

Atelier for Young Festival Managers 13 - 19 November 2019

Programme

Introduction

This programme (dated 06/11/2019) 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 NEXT. The key expectations are that the Atelier will facilitate:

- *participants learning **new festival management skills** and/or gain **new insights and inspiration** to inform and improve their festival management practice (25%)*
- *networking internationally with similar festival organisers and with people from diverse cultural and professional backgrounds (24%);*
- *a process of **sharing and learning** from peers and experts through intercultural and professional exchange and **self-reflection**, challenging themselves, broaden horizons and perspectives, impacting confidence and gaining deeper insights (22%);*
- ***international collaboration** opportunities (14%).*

*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**, the impact of festivals on local communities as well as the environmental impact of festivals, and other societal topics such as diversity, (under-) representation, the future generations of artists, the need for a sustainable, growing and impactful community (deepen relations, find common places, visions and ethical values to implement cultural actions, as well as to rethink the sustainability of the arts organizations). This programme considers these themes as well as others not mentioned above.*

*Apart from this the programme strongly relates to the **local context** where the Atelier is taking place. Participants will experience first-hand the unique festival model of the cross-border Next International Festival and meet with its organisers. Meetings with people of the local artistic scene are part of the programme. Global themes such as freedom of expression, migration and climate change are as well included in the programme.*

Atelier NEXT is organised in partnership with the International Arts Festival NEXT and takes place in both Belgium and France.

Programme development and Atelier Facilitator

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

Mentors and speakers

- **Airan Berg**, Artistic Director and Theatre Maker - Festival der Regionen in Upper Austria.
- **Erica McCalman**, Creative Producer and Consultant, Art Oracle - Australia
- **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
- **Andrea Caruso Saturnino**, Director Cena Aberta, Sao Paulo - Brazil
- **Ong Keng Sen (Ph.D.)**, Artistic director of TheatreWorks and Artspace 72-13 Singapore, founder Arts Network Asia and the International Curators Academy - Singapore
- **Danny Yung**, Experimental art pioneer, influential artist, Founding member and Co-Artistic Director of Zuni Icosahedron - Hong Kong

International guest speakers and observers

- **Pedro Affonso Ivo Franco**, International consultant culture, arts and creative economy - Brazil
- **Carole Gürtler**, Head Department Levant, Drosos Foundation (Zurich) - Switzerland
- **Karin Hansson**, Coordinator ICORN - Sweden
- **Anthony Richter**, Director Special Initiatives Open Society Foundations New York - USA
- **Susanna Seidl-Fox**, Program director for culture and the arts Salzburg Global Seminar - Austria
- **Sepehr Sharifzadeh**, Artistic Director NH Theatre agency - Iran

Local guest speakers and partnerships

International Arts Festival NEXT Partners:

- **Audrey Ardiet**, Secretary General La rose des vents - France
- **Romarc Daurier**, Director Le Phénix Valenciennes - France
- **Philippe Deman**, Director La Maison de la culture de Tournai - Belgium
- **Marie Didier**, Director La Rose des vents, Villeneuve d'Ascq - France
- **Benoit Geers**, Coordinator International Arts Festival NEXT - Belgium
- **Kristof Jonckheere**, Director Arts Center BUDA, Kortrijk - Belgium
- **Nathalie Le Corre**, Director Espace Pasolini Valenciennes - France
- **Alexander Ververken**, Director Schouwburg Kortrijk - Belgium

Partnership Students Devine - Digital Design and Development at the School of Arts Kask Conservatorium on digital/ new technologies and festivals

Before the Atelier: Tuesday 12 November

Students Devine - Digital Design and Development at the School of Arts Kask Conservatorium in Kortrijk - will be working on Festivals and Digital / Technological Innovation during their project week following a brief based on the Atelier's and its participants' expectations related to digital issues. The results will be presented on Friday 15 November.

