



THE FESTIVAL ACADEMY

Atelier for Arts and Production Managers Elefsina-Beirut 2021

Module I: Online
24-28 FEBRUARY 2021

INTRODUCTION

This programme (dated 19/2/2021) can change prior to and during the Atelier as it takes into account the needs of the Atelier participants.

The Atelier starts from the very essence of festivals - **the arts, the artist and the audience** - and all issues tackled during the Training in one way or another relate to this essence, why we are doing what we are doing, for who and with whom. It also addresses the 'how' we do things which relate more to the production side of a festival or art event.

26 Arts and production managers from Albania, Bulgaria, Cyprus, Greece, Jordan, Lebanon, Macedonia, Morocco, Palestine, Serbia, Tunisia and Turkey have been selected to take part in this unique training programme.

Module I focuses on the exchange between expert and emerging art and production managers on different ways of programming and producing artistic work and arts organisations. This is a great occasion to meet peer colleagues, working in different contexts and disciplines, to explore the cultural scene of where the Training takes place, and most importantly an opportunity to spend five intense days together, guided by experienced professionals, to learn from and exchange with each other during in-depth presentations and discussions about the topics that concern participants in their development and work as an arts organisers, curators, or production managers.

MENTORS AND SPEAKERS

Mentors and speakers are festival experts as well as cross-sector experts (foundations, social movements, education, etc.) who have knowledge and expertise in the region. The programme will be facilitated by **Mike Van Graan** (*Playwright, project manager at Sustaining Theatre and Dance Foundation [STAND] - South Africa*) who has developed the programme together with our partners and us. We will also work with a group of facilitators whom we worked with for our other Online Training sessions, who will lead you through the roundtables and smaller working groups.

FORMAT

The main sessions will take place on **Zoom** and some of the cultural programme and social times on alternative virtual platforms. We will use a **WhatsApp** group for communication and tools such as **Mural, Stickynotes, Mentimeter** and others.

ATELIER PROGRAMME

Please note that all times indicated below are in **CET/Brussels Time**. If you need to convert times to your time zone, please find a tool for this [here](#). For reference, 12:00 pm CET/Brussels Time is 1:00 pm in Beirut and Greece and 2:00 pm in Turkey.

EXPERTS

Facilitator

- Mike Van Graan – Playwright, project manager at Sustaining Theatre and Dance Foundation (STAND) – South Africa

Mentors and group leaders

- Lina Attel – Founder, Director General The National Center for Culture and Performing Arts and Rania Kamhawi, Senior Programme Development Manager and Director Amman Contemporary Dance Festival – Jordan
- Roy Luxford – Production Manager Edinburgh International Festival – UK
- Yolanda Markopoulou – Director and Creative Producer Greece/Polyplanity Productions, Mind the fact - Greece
- Biljana Tanurovska-Kjulavkovski – Co-curator Lokomotiva Festival for contemporary art and performance in Skopje – Macedonia
- Eckhard Thiemann – Artistic Director Shubbak Festival – London/ Mena

Speakers

- Omar Abi Azar – Theatre Director and founder Zoukak Theater Company – Lebanon
- Serhan Ada – Professor Cultural policies and management, Cultural diversity, Art practice and criticism Istanbul Bilgi University – Turkey
- Ouafa Belgacem – Founder and CEO Culture Funding Watch – Tunisia
- Hamza Boulaiz – CEO and Artistic Director "Spectacle Pour Tous" – Morocco
- Christos Carras – Executive Director Onassis Cultural Centre – Greece
- Bogdan Cotirta – Timisoara 2023 - Romania
- Ellada Evangelou – Artistic and Cultural Director Buffer Fringe Festival and member of IMPACT's Leadership Circle – Cyprus
- Erifili Giannakopoulou - Opera singer/director/teacher - Greece
- Carole Gürtler – Head Department Levant, Drosos Foundation (Zurich) – Switzerland
- Michail Marmarinos – Artistic Director 2023 ELEVSIS – Greece
- Dijana Milošević – Theatre director, co-founder and artistic director DAH Theatre – Serbia
- Hooman Nassimi - Founder of Society in Motion and the New Faces toolkit - The Netherlands
- Mety Panagiotopoulou - Performing arts researcher and practitioner - Greece
- Ahmed Tobasi – Artistic Director The Freedom Theatre – Palestine
- Konstantinos Tzathas – Programming Research Coordinator ONASSIS Foundation – Greece
- Dea Vidović – Director Cultura Nova – Croatia

Artistic Programme:

- **Motorway65**, Evi Kalogiropoulou's short film was accepted in the Official Selection for Competition, Cannes 73rd edition.
<http://eleusis2021.eu/motorway-65-by-evi-kalogiropoulou-goes-to-cannes-festival/?lang=en>
- **I_LEFT ASIA MINOR**, Yolanda Markopoulou performance at Synikismos Festival 2019 addresses the common themes between refugee experiences.
https://www.synikismosfestival.eu/en/projects/i_left-asia-minor/
- **Mourning Rock**, an emblematic documentary for Elefsina by Filippos Koutsaftis.
- **Shipwrecked**, a short film by Marianna Economou that investigates the shipwrecks of Elefsina
<https://www.shipwrecked.gr/>

