

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

Second Edition of the "European Atelier for Young Festival Managers" launched!

Public Call for interest
European Atelier for Young
Festival Managers 2009
26 April – 3 May 2009
Varna, Bulgaria

Do you belong to the group of ambitious 'next-generation' artistic festival directors?

And you feel the need to widen your horizons, broaden your programming skills and get inspired by colleagues and experienced forerunners?

The European Festivals Association (EFA), in co-operation with the Varna Summer – International Music Festival the Municipality of Varna and various partners from the field proudly announces the **2nd edition of the European Atelier for Young Festival Managers!**

Young festival managers from all over the world are invited to **Varna** (Bulgaria) to take part in this intense course from **26 April to 3 May 2009**. A group of **45 young festival managers** meet for **6 days** to work in small **topical-based working groups**, attend **lectures** and **debates**, learn from **case studies** and implement **practical activities**.

The Atelier is especially designed for those who are working or have ambitions to become involved in **programming or in programming-related departments** within a festival. Around the leading motto «Car le vrai rôle d'un festival est d'aider les artistes à oser, à entreprendre des projets, ... » participants develop exciting new ideas under the professional and extremely generous guidance of renowned festival managers. Atelier mentors **Bernard Faivre d'Arcier** (former long-standing Artistic Director of the Avignon Festival), **Rose Fenton** (Co-Founder of LIFT, London International Theatre Festival), **Hugo De Greef** (General Director of the Flagey and former Secretary General of EFA) and **Nele Hertling** (Director of the "Berlin Artist Programme" of the DAAD) – joined throughout the week by other 10 outstanding and experienced festival directors - share their rich experience with Atelier participants!

Next to a **high-level reflection in working groups and lectures** and hands-on, interactive **exchanges** based on papers that participants prepare for the Atelier, **informal talks** and contacts with the **artists** and with leading **cultural institutions and arts houses** from the region create an outstanding opportunity to link insights gained in the working groups with the concrete environment – Varna in Bulgaria which has common borders with Romania, Serbia, the Former Yugoslav Republic of Macedonia, Greece and Turkey and which is closely linked to Russia, Ukraine, and Georgia via the Black sea is truly a European city with high historical and cultural significance, a city that hosts 40 festivals! There is no doubt that Varna is a perfect location for the Atelier!



"The Atelier was the opportunity to meet both experienced festival leaders in an intimate context, as well as the possibility to meet young colleagues. It's very rare in our specific professional context to meet so many young people together. To me, that was food for thought."

Tobias Kokkermans, participant of the 1st Atelier

Theme

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

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The motto **'The true role of a festival is to help artists to dare, to engage in new projects...'** has been chosen as the theme for the week: Particular emphasis is given to the **artistic aspects of festival management**, including **artistic vision, political and social responsibility, internationalization, networking, renewal and sustainability**:

- How to articulate, develop and realize an artistic programme (from an idea to the planning and the implementation)?
- Who contributes to the artistic process?
- What is the role of festivals as platforms for creation and innovation?
- What is the importance of festivals for the artists?
- How important is the contact with the artists? And to what extent do the selected artists have an impact on the identity of the festival?
- How to set up partnerships with artists (young artists, artists in residence)?
- What is the role of festivals and their impact on the local artistic production?
- How to keep artistic autonomy in modified situations and under pressure?
- How to recognize successful projects and talents? And how to contribute to their development?
- What are the risks of programming contemporary repertoire and how to manage them?
- How to handle partnerships with cultural houses and institutes (at local, national and international level)?
- What is the importance of venues, their impact on the programme and the audience?
- What is the role of Europe and internationalization in the festivals' work?
- What is role of festivals in creating European citizenship, intercultural dialogue, participation and access to culture?
- Programming matrix, artistic and social labels: single programme, several programmes, main and off programme...
- What future for the festivals: what are the models and approaches of festivals today?
- What makes a festival long-living?

Attention will be attributed to more questions and issues raised during the Atelier itself.

Course leaders and lecturers

Leading and experienced festival operators, professionals and artists will give lectures, lead workshops and take part in round tables and debates – all of them spending some days with the participants of the Atelier for face-to-face contacts and discussions.

Participants

The **European Atelier** is a working space especially designed for young **festival operators dealing with one or more artistic disciplines within a festival**. These **emerging artistic directors** with a basic practical knowledge in festival operation have the ambition to **deepen their skills in the field of programming** or in a department closely related to it (e.g. communication, artistic production, etc).