As part of the Atelier 13-14 November: Kick off meeting ACT

Act for Global Change: A global conversation from the arts to the world

The Festival Academy (an initiative of the European Festivals Association), together with its partners deSingel International Arts Campus, Eleusis 2021 European Capital of Culture, the German Centre of the International Theatre Institute (ITI), the International Cities of Refuge Network (ICORN) and the International Arts Festival NEXT (with associated project partners Bayimba Foundation Uganda, Edinburgh International Culture Summit UK, Fundacion Teatro a Mil Chile, Holland Festival The Netherlands) are delighted to receive support from the Creative Europe programme of the European Union to implement the project entitled Act for Global Change: a global conversation between the arts and the world (ACT).

ACT aims to build bridges between different fields of actions, being the artistic, social, political and business world. To this, it aims in a first phase to enable and facilitate a global inclusive conversation and critical reflection between festival managers from different art disciplines, origins, generations and social backgrounds on the role that arts, culture and more particularly festivals, can play in a fast changing world. The strategy towards reaching positive change consists of a series of new training modules, digital toolkits and a fund system for refugees. In a world increasingly polarized by inequality and lack of intercultural dialogue, ACT contributes towards more cultural diplomacy and informed, skilled leaders and activists with global perspectives, acting in solidarity to effect change on the local, regional, national, and international level.

During the kick-off meeting all partners will experience first-hand what the Atelier is about and meet an international group of young and expert festival managers coming from all over the world as well as main stakeholders in the project. The kick-off meeting also creates links between the different Ateliers and training programmes that are part of ACT as each programme builds and continues on the previous ones. Partners will be able to observe how the programme runs to be able to prepare the activities in the best possible way taking place at their organisation.



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

*ACT is implemented with the support of the
Creative Europe Programme of the European
Union.*

All Atelier sessions take place in the Budafabriek (Dam 2, 8500 Kortrijk - Belgium) unless stated otherwise. The festival centre of NEXT Festival is located in 'BK6' Broelkaai 6, 8500 Kortrijk, nearby the Budafabriek.

Wednesday 13 November , DAY 1

Mentors are present all 7 days. Guest speakers present are the 6 Next Festival Partners. International guests/observers present are Pedro Affonso Ivo Franco, Carole Gürtler, Karin Hansson, Anthony Richter, Susanna Seidl-Fox.

The afternoon sessions take place at Budafabriek

12:00 - 13:30 **Participants' registration** and check-in at hotel

13:30 *Meeting in the hotel to walk to Budafabriek*

14:00 - 15:30 **Introductory session:** Making connections

15:30 - 16:30 **Mentors/Speakers introduce themselves**, their festival experience and expertise

17:00 *Departure to Lille (Bus departs from the hotel)*

18:00 - 19:00 **Meeting Next Festival and its partners** - Getting a sense of where we are and an introduction to a unique festival model

19:00 - 20:30 **Opening Ceremony in Lille / France in the Palais de la Bourse**

- Welcome by **representatives of the region**
- Welcome by the **International Arts Festival NEXT**
- Welcome and introduction of the Atelier/ The Festival Academy by **Inge Ceustermans**, General Director The Festival Academy (an initiative of the European Festivals Association)
- **Keynote Panel: Festival and art-making in our contemporary world** facilitated by **Mike Van Graan**. Three speakers each speaking to the theme from different contexts:
 - **Airan Berg**, Artistic Director and Theatre Maker - Festival der Regionen in Upper Austria
 - **Andrea Caruso Saturnino**, Director Cena Aberta, Sao Paulo – Brazil
 - **Danny Yung**, Experimental art pioneer, influential artist, Founding member and Co-Artistic Director Zuni Icosahedron - Hong Kong

20:30 **Dinner Reception**

22:30 **Transfer to hotel**

Thursday 14 November, DAY 2

Mentors are present all 7 days. Guest speakers present are the 6 Next Festival Partners. International guests/observers present are Pedro Affonso Ivo Franco, Carole Gürtler, Karin Hansson, Anthony Richter, Susanna Seidl-Fox.

