

# Atelier for Young Festival Managers

In Asia: First edition!

**Atelier for Young Festival Managers**  
14 - 21 May 2011  
Singapore  
Call for Application

**Do you belong to the next generation of artistic festival directors? Do you feel the need to widen your horizons, broaden your programming skills, grow your network and get inspired by your peers and experienced forerunners? Are you excited to dig into the cultural and festival life in Singapore?**



Young festival managers from all over the world are invited to Singapore to take part in the first Atelier for Young Festival Managers in Asia – an intense course from **14 - 21 May 2011**. A group of 45 young festival managers meets for 7 days to work in small topic-based working groups, attend lectures and debates, learn from case studies and implement practical activities.

*"The opportunity to meet with other festival managers to exchange ideas and experiences and initiate conversations, is an invaluable and rare one."*

*Emily Thomas, Watch This Space Festival, United Kingdom, Participant of the 2<sup>nd</sup> Atelier*

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...*" ("The true role of a festival is to help artists to dare, to engage in new projects..."), quote borrowed from Bernard Faivre d'Arcier - former long-standing Artistic Director of the Avignon Festival) participants develop exciting new ideas under the professional and extremely generous guidance of renowned festival managers. Atelier mentors **Rose Fenton** (Co-Founder of LIFT, London International Theatre Festival), **Goh Ching Lee** (former Director of Singapore International Arts Festival and initiator of the Association of Asian Performing Arts Festivals), **Hugo De Greef** (initiator of festivals and General Manager Bruges European Capital of Culture 2002), **Nele Hertling** (Vice-Chair of the Academy of Arts Berlin) and 8 outstanding and experienced festival directors (to be announced soon) will share their rich experiences with Atelier participants!

Next to **high-level reflexion** in **working groups**, **lectures** and hands-on, **interactive exchanges** based on papers that participants prepare for the Atelier, **informal talks** and contacts with **artists** and with **leading cultural institutions and arts houses** from Singapore and the region create an outstanding opportunity to link insights gained in the working groups with the concrete environment. This in itself forms an important feature of the Atelier.

## The City - The Venue

The Atelier aims to connect festival managers and lecturers with the host city/country and its cultural life. Singapore is a small island city-state at the confluence of the East and the West, it navigates through its multi-cultural Asian heritage in a fast paced economy and highly urbanised society. Its cultural policies expressed in the "renaissance city" cultural plan has seen new transformation in arts spaces, festivals and institutions over the last decade. The challenges of tradition and modernity, past and future, the local and the international, artistic impulses and social responsibility, are inescapable issues shared by many arts managers around the world. There is no doubt that Singapore is the right place for the first edition of the Atelier in Asia!

LaSalle College of the Arts Singapore, co-organiser and host, welcomes participants to its newly built campus in the heart of the Civic and Cultural District. During the period of the Singapore Arts Festival, Atelier participants will have the opportunity to sample arts spaces, museums, local culture, and festival performances in the immediate vicinity.

### Contact

European Festivals Association  
Kleine Gentstraat 46  
B-9051 Gent • Belgium  
Tel: + 32 9 241 80 80  
Fax: + 32 9 241 80 89  
atelier@efa-aef.eu  
www.efa-aef.eu



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*"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, initiator of festivals and General Manager Bruges European Capital of Culture 2002



## Theme

The motto follows the first edition of the Atelier in Görlitz (Germany) in 2006 and the second one in Varna (Bulgaria) in 2009. It has been chosen as the theme for the Atelier: Particular emphasis is placed on the **artistic aspects of festival management, including artistic vision, political and social responsibility, internationalisation, networking, renewal and sustainability:**

- How to articulate, develop and realise 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 artists?
- How important is the contact with artists? 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 recognise 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 internationalisation in a festival's work – cross-continental work between Asia and Europe and other parts of the world?
- What is the role of festivals in creating global 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 festivals: what are the models and approaches of festivals today? What are the differences in Europe, Asia, Africa, the Americas and all over the world?
- What makes a festival long-living?

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

## Presenters

**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. Mentors and lecturers including young festival managers who proved to be pioneers in their work come from Europe, Asia and all over the world.

## Participants

The Atelier is a working space especially designed for festival operators:

- dealing with **one or more artistic disciplines** within a festival
- having a basic **practical knowledge** in festival operation
- demonstrating the **ambition to deepen their skills** in the field of programming or in a department closely related to it (e.g. communication, production...)
- proving alternatively that a **study course** (already completed or due to be completed) **is in line with the Atelier**
- giving evidence of his/her **ambition to work in the festival business**

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Eligible candidates are festival operators and managers from all over the world: from all arts festivals disciplines, from governmental and independent festivals. The following application criteria will be applied (not cumulative):

- Preferred age: max. 30 (our indication), without excluding candidates above this age
- Excellent knowledge of English (the Atelier will be held 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 future employment in the field
  - based on personal arguments and motives
- A balance of participants per country / continent will be considered

## Terms and conditions

### Course fee

For EFA members:	1000,00 Euro
For non-members:	1800,00 Euro

The fee includes accommodation for 7 nights (participants will be accommodated in Singapore close to the location where the Atelier takes place), registration, conference reader with biographic references, access to all sessions, breakfast, lunches, coffee, dinners, local transport and cultural programme.