Prepare in advance:

- For the **Introductory session**, you will be asked to say your **name, country, festival/organisation and display a piece of art you feel is relevant to the time we are living in**. Please email us a **short personal biography and photograph** so we can share it with the other participants and on our website! Email: info@TheFestivalAcademy.eu
- **Working Group**: In small working groups you will discuss what you do in your respective countries, the curation/production model your organisation uses or one that you admire, and have a broad discussion about the condition of the arts generally, and particularly during COVID-19. You will discuss the most significant challenges your organisation faces right now with regard to curation/programming and producing, and share your prognosis for the future. Papers are used as the basis for this session and can be presented here – 10 minutes each.

Keep in mind:

- All times announced are following the **CET / Brussels Time Zone**. Please let us know if you have time issues with particular sessions.

Day 1 programme starts at **12pm Brussels-Belgrade / 1pm Athens-Beirut / 2pm Ankara**

Day 2-4 programme starts at **11 am Brussels-Belgrade/12 pm Athens-Beirut / 1pm Ankara**

- This programme (dated 19/2/2021) can change prior to and during the Module as it considers the needs of the participants.

CONTACTS

The Festival Academy / EFA

Inge Ceustermans, *General Director*: (inge@thefestivalacademy.eu)

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2023 ELEVSIS

Angeliki Lampiri, *Director of Cultural Strategy*: (angeliki.lampiri@eleusis2021.eu)

Schedule

DAY ONE: Wednesday, 24 February

- 12:00** Welcome by 2023 ELEVSIS: CEO Maria Panayides; BoD President Despina Geroulanou; and Artistic Director Michail Marmarinos
Welcome and introduction by Inge Ceustermans, General Director The Festival Academy
- 12:30** Introductory session: Participants will introduce yourselves shortly through an artwork (painting, photograph, poetry, etc.) you feel is related to the times we are currently living in – 5 minutes each.
- 14:30** *[Lunch Break]*
- 16:00** Working Groups: In small groups you will discuss what you do in your respective countries, the curation/production model your organisation uses or one that you admire, and have a broad discussion about the condition of the arts generally, and particularly during COVID-19. You will discuss the most significant challenges your organisation faces right now with regard to curation/programming and producing, and share your prognosis for the future. Papers are used as the basis for this session and can be presented here – 10 minutes each.
- 17:30** *[Break]*
- 19:00** Keynote Speaker/Panel – Panelists representing the different regions identifying challenges (social, cultural, political, economic etc.) of that specific region and formulating some provocations for participants to reflect upon in next days – Ouafa Belgacem, Serhan Ada, Michail Marmarinos, Omar Abi Azar and Dea Vidović
- 20:30** Cultural Programme
1. The Greek festival managers network reflects upon the current situation in Greece and the rise of new networks with Mety Panagiotopoulou and Erifili Giannakopoulou
 2. **Motorway65**, Evi Kalogiropoulou's short film was accepted in the Official Selection for Competition of Cannes 73rd edition. <http://eleusis2021.eu/motorway-65-by-evi-kalogiropoulou-goes-to-cannes-festival/?lang=en>

DAY TWO: Thursday, 25 February

- 11:00** Panel discussion: The challenges and possibilities of international and regional cultural collaboration with Rania Kamhawi, Christos Carras and Carole Gürtler
- 13:00** *[Lunch Break]*
- 14:30** Working Groups: Regional and international collaboration, and solidarity – what do these mean practically? With Erifili Giannakopoulou, Mety Panagiotopoulou and Konstantinos Tzathas
- 16:00** *[Break]*
- 16:30** Presentations: Analogue, digital and hybrid festivals: the good, the bad and the ugly – festival and business models for the 'new normal' with Eckhard Thiemann, Roy Luxford, Hamza Boulaiz, Yolanda Markopoulou
- 18:00** One-on-one sessions with mentors
- 19:00** *[Break]*
- 20:00** Cultural Programme
- Mourning Rock**, an emblematic documentary for Elefsina by Filippos Koutsiatīs.
- Talk with the artist**
- Open bar for informal networking

DAY THREE: Friday, 26 February

11:00 Plenary: The role of festivals in dealing with contemporary issues: gender-based violence, inequality, racism, social cohesion, decolonisation, post-conflict etc.

Ellada Evangelou, Ahmed Tobasi, Dijana Milosovic and Hooman Nassimi

13:00 *[Lunch Break]*

14:30 Roundtables on Festival Academy Toolkit themes (all participants to choose **two** roundtables out of the six themes below) – all themes are considered from both the artistic and production side:

Participants reflect on the information and models proposed in the toolkit related to the topic of their choice. They can reflect upon these from each other's festivals or organisations in light of the toolkit's topic, taking into account the specifics and regional context/ conditions each of their organisations operates in. What works for one festival, may not be an option for another. They can propose new models for the toolkit or best practices to be added to it.

