

## **Festival Readings**

Sochi, Russia | 13-15 February 2016

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

# **Festival Readings Sochi**

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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 2016?

The Festival Readings Sochi 2016 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, 13-15 February 2016. The date of arrival is 12 February and the date of departure is 16 February.

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

**Hotel Zhemchuzhina**

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

Evening performances will take place in the grand Winter Theatre, opened in 1938 and restored in 2005, or in the Hall of Organ and Chamber Music A.F. Debolskaya.

## **The Winter Theatre**

2 Teatralnaya Street  
Sochi 354000  
Russia  
Box office: +7 862 262 20 06  
Email: info@zimniy teatr.com

## **Hall of Organ and Chamber Music A.F. Debolskaya**

32 Kurortniy Avenue  
Sochi 354000  
Russia  
Box office: +7 862 262 33 99

**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 is 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 – Saturday 13 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**

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Telephone: +7 862 296 8801  
E-mail: sochi@swissotel.com

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## Speakers

**Bernard Faivre d'Arcier** (France) is the President of the Lyon Biennial, the Vice President of the Theatre de la Ville de Paris, and the former Director of the Avignon Festival. Bernard will speak about the important of the Avignon Festival in the history of European festivals, art and culture since 1945 and discuss the importance of festivals for contemporary art and artistic creation, the future of festivals, and the role of festivals in global artistic developments and collaborations.

**Jelle Dierickx** (Belgium) is the Artistic Coordinator of the Musikfestspiele Potsdam Sanssouci in Germany. He will discuss how to present classical music in a festival, how to be exceptional in a city or region with a mass of cultural presentation, and the influence of the local situation on a festival.

**Monique Veaute** (Italy) is a member of the Board of Directors of the French Academy in Rome and Chairperson of the Centre Chorégraphique National de Créteil. She will talk about the constructive relation between artistic heritage and contemporary art, discussing to what extent festivals support and foster artistic creation and how to ensure authenticity in a city overwhelmed with tourists. She will also touch on engaging the public in an international creation of high standard.

**Hugo De Greef** (Belgium) is a co-founder, board member, and the General Coordinator of The Festival Academy. He is the interim Secretary General of EFA. 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

35 participants have signed up for the Festival Readings Sochi. Participation is free of charge but they had to apply online in advance and application was 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 in due course.

## Programme

### Saturday, 13 February 2016

**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 **Monique Veaute** and facilitation by **Hugo De Greef** in the conference hall of the Zhemchuzhina Hotel

Lunch at the Zhemchuzhina Hotel

**Time TBC** Meeting with Antonio Geuza, curator of the video-art exhibition, to discuss contemporary visual art and look at competition works

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**19:00** Opening Gala Concert at the Winter Theatre

Dinner with the artists

## Sunday, 14 February 2016

**10:00 – 13:00** Festival Readings with a presentation by **Jelle Dierickx** and facilitation by **Hugo De Greef** in the conference hall of the Zhemchuzhina Hotel

Lunch at the Zhemchuzhina Hotel

**Time TBC** Meeting with journalists within the framework of the Press Club

**17:00** 'Faces of Shakespeare' musical-dramatic stories for the actor, countertenor, oboe and organ at the Hall of Organ and Chamber Music

**19:00** 'Immortal Swan' Gala-Concert in honour of the 135<sup>th</sup> anniversary of Anna Pavlova at the Winter Theatre.

Dinner with the artists

**(There is a choice of either 'Faces of Shakespeare' at 17.00 or 'Immortal Swan' at 19.00. We will ask you for your choice shortly.)**

## Monday, 15 February 2016

**10:00 – 13:00** Festival Reading with a presentation by **Bernard Faivre d'Arcier** and facilitation by **Hugo De Greef** in the conference hall of the Zhemchuzhina Hotel

Lunch at the Zhemchuzhina Hotel

**13:00** Champagne reception

**19:00** 'The Classics and Classics' 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, 14 – 19 February. Details to follow.

## Cultural Programme

### Eco-Echo International Video Art Competition

'Eco-Echo' is open-invitation to artists working in the animation and video genres in all countries, who are absolutely assured that art is a powerful weapon to awake the public mind and level up their responsibilities in regards of Ecology today. The exhibition motto is: 'Our planet needs to be respected. Let's explain it. And do it right now.' The exhibition/competition of video-art was founded in 2011 in framework of the IV Winter International Arts Festival in Sochi and since then has taken place annually. The finalists' works traditionally are placed at the foyer of Winter Theater in Sochi and attracts great attention of the audience and mass media. The curator of the project is the famous Italian expert Antonio Geuza - critic, researcher, specialist in cinema history and media art, and one of the world's best experts in Russian video art.

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## **Opening Gala Concert, The Winter Theatre**

A wide variety of performances with various soloists performing in different traditions. During just one concert, the audience will hear the music come from the eighteenth, nineteenth and twentieth centuries performed by talented young musicians with works from Handel, Bach, Schnittke and Sollima, Donizetti, De Curtis and Medelssohn. As usual, Grammy Award winner Yuri Bashmet will perform as a soloist and conductor of Moscow Soloists chamber orchestra.

## **Faces of Shakespeare, The Hall of Organ and Chamber Music**

The creators and performers of the Faces of Shakespeare musical dramatic composition invite you to feel the deep internal connections between the poetic language of the author of Hamlet author's poetical syllable and the 'world of sounds and harmonies.' Our audience, however, will hear more than creations directly or tangentially inspired by his verse. With music from John Dowland, Henry Purcell, Handel, John Stanley, Villiers Stanford, Elgar, Benjamin Britten and Nico Rota will frame the lines of Sonnet XVIII and the monologues of Romeo, Hamlet, Falstaff, Ferdinand, and Prospero. The program has been authored and masterminded by organist and music expert Evgeniya Krivitskaya, a professor at the Moscow Conservatory. The concert features Sergey Vanin (countertenor), international contest winner and soloist with the musicAeterna chamber ensemble of Perm, founded by Teodor Currentzis. Actor and director Pyotr Tataritsky, winner of the Russian Presidential Award in culture and the arts and two-time winner of the Persona of Russia award, will perform as narrator and master of ceremonies. The concert's special guest is oboist and capellmeister Diego Dini Ciacchi.

