

Atelier for Young Festival and Cultural Managers 17 - 23 October 2017

Programme

Programme (dated 15 October 2017) is subject to change during the course of preparation and the Atelier itself. Next to the lectures and working sessions outlined, there are continuously opportunities for one-on-one contacts with Mentors and Presenters and the other participants – as this is an essential feature of the Atelier. Pioneering and experienced festival and cultural directors will be present at the Atelier for at least two days each, some of them staying for the seven days, to share their rich experiences with Atelier participants.

Mentors, Presenters, Guest Speakers

- **Robyn Archer**, Strategic Advisor to Gold Coast Arts and Culture (Queensland), Consultant to Launceston Arts and Culture (Tasmania), Member European House of Culture – Australia – mentor
- **Mark Ball**, Associate Artistic Director of Manchester International Festival (MIF), former Artistic Director and Chief Executive London International Festival of Theatre (LIFT) – UK – mentor
- **Hugo De Greef**, Atelier Coordinator, former EFA Secretary General, General Manager Bruges European Capital of Culture 2002, Founder & former Director Kaaitheater – Belgium – moderator
- **Bernard Faivre d'Arcier**, President Lyon Biennial, Former long standing Director Festival d'Avignon – France – mentor
- **Gebing Tian**, Director Paper Tiger Theater Studio – China – mentor
- **Nele Hertling**, Member Strategy Group "A Soul for Europe", Former Vice-President of the Academy of Arts Berlin, Former Director Hebbel-Theater Berlin – Germany – mentor
- **Ophelia Jiadai Huang**, Shanghai Dramatic Arts Centre/ Shanghai International Dance Centre – China – guest speaker
- **Ismail Mahomed**, Chief Executive Officer Market Theatre Foundation – South Africa – mentor
- **Jinghui Meng**, Founder and Artistic Director Wuzhen Theatre Festival – China – guest speaker
- **Hongming Lin**, Professor and Dean Art Management Department, Shanghai Conservatory of Music – China – mentor
- **Catherine J. Wang**, President of the Center for China Shanghai International Arts Festival (CSIAF) – China – mentor
- **Rongjun (Nick) YU**, Vice President SMG Shanghai Performing Arts Group, Director Shanghai International Comedy Festival – China – mentor

All working sessions take place at the Shanghai Grand Theatre, 300 Renmin Ave, RenMin GuangChang, Huangpu Qu, China, 20000, unless stated otherwise

Tuesday, 17 October – DAY 1

Robyn Archer, Mark Ball, Hugo De Greef, Nele Hertling, Ismail Mahomed, Jinghui Meng are present. Mentors present participate in all sessions.

15:00 – 17:00 **Participants registration** at the Campanile Shanghai Bund Hotel (33 Fujian S Rd, Huangpu Qu, Shanghai Shi, China, 200002)

17:00 Participants meet in the hotel lobby of Campanile Hotel

17:45 Mentors, participants and guests arrive at opening ceremony

18:00 **Opening Ceremony at the Shanghai Grand Theatre**

Welcome speeches and introductions:

- Welcome by Mr. Yi Gong, Vice-President Center for China Shanghai International Arts Festival (CSIAF)
- Welcome by Mr. Marcin Grabiec, Counsellor at the EU Delegation to China
- Welcome by Mr. Nick Marchand, Director Arts, China and North East Asia, British Council, Counsellor (Culture and the Arts), British Embassy
- Welcome by Ms. Inge Ceustermans, European Festivals Association - Managing Director The Festival Academy
- Keynote speech by Mr. Jinghui Meng, Artistic Director and Founder Wuzhen Theatre Festival

19:00 – 21:30 Dinner reception

Wednesday, 18 October – DAY 2

Robyn Archer, Mark Ball, Hugo De Greef, Nele Hertling, Tian Gebing, Ismail Mahomed, Catherine J. Wang are present. Mentors present participate in all sessions.

9:00 – 9:15 **Introduction** of the Center for China Shanghai International Arts Festival (CSIAF), The Festival Academy/EFA and the *China-EU High Level People-to-People Dialogue* between the People’s Republic of China and the European Commission, by **Inge Ceustermans** and **Antonia Blau** (Head of EU projects, Cultural Diplomacy Platform, Goethe-Institut Brussels)

Introduction of the ‘Atelier’ by Hugo De Greef

9:15 – 11:00 **Object & presentation session** - participants introduce themselves ¹

11:00 – 12.30 **Presentation by Catherine J. Wang**
Exchange with Catherine J. Wang

12.30 – 13.00 **The Topics of the Atelier** - Introduction²

13:00 – 14:00 *Lunch at Grand Theatre*

14:00 – 16:00 **Presentation by Mark Ball**
Exchange with Mark Ball

16.00 – 17.00 **The Topics of the Atelier** - **Working sessions**

18:00 – 21:00 Dinner Table session at **Nanjing Impressions Restaurant**

¹ Participants present themselves. The presentation should take only a few minutes. Please bring an object that you can use as a starting point for a *story* or reflexion that tells something about you, personally. This might offer an insight into your values and motivations and how they relate to your professional life and what you are trying to achieve. Please prepare yourselves for this.