1. Art organisations/ Festivals and Climate Change
2. Art organisations/ Festivals: Audience Development and Maintenance and their responsibility in caring for Artists
3. Information Technology and how it could benefit Art organisations/ Festivals
4. The Sustainability of Art organisations/ Festivals
5. Programming and Curating Art organisations/ Festivals
6. Social inclusion of people in exile

17:30 One-on-one sessions with mentors

18:30 *[Break]*

20:00 Cultural Programme

1. **I_LEFT ASIA MINOR**, a site-specific performance of Yolanda Markopoulou at Synikismos Festival 2019

Shipwrecked, a short film by Marianna Economou that investigates the shipwrecks of Elefsina <https://www.shipwrecked.gr/>

Talk with the artists

DAY FOUR: Saturday, 27 February

11:00 Plenary: Managing key cultural and political differences in the region: what, how and why?
Participants' panel with, Lina Attel, Bogdan Cotirta, and Biljana Tanurovska-Kjulavkovski

13:00 *[Lunch Break]*

14:30 Roundtables with mentors: Confronting the questions and challenges currently facing art organisations/ festivals

16:30 *[Break]*

17:00 Thematic discussions proposed by participants

18:00 One-on-one sessions with mentors

19:00 *[Break]*

20:00 Online DJ/Party

DAY FIVE: Sunday, 28 February

- 11:00** Plenary: Reflections by mentors and one person from each region
- 13:00** *[Lunch Break]*
- 14:00** Individual and group evaluations
- 15:30** Closing speaker
- 16:00** Closure

PARTNERS

The Atelier for Arts and Production Managers Elefsina-Beirut is supported by its organising partners [Drosos Foundation](#), [2023 ELEVSIS](#), [Zoukak Theatre Company](#) and [ArtLink](#).

drosos (...)

Drosos Foundation is committed to enabling disadvantaged children, young people and young adults to take control of their lives and make a positive contribution within their community.

The Foundation promotes skills and creates living conditions which enable these people to fulfil their responsibilities. Drosos Foundation is convinced that life and technical skills are key elements in personal development. These skills help children, young people and young adults to be independent in the way they manage and take responsibility for their own lives.

2023 ELEVSIS European Capital of Culture *Fostering and development of the tangible and intangible Economy of the city through culture and research.*

Elevsis is the fourth European Capital of Culture hosted in Greece. Drawing inspiration from the rich history of the city, 2023 ELEVSIS forms a comprehensive artistic, research and educational program, under the title “MYSTERIES of TRANSITION”, moving in four strategic areas: Culture, People, City and Environment. Accordingly there are three distinct and interconnected central themes of the programme: People / Society, Environment and Labor, reflecting the unique features of the city and the contemporary challenges both Elevsis and Europe are facing.



Zoukak Theatre Company was created in 2006 as a non-hierarchical structure, dedicated to theatre practice as a social and political involvement, with a belief in theatre as a space for common reflection and in collectivity as a position against marginalising systems.

They position themselves outside the dominating discourses in their context through direct action within communities: making psycho-social theatre interventions through a special approach to drama therapy, taking place in emergency situations and beyond, working with incarcerated youths, children with multiple disabilities, women subjected to domestic violence, migrant domestic workers and other marginalised fractions of our society, while continuing to work with people affected directly and indirectly by war.



The purpose of the **ArtLink Young Talents' Festival** is to bring together and link national and international musicians of the younger generation so as to support and promote their work.

The purpose of this “linking” and interaction of artists is both the presentation of the human potential and promotion of the most valuable and authentic art content within the Balkan region and for the Serbian society, thus helping to revive the musical and cultural drive of a modern Serbia – but also outside of it – reaching out international audiences.

Moreover, through cooperation with institutions and organisations of the public and the private sectors from the European Union area, it also seeks to establish regional and international fora through which art cooperation can transcend national borders, enriching the various audiences and helping further the reform, transition as well as the European integration processes.

STRUCTURAL PARTNERS



The Festival Academy's initiator, European Festivals Association



The Festival Academy is an initiative of the European Festivals Association (EFA) which unites distinguished music, dance, theatre and multidisciplinary arts festivals from Europe and beyond since 1952. It connects about 100 festivals and festival associations in 40 countries. EFA's activities are implemented with the support of the [Creative Europe Programme of the European Union](#).

The Festival Academy's main funding partners



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

The project entitled 'Act for Global Change: A Global Conversation from the Arts to the World' (ACT) has the ambitious goal to build bridges between different fields of actions, being the artistic, social, political and business world. ACT is implemented with the support of the [Creative Europe Programme of the European Union](#).

**OPEN SOCIETY
FOUNDATIONS**

Thanks to the support of the Open Society Foundations, The Festival Academy will be able to further extend its activities geographically as well as its global community of festival makers. More people worldwide will have the chance to participate in its programmes and will become part of its growing community.

<https://www.opensocietyfoundations.org/>