- 09:00 - 09:30 **Brief welcomes** from Next Festival and The Festival Academy
Short intro Arts Centre BUDA by its director **Kristof Jonckheere**
Brief intros by all participants and mentors
- 09:30 - 09:45 **Contextualising the NEXT Atelier** for Young Festival Managers
- 09:45 - 11:00 **Plenary: Festivals and festival managers: the good, the bad and the ugly**
- 11:00 - 11:20 *Coffee/ tea break - short intro by the department Digital Design and Development at the School of Arts Kask and joint coffee break - possibility to ask individual questions*
- 11:20 - 13:00 **Plenary: Festivals: cultural diversity, intercultural dialogue and cultural diplomacy – sorting myth from reality**
- 13:00 - 14:00 **Curated lunches to facilitate networking in Budafabriek**
- 14:00 - 14:30 **Voting session: Key challenges facing festivals (generally, and specifically to the group of participants)** Participants suggest and vote for the top 7-10 challenges
- 14:30 - 16:00 **Plenary: Role of foundations in changing the world in relation to the arts with Carole Gürtler and Anthony Richter as guest speakers**
- 16:00 - 16:30 *Coffee/tea*
- 16:30 - 18:00 **Establishing Working Groups**, each to choose and work on themes identified in the earlier voting session
- 18:00 - 18:45 **Festival presentations** – Participants present their festivals related to the papers they have written beforehand highlighting their main opportunities/ challenges. A Papers' Pocket has been shared/ read by all experts and participants prior to the Atelier.
- 18:45 - 19:45 Short welcome by **Alexander Ververken**, Director **Schouwburg Kortrijk** and *Dinner at Festival Centre - BK6 → 19:45 Departure by bus to Xpo Kortrijk*
- 20:15 - 21:30 **Opening NEXT Festival - Tamara Cubas (Multitud)** – Dance performance – Uruguay
 Opening reception - Location: Xpo Kortrijk
- 22:30 Return to hotel by bus

Friday 15 November, DAY 3

Mentors are present all 7 days. Guest speakers present are Next Festival Partner Romaric Daurier, Elena Carmona, Tomás Garay, Pep Pla and others to be confirmed.

- 08:30 - 09:00 Journals/reflections on previous day's learnings
- 09:00 - 10:30 **Plenary: Festivals as agents of social change, a conversation with mentors and participants**
- 10:30 - 11:00 *Coffee/ tea*
- 11:00 - 13:00 **Plenary: International cultural collaboration - beyond curiosity and desire**
Creating awareness of the pitfalls and possibilities of international cultural exchange and how to manage these
- 13:00 - 14:00 **Curated walking lunch with Howest in Budafabriek:** interactive presentations on Festivals and the possibilities of digital and (new) technologies
- 14:00 - 15:00 *Travel by bus to Valenciennes - Le Phenix (departure from Budafabriek)*
- 15:00 Short welcome at **Le Phenix** by its director **Romaric Daurier** and team
- 15:15 - 16:15 Festival Presentations
- 16:15 *Coffee/ Tea*
- 16:45 - 17:45 Exchange with Focus Espagnol: an example of international collaboration connected to the current political and economic situation in Spain.

Experts present are **Romaric Daurier**, **Elena Carmona**, Director Festival Salmon, **Tomás Garay**, Stage Director company Sociedad Doctor Alonso, **Pep Pla**, Director Festival TNT and others to be confirmed.
- 18:00 Performance - **Cris Blanco - Bad Translation** (Theatre, Spain)
- 19:00 - 19:45 *Joint dinner in the theatre's restaurant l'Avant-scène*
- 20:00 Performance - **Cie. XY & Rachid Ouramdane - Möbius** (Theatre, Spain)
- 21:00 - 22:00 **Aftertalk** with the artists & their teams
- 22:00 *Transport back to hotel*

Saturday 16 November, DAY 4

Mentors are present all 7 days. Artist present Milo Rau / Artistic Team.

Guest speakers present are Marie Didier. Others to be confirmed.

09:00 – 10:30 **Festival presentations**

10:30 - 11:00 *Coffee/ tea*

11:00 - 13:00 **Plenary:**

- **Festivals and Sustainability**
- **Models for curating and programming festivals (Brett Pyper)**

13:00 - 14:00 **Curated lunch/networking with artists/ festival managers from the region in Budafabriek.** Attendees to be confirmed.

