances both in major Greek institutions as well as in alternative, non-theatrical spaces and street performances. Their most recent performance was in January 2018 in the Alternative Stage of the National Opera of Greece, with the contemporary operatic creation



“Orpheus”. In 2011 she received the Fulbright Artists Scholarship and went in New York at the Manhattan School of Music to continue her work on opera. From 2011 to 2016 she directed the community theatre company of the KETHEA rehabilitation centre and since 2015 she teaches theatre in the International Baccalaureate of the Hellenic American Educational Foundation in Athens. In June 2016 she received a scholarship from the university of Barcelona to participate in the workshop and performance “Sobre la Memoria” of the company La Fura Dels Baus in Barcelona. Since 2017 she runs and directs two community theatre companies of amateur actors while this year she is part of Onassis Youth Festival in collaboration with the director M. Mpouziouri.

Mety Panagiotopoulou

Giortes Rokkas (Γιορτές Ρόκκας), Greek Festival Network- Greece



She is a performing arts researcher and practitioner. The main subject of her work is the improvisation methods and interactive processes. She holds a B.A. in Dance, a Legal Law Bachelor from the University of Athens and an MA in Research of Performing Arts from the University of Strasbourg. For the last 15 years, she has worked as a choreographer, artistic programmer, performer and teacher for numerous cultural and non-for-profit organizations, dance-theater groups and schools. More specifically, from 2007 to 2018, she directed «Allahoo Performing Arts Company» [Allahoo means elsewhere] with which she created various projects. Since 2016, she is organizing the artistic events of «Giortes Rokkas» festival that take place in the villages Rokka and Kera of Chania Crete every August. Last year she founded «Metaxoto» in Chania Crete, a cultural space dedicated to research and practice performing arts.

Ása Richardsdóttir

Secretary general IETM - Iceland



Ása Richardsdóttir is the secretary general of IETM – the largest international network in the performing arts.

She has led a versatile career in the performing arts, culture, academia, banking, politics and media. She was a television reporter at RÚV Iceland, founder of theatre, Kaffileikhusid, executive director of Iceland Dance Company, president of Performing Arts Iceland project leader of ICE HOT Reykjavík Nordic Dance Platform and producer of various artistic projects and international collaborations.

Ása has been politically active, served as city councillor 2014-2018 for the Icelandic Social Democratic Party and has been member and chair of several boards in politics, finance and arts. She is co-author of the guide for artists and producers It Starts With a Conversation.

Host & co-organisers

The Festival Academy

The Festival Academy is an initiative of the European Festivals Association (EFA), offers various training formats on festival management to young, dynamic and passionate festival makers worldwide focussing on the essence of festivals, the arts and the artists. The different training formats touch upon all artistic disciplines. Through the unique life-long learning programmes in the arts festivals context, The Festival Academy brings together an enormous variety of creative minds: individual actors to be upskilled and informed about the state of play of the world today by experts and through peer-to-peer learning, who are given a time out to reflect critically on the role of festivals in today's world, infused by people of different backgrounds and perspectives to challenge and provoke our thinking or the way we do things. The training programmes within The Festival Academy are one of EFA's core activities. www.TheFestivalAcademy.eu

European Festivals Association (EFA)

The European Festivals Association (EFA) has been uniting distinguished music, dance, theatre and multidisciplinary arts festivals from Europe and beyond for more than 60 years. EFA's 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. EFA brings festivals together to inspire one another, fosters an exchange of knowledge, helps festivals to speak with one strong voice to shape policy developments, increases networking opportunities, and keeps festivals informed about issues at stake in the festival and cultural world, all under the flag of artistic excellence and internationalisation. Since its foundation, the Association has grown from 15 festivals into a dynamic network representing about 100 music, dance, theatre and multidisciplinary festivals, national festival associations and cultural organisations from 40 countries. www.efa-aef.eu

Eleusis 2021 European Capital of Culture

In November 2016, the Greek city of Eleusis has been designated European Capital of Culture 2021. The central idea of the Eleusis 2021 cultural programme is expressed by the moto "Transition to EUphoria". The proposal of Eleusis focuses on the question of sustainable development at social, environmental and economic/labour level: Eleusis becomes a laboratory to rethink the content and meaning of sustainable development. These three categories correspond to the three main themes of our programme: EUrbanization for the social challenges, The EU Working Classes for the economic / labour challenges and EUnvironment for the environmental challenges. The Festival Academy is one of Eleusis 2021 strategic partners for the Culture 2030 programme that is focusing on the capacity building of the professionals of the cultural field. www.eleusis2021.eu

Venues and Map

1. Kaleidoskopio

Pindou& Kolokotroni 63, 19200 Eleusis

2. Intercity Bus Stop (Megara) & Bus Stop

Direction Athens - Iera Odos 32, 19200 Eleusis

3. Intercity Bus Stop (Megara) & Bus Stop

Direction Eleusis - Dimitros 14, 19200 Eleusis

4. Elefsina Hotel

Dimitros 55, 19200 Eleusis

5. Melissa Hotel

Persephonis 21, 19200 Eleusis

6. Info Point

3o Elementary School, Dardanellion 85, Elefsina

There will be a private bus from Elefsina to the center of Athens, during all the days of the festival, without any extra charge. Time: 23:45

Points of departure: Parking at the entrance of Pindos and Gyfteas, Elefsina

Termination point: Thissio / Asomaton Square entrance, Athens



Contacts

The Festival Academy / EFA

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Emergency contacts

112: emergency services

100: police (non-urgent number)

Taxi

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Taxi Dimitra: +30 2105546993

Taxi Dielefsis: +30 2105540584

Venue

Kaleidoskopio

Pindou& Kolokotroni 63, 19200 Eleusis



www.efa-aef.eu

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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.



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Host, co-organisier Festival Readings Eleusis 2019

E2021

European Capital
of Culture

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