Alternatively participants are invited to prove in which way the training programme is in line with a study already completed or due to be completed or must give evidence of his/her ambition to work in the festival business.

Eligible candidates are festival operators and managers from all over the world. The following **application criteria** will be applied (not cumulative):

- Preferred age: 30 as our indication, without excluding candidates above this age
- Fluent in English
- Applications (selection criteria are not cumulative) must be:
 - supported by a festival or another initiative in the cultural sector
 - supported by a training/academic institute (study module)
 - based on a proof of a future employment in the field
 - based on personal arguments and motives
- A balance of participants per country will be considered



"The Atelier is about formulating experiences and how to hand over these experiences to a next (new) generation of festival makers, focusing thematically on the very essence of art and festivals: 'the art and the artist'."

Hugo De Greef, General Director of Flagey, Brussels and former EFA Secretary General

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Terms and conditions

Course fee

For EFA members: 750,00 Euro
For non-members: 1500,00 Euro

The fee includes accommodation (participants will be accommodated in Varna in close neighbourhood to the location where the Atelier takes place), registration, conference reader with biographic references, and access to all the sessions, breakfast, lunches, coffee, dinners, local transport and cultural programme.

Travel expenses

Travel expenses are on participants' costs.
EFA will assist as much as possible in the organisation of questions related to VISA and other permissions in preparation of the Atelier.

Deadlines and submission

If you are interested in participating in the 2nd European Atelier for Young Festival Managers and you fulfil the above mentioned criteria, write an email to atelier@efa-aef.eu **as soon as possible** but at the latest **before 1 December 2008**.

Interested participants receive an official application form which has to be returned to the EFA Secretariat **no later than 15 December 2008**.

Selection

Applications are presented to the selection committee.
Selected participants receive a confirmation **mid-January 2009**.

Preparation

Selected participants are invited to present a paper on a subject that will be indicated in the confirmation letter sent to selected participants. It will be presented and discussed in groups and individually during the Atelier.

What is the background of the Atelier? What does it strive at?

What emerges from contacts with festivals, cultural managers and responsible operators from the field and backed in critical literature in the vocational training is that there are **insufficient possibilities for adopted training** in the festival sector focusing on the aspect of "programming". This is surprising considering the boom of festivals we witnessed in the last decades. The professional category of the "festival manager" has emerged and it requires certain competences. Those competences need to be transformed into a training content through the most adopted methodologies. The European Atelier initiative aims to answer to this necessity.

Objectives include the need to:

- **internationalize** one's environment
- contribute to the **professionalization** of the festival sector
- **broaden perspectives** and **give new input** on the level of content
- **connect and share different management skills** from East and West
- **foster and encourage co-operation** and co-productions
- enhance **cross-European networking**
- **challenge and inspire** emerging artistic festival directors by bringing them in contact with their mentors
- build up **self-confidence** among the participants
- explore the **diversity of different models** how to run a festival
- help **structure and evolve the different management skills and competences** requested from a festival operator
- confirm and establish **creativity and innovation**



"This Atelier brought me much more than expected in term of network, knowledge about festival management, inspiration, reflection and self confidence. I really hope that EFA will continue this workshop every year for other young festival managers to take advantage of this wonderful offer!!!"
Emilie Labarchède (International Chamber Music Festival Stavanger)
Participant of the 1st Atelier

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Organisation and practical details

This call for interest is open until 1 December 2008.

To express your interest, please write an e-mail to atelier@efa-aef.eu

For latest information about the European Atelier for Young Festival Managers and its preparation, please visit the EFA website at www.efa-aef.eu.

Initiator and Coordinator:

European Festivals Association (EFA)
www.efa-aef.eu



Host:

Varna Summer -International Music Festival
www.varnasummerfest.org



Co-organiser:

Municipality of Varna
www.varna.bg/english/index.htm



Associated partners:

Festival & Congress Centre –Varna
www.fcc-varna.com



and other international partners

Contact:

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Thanks to :



Cahier de l'Atelier

Arts festivals for the sake of art?

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Cahier de l'Atelier: EFA BOOKS 3

'Cahier de l'Atelier. Arts Festivals for the sake of art?' serves as a handbook for the 2nd Atelier and features among the others Atelier presenters Bernard Faivre d'Arcier, Nele Hertling, Rose Fenton, Sir Brian McMaster, Tom Stromberg, Gerard Mortier and Hugo De Greef.

Publisher: European Festivals Association
ISBN: 978-90-81140-43-0

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