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

16:00 - 17:30 **Free time**

17:30 *Departure to Villeneuve D'Ascq from the hotel*

18:30 Short welcome by **Marie Didier**, Director **La Rose des Vents** with refreshments

19:00 - 21:00 Performance: **Milo Rau - Orestes in Mosul**
With a mixed ensemble of Iraqi and European artists
Location: La Rose des Vents Villeneuve d'Ascq

21:00 Meeting with the artistic team of Milo Rau, followed by dinner

22:30 *Departure to Kortrijk/ Hotel*

Sunday 17 November, DAY 5

Mentors are present all 7 days. Guest speaker present are Sepehr Sharifzadeh. Others to be confirmed.

9:00 – 10:30 **Working groups**

10.30 *Coffee/ Tea*

11:00 **Roundtables with mentors**

13:00 - 14:00 *Lunch at Festival Centre*

14:00 Free

19:00 Dinner at Festival Centre

20:00 - 23:00 **Atelier Concert** (participants present creative work – music, poetry, etc.) in the Arenatheater of the City Theatre Kortrijk located at Schouwburgplein 14

Monday 18 November, DAY 6

Mentors are present all 7 days. Guest speaker present are Sepehr Sharifzadeh. Others to be confirmed.

09:00 - 10:00 **Working Groups** finalise their presentations

10:00 – 13:00 **Working Group presentations**
Discussion and Feedback

13:00 – 14:00 Lunch at Festival Centre

14:00 - 17:00 **Plenary based on Working Group presentations**
Discussion on key themes emerging from the working groups: Synthesis and Analysis

Participant roundtables: Participants present on topics of interest to them (other participants float from table to table)

17:00 Reflection/Journal Time and individual meetings with mentors

18:30 - 20:00 Dinner at Festival Centre

Tuesday 19 November, DAY 7

Mentors are present all 7 days. Guest speaker present are Sepehr Sharifzadeh. Others to be confirmed.

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 at Festival Centre*

14:00 - 18:30 *Free time*

19:00 - 20:00 **Closing ceremony** at Schouwburg Kortrijk / Belgium

- Welcome by **Vincent Van Quickenborne**, Mayor City of Kortrijk
- Welcome by **Jan Briers**, President The Festival Academy
- Welcome by **Alexander Ververken**, Director Schouwburg Kortrijk
- Farewell by **Benoit Geers**, Coordinator NEXT Festival
- Concluding statements by **Mike Van Graan**, President African Cultural Policy Network
- Statements from the Atelier **Participants**
- Farewell and conclusions by **Inge Ceustermans**, General Director The Festival Academy

20:00 - 23:00 **Dinner and closing party** at Schouwburg Kortrijk / Belgium

Wednesday 20 November, DAY 8

Morning Check-out is possible until 12:00



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



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

*The Atelier NEXT is part of the EFA RISE project
 implemented with the support of the Creative
 Europe Programme of the European Union.*

The Atelier for Young Festival Managers NEXT is organised in partnership with:



Structural partnerships of The Festival Academy



AFAC ARAB FUND FOR
 ARTS AND CULTURE
 الصندوق العربي
 للثقافة والفنون



INTERNATIONAL CITIES OF REFUGE NETWORK

ICORN

*Artists related to ICORN are supported to take part in this
 Atelier in the framework of 'Act for Global Change: A global
 conversation between the arts and the world' (ACT) supported
 by Creative Europe under the cooperation projects 2019.*

Participants' support:



In the frame of the Atelier NEXT, the EU cooperation project "Act for Global Change: A global conversation between the arts and the world (ACT)" is going to be launched. The Festival Academy in partnership with deSingel International Arts Campus, Eleusis 2021 European Capital of Culture, the German Centre of the International Theatre Institute (ITI), the International Cities of Refuge Network (ICORN) and the International Arts Festival NEXT. Associated partners Bayimba Foundation Uganda, Edinburgh International Culture Summit UK, Fundacion Teatro a Mil Chile, Holland Festival The Netherlands.



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

*ACT is implemented with the support of the
Creative Europe Programme of the European
 Union.*

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



This activity could also be
 implemented thanks to the support of
 the Flemish Department of Culture,
 Youth and Media.