## **'Immortal Swan' Gala Concert in honour of Anna Pavlova's anniversary (1881-1931)**

The gala concert, opening with The Dying Swan, will include leading soloists from European dance troupes. The audience will see them perform highlights from classical St. Petersburg ballets of the late 19th and early 20th century, in which Anna Pavlova shone. At the end of the program, the audience will see the Divertimento from Raymonda ballet by Alexander Glazunov whose premiere in 1899 included one of Pavlova's first public appearances. Choreographer José Carlos Martínez, who leads the Grand Opera ballet troupe, first staged his version of the Divertimento in 2013, basing it on the classic version by Marius Petipa with elements of Nureyev's choreography; it will be performed by dancers from the National Ballet Troupe of Spain.

## **The Classics and Classics**

The basis programme of the concert consists of classical works and popular Georgian 'hits' (Uncle Klaus, Leo, Gammai, Country of Flowers, Once on the Street and many others) by Nino Katamadze and the Insight group together with Yuri Bashmet and the Moscow Soloists Chamber Ensemble. Nino Katamadze and Insight means original compositions, the synthesis of Georgian and modern world music, and surprising and high quality execution of music arrangements with strong, emotional vocals. You may define it as jazz, rock, pop and psychedelia. It is not the first time Nino Katamadze has participated in a Yuri Bashmet music forum, but this time they will perform together in one concert. It seems the indefatigable maestro intends to reconcile opposites: the music of Dmitri Shostakovich, Alfred Schnittke, the film music of the Japanese avant-garde composer Toru Takemitsu with the 'Suliko' and other themes from popular Soviet Georgian movies. T

## Contacts

### **Management of the Winter International Arts Festival in Sochi**

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**Hugo De Greef**, General Coordinator: +32 475 475 991

## **Swissotel Resort Sochi Kamelia** (accommodation)

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## **Hotel Zhemchuzhina** (venue for Festival Readings)

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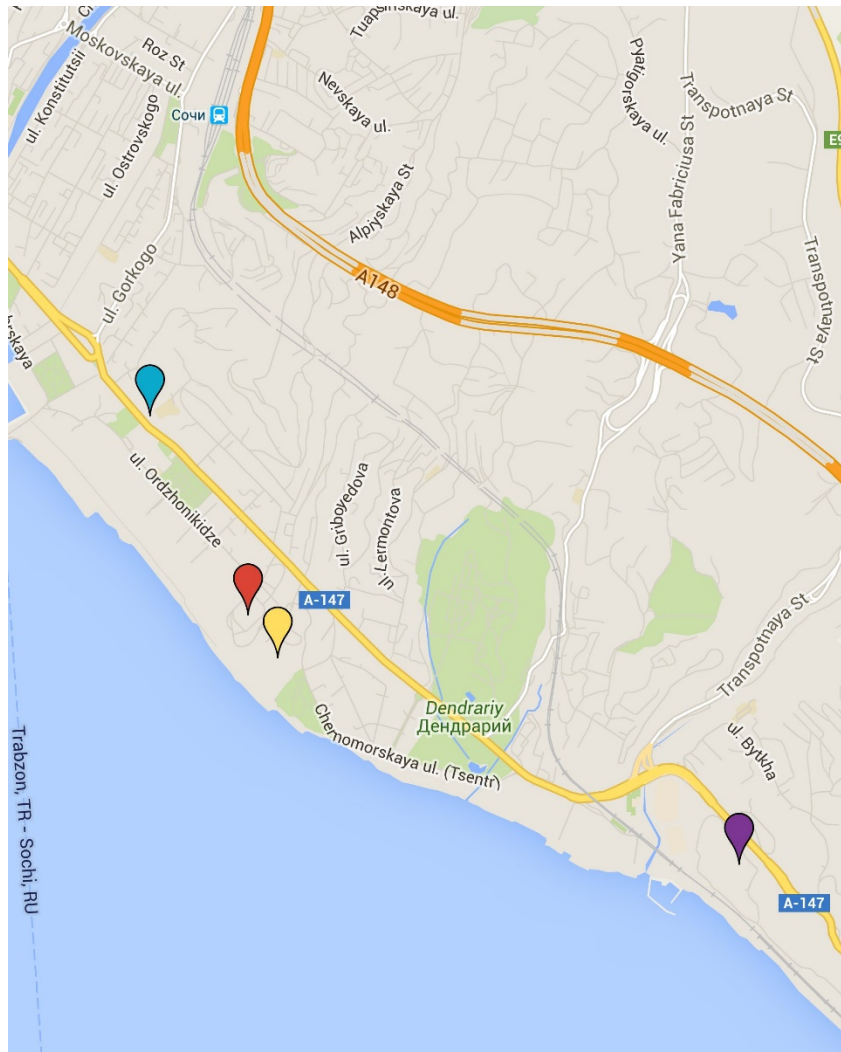
## Hall of Organ and Chamber Music A.F. Debolskaya





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Sochi 354000

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





**9th Winter**  
international  
**Festival**  
**ЗИМНИЙ**  
МЕЖДУНАРОДНЫЙ **ФЕСТИВАЛЬ**  
**И.С.К.У.С.С.Т.В**  
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