

« Car le vrai rôle d'un festival est d'aider les artistes à oser, à entreprendre des projets... » Bernard Faivre d'Arcier

Festival Readings

Sochi, Russia | 16-18 February 2018

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

Festival Readings Sochi

16 - 18 February 2018

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What are the Festival Readings?

The Festival Readings are an intense three-day introduction to artistic festival management. The Festival Readings aim to illustrate festivals as platforms with strong meanings for art, the artist and their place in society, paying close attention to context. Certain instruments such as communication, production and budget are discussed during the Festival Readings. For the Festival Readings three internationally renowned and experienced festival leaders are asked to illustrate their work in detail. They stay the entire three days. The lectures are followed by a discussion with the participants.

During the Festival Readings participants will attend performances programmed by the Winter International Arts Festival. 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 first edition of the Festival Readings took place in 2013 in Romania during the Sibiu Performing Arts Open Market.

Who organises the Festival Readings Sochi 2018?

The Festival Readings Sochi 2018 are jointly organised by The Festival Academy (an initiative of the European Festivals Association) and the Winter Arts International Festival (WIAFS).

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. 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. Its motto is: "The true role of a festival is to help artists to dare, to engage in new projects," a statement coined by Bernard Faivre d'Arcier, former Director of the Avignon Festival.

When and where?

The next edition of the Festival Reading will be held in Sochi, Russia, 16 - 18 February 2018. The date of arrival is 15 February and the date of departure is 19 February.

The Festival Readings will be held in the conference hall of the Hotel Zhemchuzhina.

Hotel Zhemchuzhina

3 Tchernomorskaya Street

Sochi 354002

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Evening performances will take place in the grand Winter Theatre, opened in 1938 and restored in 2005.

The Winter Theatre

2 Teatralnaya Street

Sochi 354000

Russia

Box office: + 7 862 262 20 06

Email: info@zimniyteatr.com

Sochi is on the Black Sea coast of Russia and has a population of about 340 000 people. It enjoys a warm and humid climate in the summer, with 300 days of sun every year, and is popular as a beach resort and a spa town. It is famous as the host city of the 2014 Winter Olympics. Sochi's time zone in UTC+03:00. This means that if it is 13.00 in Berlin, Paris, Rome and Brussels, it is 15.00 in Sochi.

Transport

Your flights have been arranged and the details have been emailed to you. You will be met at the airport by a driver with a sign with your name on it. Should you have any difficulties, you can contact Anna Soldatova, the contact person at the Winter International Arts Festival: **Anna Soldatova**: +7 965 1598001

Accommodation

Speakers will be accommodated in the luxurious **Hotel Zhemchuzhina**, in which the conferences will take place.

Hotel Zhemchuzhina

3 Tchernomorskaya Street

Sochi 354002

Russia

Speakers

Tom Creed (Ireland) 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.

Bernard Faivre d'Arcier (France) Bernard Faivre d'Arcier studied Economy, Business Management and Political Science. He decided to work for the Ministry of Culture rather than for the Ministry of Finance. Cultural policy, in his opinion, is just as important as economic policy. He was leading and advising boards of directors in numerous art organizations in France and across Europe. He was Deputy Director of the National Audiovisual Institute, Deputy to the President of the National Centre of Cinematography, Director of the Centre National du

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Théâtre, and Culture Advisor to the French Prime Minister Laurent Fabius. He also worked with the biggest festivals all over the world. He was the Director of the Avignon Festival (1979-1984 and 1993-2003) and Consultant of festivals in Houston, Tokyo and Rome. With consulting and designing clear artistic visions he influences political strategies of arts. Furthermore, Bernard Faivre d'Arcier was Head of the Cultural Development Department at the Ministry of Culture in France (1984-1986), Chairman of the International Fund for the Promotion of Culture (UNESCO), and Commissioner for the Hungarian and the Polish Cultural Season in France. He launched the television channel La Sept, now Arte, and is a founder of the European Theatre Network Theorem. Currently, he is the President of the Lyon Biennial in France, the Carolyn Carlson Company, The Domain and Gardens Festival at Chaumont-surLoire, and the public Theater of Sceaux.

Kim Whitener (USA) is the Producing Director at HERE Arts Center in New York City, USA. She co-curates the HERE Artist Residency Program (HARP), the Dream Music Puppetry Program and other visiting artist presentations. She is a Founding Co-Director of the PROTOTYPE festival of opera-theatre and music-theatre co-produced with Beth Morrison Projects, now in its sixth season. Prior to joining HERE in 2007, Ms. Whitener spent six years as an independent creative producer and consultant with her own company, KiWi Productions, working with US artists in the contemporary theatre, dance-theatre, and multi-media worlds, including The Builders Association (*Alladeen*, *Super Vision*, and *Continuous City*), Big Dance Theater, Martha Clarke, Richard Foreman's Ontological-Hysterical Theater, 33 Fainting Spells, Double Edge Theatre, and The Actor's Gang, among others. Ms. Whitener was consulting producer on *Logic of the Birds*, artist Shirin Neshat's live performance featuring singer Sussan Deyhim (Lincoln Center Festival, Walker Art Center, Artangel London). Ms. Whitener served as Managing Director of the ensemble theater company The Wooster Group for four years until mid-2001, and prior to that served as Marketing Director for Playwrights Horizons for three years with a concentration on developing new audiences for new plays and opera-theatre and music-theatre in development. She held theatre management and producing positions in Boston and Philadelphia over the previous five years, with a specialty in new music-theatre. She has been invited to serve on many grant panels and to teach seminars nationally and internationally on production, management, and development of projects for touring.

Hugo De Greef (Belgium) is co-founder, board member, and programme coordinator of The Festival Academy. He will act as moderator throughout the readings.

