

« 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 | 24-26 February 2017

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

Festival Readings Sochi

24 - 26 February 2017

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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 2017?

The Festival Readings Sochi 2017 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, 24 - 26 February 2017. The date of arrival is 23 February and the date of departure is 27 February.

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

Hotel Zhemchuzhina

3 Tchernomorskaya Street

Sochi 354002

Russia

Fax: +7 862 266 1888

Customer services: +7 862 266 1987

Email: customerservice@zhem.ru

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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@zimniyeteatr.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

Transport will be arranged by the Winter International Arts Festival between the Sochi Kamelia (the accommodation) and the Hotel Zhemchuzhina (the location of the Festival Readings).

On the first day of the Festival Readings – Friday 24 February – you will be picked up from the hotel at 08.45 in order to reach the venue at 09.00, an hour before the first reading, so that there is time to prepare and get to know the venue.

Accommodation

Speakers will be accommodated in the luxurious five-star Swissotel Resort Sochi Kamelia hotel. It is just 23 km from the airport and 5 km from the train station and walking distance to the main city attractions. More information can be found on their website in a variety of languages: <http://www.swissotel.com/hotels/sochi-kamelia/>. Breakfast is included.

Swissotel Resort Sochi Kamelia

89 Kurortny Prospect
Sochi 354002
Russia
Fax: +7 862 296 8802
Telephone: +7 862 296 8801
E-mail: sochi@swissotel.com

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Speakers

Kristine De Mulder (Belgium) was Director-General of Europalia International until the end of 2016. In this role, she was responsible for the business and artistic leadership of a series of major arts festivals dedicated to Italy, Russia, Europe, China, Brazil, India, Turkey and Indonesia. Being an art historian, archaeologist and interior designer, De Mulder has built a career which is rich in cultural and communications experience, in the academic field, but as well in the media and the financial world. Kristine De Mulder is member of the Boards of Directors of some of the major cultural events in Belgium, such as the Festival van Vlaanderen, the Queen Elisabeth International Music Competition... In 2012, she was made baroness by King Albert II for her cultural engagement.

Grzegorz Reske (Poland) is a performing arts curator and producer. Reske works as curator for Konfrontacje Teatralne (2013-2017), and since 2015 he has been appointed as main selector for Kalisz Theatre Meetings, where he assist as well in reconstruction of festival structure. Most recent professional activities include collaboration with TR Warszawa, which he supports in development of international relations and collaboration. Since 2013, Reske is associate curator at the East European Performing Arts Platform. He currently works on a book: „I will kill you, darling; or: how to stop a successful art project”.

Erik Söderblom (Finland) Opera, theatre, festival director and pedagogue Erik Söderblom is one of the most powerful forces in the Finnish performing arts' scene. From 1988 to 1990 Söderblom worked as Director at the Turku City Theatre, afterwards he co-founded the Q-teatteri, now one of the leading theatre companies in Finland. In 2009 Söderblom was appointed Artistic Director and Chief Executive of the Helsinki Festival, concluded in October 2015. In 2016 Söderblom was invited to become a member of the Artistic Committee at Tampere Theatre Festival, the most prominent performing arts festival in Finland. Söderblom has, in addition to his artistic achievements, contributed to Finnish theatre as an important pedagogue.

Hugo De Greef (Belgium) is a co-founder, board member, and the General 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

A list of participants will be sent to you as soon as possible.

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Programme

Friday, 24 February 2017

- 08.45 – 09.00 Pick up at the hotel at 08.45, to arrive at the venue at 09.00 with an hour to prepare
- 10:00 – 13:00** Festival Readings with a presentation by **Erik Söderblom** and facilitation by **Hugo De Greef** in the conference hall of the Zhemchuzhina Hotel
- 13:00 Lunch at the Zhemchuzhina Hotel
- 19:00** **Fantastic Carmen**, Author's version by Yuri Bashmet, at The Winter Theatre
- Dinner with the artists

Saturday, 25 February 2017

- 10:00 – 13:00** Festival Readings with a presentation by **Kristine De Mulder** and facilitation by **Hugo De Greef** in the conference hall of the Zhemchuzhina Hotel.
- 13:00 Lunch at the Zhemchuzhina Hotel
- 19:00** **Jazz evening** with Arturo Sandoval (trumpet) and his band at The Winter Theatre.
- Dinner with the artists

Monday, 15 February 2016

- 10:00 – 13:00** Festival Reading with a presentation by **Grzegorz Reske** and facilitation by **Hugo De Greef** in the conference hall of the Zhemchuzhina Hotel.
- Lunch at the Zhemchuzhina Hotel
- 19:00** **Closing Concert** of the Festival: Rossini, "The Thieving Magpie", at The Winter Theatre
- Dinner with the artists

Speakers and participants are also generally invited to the 'Press Club,' where leading journalists will gather to discuss various aspects of art and culture development. This will be held at the Hotel Zhemchuzhina, the same venue as the Festival Readings. Details to follow.