² All working sessions will be in different formats (plenary, small groups with or without mentors, by topics, etc.) to be confirmed following the discussions and according to the preferences of the participants

Thursday, 19 October – DAY 3

Robyn Archer, Hugo De Greef, Bernard Faivre d’Arcier, Nele Hertling, Ismail Mahomed, Gebing Tian, Rongjun (Nick) Yu are present. Mentors present participate in all sessions.

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| 9:00 – 10:00 | Presentation by Gebing Tian
Exchange with Gebing Tian |
| 10.00 – 13.00 | Participants’ Presentation
Working sessions |
| <i>13:00 – 14:00</i> | <i>Lunch at Grand Theatre</i> |
| 14:00 – 16:00 | Presentation by Nele Hertling
Exchange with Nele Hertling and all mentors present. |
| 16:00 – 17:30 | Working sessions |
| <i>17:30 – 18:30</i> | <i>Dinner at Grand Theatre</i> |
| 19:30 – 20:30 | Night Cruise |

Friday, 20 October - DAY 4

Robyn Archer, Hugo De Greef, Bernard Faivre d’Arcier, Nele Hertling, Ismail Mahomed, Gebing Tian, Rongjun (Nick) Yu are present. Mentors present participate in all sessions.

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| 9:00 – 11:00 | Working sessions in small groups |
| 11:00 – 12:30 | Presentation by Nick Yu
Exchange with Nick Yu |
| <i>12:30 – 13:30</i> | <i>Lunch at Grand Theatre</i> |
| 13:30 – 15:00 | Presentation by Robyn Archer
Including statements & atelier observations until now |
| 15:00 – 17:00 | Working Sessions in small groups |
| <i>17:00 – 18:00</i> | <i>Dinner at Shunfeng Restaurant</i> |
| 18:00 – 21:00 | Opening ceremony of the 19th CSIAF at the Grand Theatre |

All day at InterContinental Shanghai Puxi Hotel, 500 Heng Feng Rd, Jing'an District, Shanghai, China, 200070

Saturday, 21 October - DAY 5

Robyn Archer, Hugo De Greef, Bernard Faivre d'Arcier, Nele Hertling, Hongming Lin, Gebing Tian, Rongjun (Nick) Yu are present. Mentors present participate in all sessions.

- 9:00 – 10:00** **Cultural visits in small groups** (included amongst others: The Theatre Academy, Power Station of Art, Shanghai Concert Hall, Symphony Orchestra, MOCA, McmA)
- 11:00 – 12:00** **Performance in the framework of the opening of CSIAF**
at Puxi Intercontinental Hotel
- 12:00 – 13:00** **Attend China SPAF and Booth Exhibition**
at Puxi Intercontinental Hotel, Grand Ballroom
- 13:00 – 14:30** **Lunch meeting with International Presenters/ EFA members at Quanjude Roast Duck Restaurant**
- 15:00 – 18:30** **Round table with Chinese mentors**
Introduction by Hongming Lin
Round Table panelists: Ophelia Jiadai Huang, Hongming Lin, Gebing Tian, Rongjun (Nick) Yu
- 19:00 – 21:00* *Dinner at The Ark Restaurant*

Morning at InterContinental Shanghai Puxi Hotel, 500 Heng Feng Rd, Jing'an District, Shanghai, China, 200070,
Afternoon sessions at the Shanghai Grand Theatre.

Sunday, 22 October – DAY 6

Robyn Archer, Hugo De Greef, Bernard Faivre d’Arcier, Nele Hertling, Rongjun (Nick) Yu are present. Mentors present participate in all sessions.

- 9:30 – 11:30** Pitch Session, Going To the World at Intercontinental Puxi Hotel
11:30 – 12:00 Network moment with the International Jury
12:30 – 13:30 Lunch at Godly Restaurant
- 14:00 – 16:00** Working sessions in the Grand Theatre
16:00 – 17:30 Discussion and conclusion with international mentors and Chinese mentors.
Introduction by Bernard Faivre d’Arcier with Robyn Archer, Nele Hertling, Rongjun (Nick) Yu
- 17:30 – 18:30** Dinner at Shanghai Grand Theatre
- 19:15** CSIAF performance: multimedia concert “The unknown enlightenment” at the Ballroom, China Welfare Institute Children’s Palace

Monday, 23 October – DAY 7

Robyn Archer, Hugo De Greef, Bernard Faivre d’Arcier, Nele Hertling, Rongjun (Nick) Yu are present. Mentors present participate in all sessions.

- Morning Free time
- 14:00 – 17:00** Exchange & conclusions with all mentors and all participants on the main Atelier topics at the Grand Theatre
- 17:30 – 18:30** Closing Session at the Grand Theatre
- Introduction by Mr. Yi Gong, Vice-President Center for China Shanghai International Arts Festival (Master of Ceremony)
 - Farewell by Hao Zheng, Deputy Director General, Bureau for External Relations, Ministry of Culture, P.R. China
 - Farewell by Jan Briers, President European Festivals Association
 - Concluding remarks by Hugo De Greef and by Hongming Lin
 - Statements from participants of the Atelier
 - Farewell by Inge Ceustermans
- 19:00 – 22:00** Dinner at Paulaner Brauhaus Restaurant