Each reading starts with a presentation by a speaker, however short but with a maximum length of 20 minutes. The aim will be to create a dialogue with the other speakers and the participants, who will have the opportunity to ask questions and make comments. The focus is on the speaker's experience of festivals, making the programme, and collaboration with artists. This can draw in the specific context of the festival in terms of locale, budget, and audience.

Participants

Participation is free of charge but they had to apply online in advance and application is competitive. Participants fall into one of the following categories:

- Students of art and cultural management, dramaturgy and production
- Staff members in governmental cultural departments
- Young people with a good motivation to participate

50 people have registered for the Festival Readings Sochi 2018. A list of participants can be found hereby in attachment.

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Programme

Friday, 16 February 2018

- 11:00 – 12:00 Arrival of mentors at the conference room - preparation
- 12:00 – 15:00 Festival Readings with a presentation by **Tom Creed** and facilitation by **Hugo De Greef** in the conference hall of the Zhemchuzhina Hotel
- 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**
- 15:00 Lunch at Zhemchuzhina
- 18:00 – 19:00 Dinner at Zhemchuzhina
- 19:00 «**Don't leave your planet**» at the Winter Theatre, based on the story «The Little Prince» by Antoine de Saint-Exupéry, director: Victor Kramer.

Saturday, 17 February 2018

- 11:00 – 12:00 Arrival of mentors at the conference room - preparation
- 12:00 – 15:00 Festival Readings with a presentation by **Kim Whitener** and facilitation by **Hugo De Greef** in the conference hall of the Zhemchuzhina Hotel
- Setting a new festival in a cultural well served city and region:* How to search new talents? Creating the production facilities for young and new creation in a festival? How to look for a public? How to convince the press to have attention for the unknown? How is festival life in the US? In New York? In how far does the local NY situation influence the making of a festival? How to ensure authentic work in a city overwhelmed by international attention from the artworld?
- Questions and Answers**
- 15:00 Lunch at Zhemchuzhina
- 18:00 – 19:00 Dinner at Zhemchuzhina
- 19:00 **Gala Opening Concert** at the Winter Theatre

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Sunday, 18 February 2018

11:00 – 12.00 Arrival of mentors at the conference room - preparation

12:00 – 15:00 Festival Readings with a presentation by **Bernard Faivree d'Arcier** and facilitation by **Hugo De Greef** in the conference hall of the Zhemchuzhina Hotel

The importance of the Festival d' Avignon in the history of European festivals and art and culture after 1945: What is the importance of festivals for contemporary art and for artistic creation? What is the role of festivals in global developments, in terms of, for example, collaboration with Asian, American and African colleagues and artists? What are the main 'messages' you have for the new generation of festivals and festival makers?

Questions and Answers

15:00 Lunch at Zhemchuzhina

18:00 – 19:00 Dinner at Zhemchuzhina

19:00 **Jazz evening**, Jane Monheim with the participation of Michael Canan, Neil Miner and Ricky Montalbano.

Festival Readings

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Contacts

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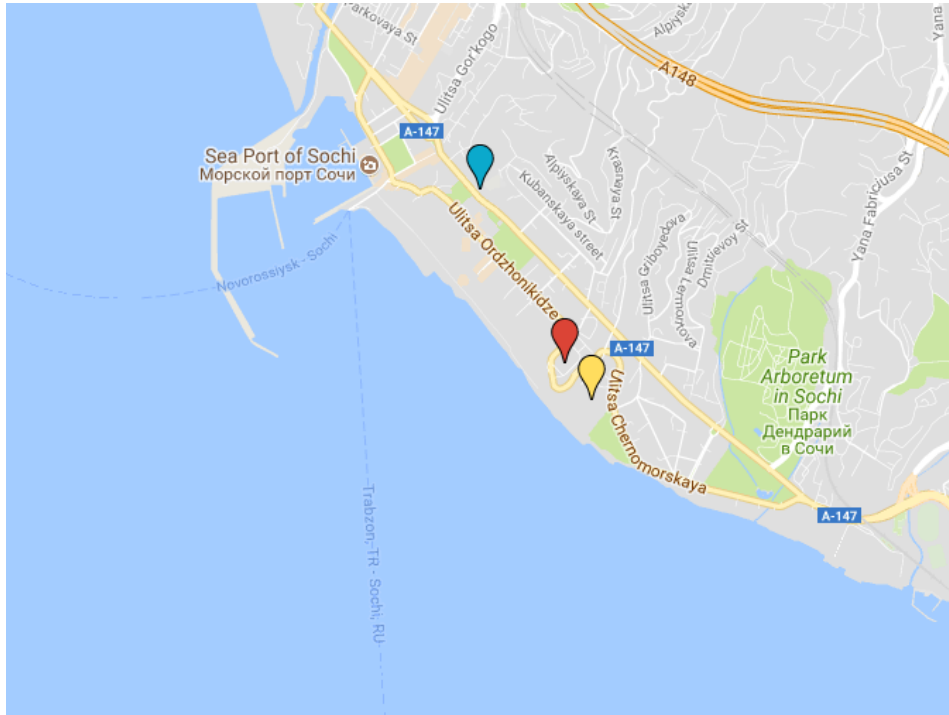
The Winter Theatre


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Festival Readings

Sochi, Russia | 24-26 February 2017



 Hotel Zhemchuzhina

 Winter Theatre

 Hall of Organ and Chamber Music



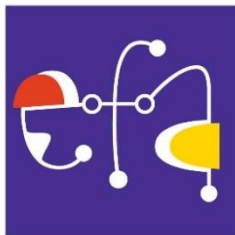
XI SOCHI
WINTER
International
A·R·T·S
FESTIVAL

Artistic Director

 **Yuri Bashmet**



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ASSOCIATION



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