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Contacts

Management of the Winter International Arts Festival in Sochi

Bolshaya Nikitskaya St., 22/2, office 11
121069, Russia, Moscow
Office telephone: +7(495) 212 15 65
E-mail: info@rusonagency.ru
Contact person: Anna Soldatova
Anna's mobile: +7 965 1598001

The Festival Academy

(initiative of the European Festivals Association)
Saintelette Square 17
1000 Brussels, Belgium
Office telephone: +32 2 588 20 46 / E-mail: info@thefestivalacademy.eu
Hugo De Greef, General Coordinator: +32 475 475 991

Swissotel Resort Sochi Kamelia (accommodation)

89 Kurortny Prospect
Sochi 354002
Russia
Fax: +7 862 296 8802
Telephone: +7 862 296 8801
E-mail: sochi@swissotel.com

Hotel Zhemchuzhina (venue for Festival Readings)

3 Tchernomorskaya Street
Sochi 354002
Russia
Fax: +7 862 266 1888
Customer services: +7 862 266 1987
Email: customerservice@zhem.ru

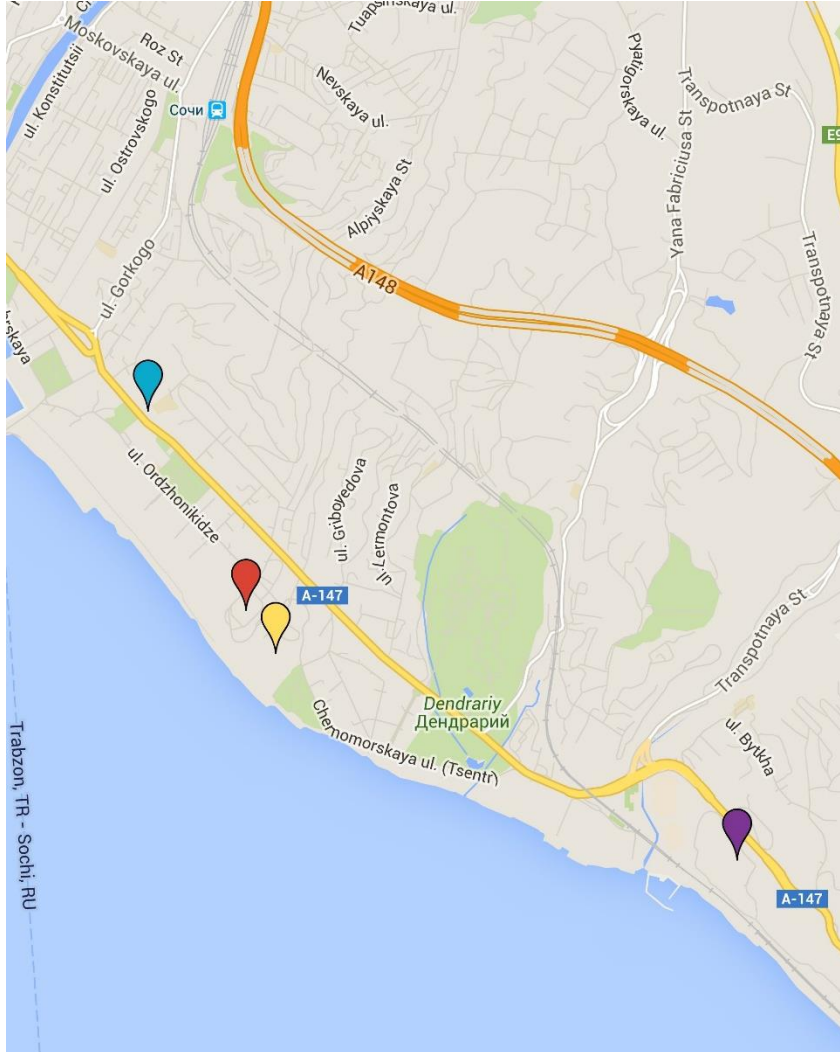
The Winter Theatre





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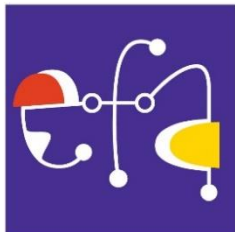
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-  Swissotel Sochi Kamelia
-  Hotel Zhemchuzhina
-  Winter Theatre
-  Hall of Organ and Chamber Music



The Festival Academy
Saintelettesquare 17
1000 Brussel
Belgium
T: +32 2 644 48 00
info@thefestivalacademy.eu
www.thefestivalacademy.eu



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