Funding opportunities for a training programme such as the Atelier are numerous at local/national level. Co-organisers are glad to provide more information on possible funding and sponsoring opportunities. Asia-Europe Foundation (ASEF) will be able to support a limited number of successful applicants based on a needs assessment. Please indicate in your application if you would require additional support in order to attend the Atelier.

**Contact ASEF:** Claire Wilson - [claire.wilson@asef.org](mailto:claire.wilson@asef.org) - tel. + (65) 6874 9723

### Travel expenses

Travel expenses are on participants' costs.

Co-organisers will assist as much as possible with visa issues and other permissions in preparation of the Atelier.

### Deadlines and submission

If you are interested in participating in the first Atelier for Young Festival Managers in Asia and you fulfil the above mentioned criteria, **fill in the application form and send it to the organiser as soon as possible but no later than 17 December 2010.**

### Selection

Applications are presented to the selection committee.

Selected participants receive a confirmation at the **beginning of February 2011.**

### 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 for?

What emerges from contacts with festivals, cultural managers and responsible operators from the field is the insufficient possibilities for training in the festival sector focusing on the aspect of "programming". While much has been taught in terms of 'arts management', the 'art' of programming and curatorial impulses and their related consequences have not been fully integrated. This applies for festival management all over the world and is surprising considering the boom of festivals we witnessed in the last decades. The professional category of the "festival manager" has emerged which requires certain competences. These competences need to be transformed into a framework of training content through the most suitable methodologies. The Atelier initiative aims to answer to this necessity.

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**Objectives include the need to:**

- internationalise one's environment
- contribute to the professionalisation 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, North and South
- foster and encourage co-operation and co-productions
- enhance cross-continental 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

**Organisation and practical details**

The first edition of the Atelier in Asia aims to set up long-lasting partnerships between all co-organisers and cultural organisations in Asia and Europe.

**Initiator of the Atelier**

- European Festivals Association (EFA) - [www.efa-aef.eu](http://www.efa-aef.eu)



**Co-organisers:**

- European Festivals Association (EFA)
- La Salle College of the Arts Singapore - [www.lasalle.edu.sg](http://www.lasalle.edu.sg)
- Asia-Europe Foundation - [www.asef.org](http://www.asef.org)



**Associated partners:**

- Association of Asian Performing Arts Festivals (AAPAF) [www.aapaf.org](http://www.aapaf.org)
- Singapore Arts Festival - [www.singaporeartsfest.com](http://www.singaporeartsfest.com)
- [culture360.org](http://culture360.org) - [www.culture360.org](http://www.culture360.org)
- CultureLink Singapore - [www.culturelink.com.sg](http://www.culturelink.com.sg)
- and other international partners



*"Cahier de l'Atelier. Arts Festivals for the sake of art?"*

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Visit the EFA eShop at [www.efa-aef.eu](http://www.efa-aef.eu)

For latest information and updates, please visit the EFA website at [www.efa-aef.eu/en/activities/atelier](http://www.efa-aef.eu/en/activities/atelier)

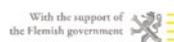
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**Atelier for Young Festival Managers  
 in Europe**

**IZMIR 2011 - 24 to 31 October 2011**

Thanks to:



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Application Form

## Application form

**Atelier for Young Festival Managers - SINGAPORE 2011**  
14 – 21 May 2011

Fill in the **application form** (see p. 2), print it, sign it and send it back by fax, e-mail or postal mail no later than **17 December 2010**:

European Festivals Association  
Kleine Gentstraat 46 • 9051 Gent • Belgium  
Tel: +32 9 241 8080 • Fax: +32 9 241 8089 • atelier@efa-aef.eu

Please include a **motivation letter** which answers the following questions:

Is your application supported

- By a festival?
- By another cultural initiative/organization?
- By your studies?
- Other?

Give a brief description of the organisation supporting your application.

- What is your personal working experience
  - In a festival?
  - In other cultural initiatives/organisations?
- What is your educational background preceding your professional career in the cultural sector?
- What are your ambitions and hopes for the Atelier?
- Are there any other comments or information you would to add?
- How did you first hear about the Atelier?

Please write your motivation in **English**.

Please be straight to the point as much as possible and as comprehensive as necessary.

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## Personal details

Name:  
Surname/ Artistic name:  
Title:  
Address:  
Postal code:  
City:  
Country:  
Telephone:  
Fax:  
Email:  
Website/ Blog/ MySpace:  
Date of birth:  
Place of birth:  
Nationality:

## Subscription fee

(Please tick)

- I am an EFA member: 1000,00 Euro (taxes included)  
 I am a non-EFA member: 1800,00 Euro (taxes included)

Following selection Atelier participants will receive an invoice. Payment is to be done before 15 April 2011.

Who will be financially supporting your application?

- I will be financially supporting my application  
 My organisation will be financially supporting my application

## Cancellation policy

Please note that cancellation of participation can only be made in writing. If cancellation is made no later than fifteen days (1 May 2011) before the course starts, the subscription fee will be refunded with 15% administrative expenses deducted. Any cancellation later than that date does not entitle the participant to any refund.

## Signature

"I herewith confirm my interest to take part in the third edition of the Atelier for Young Festival Managers SINGAPORE 2011 from 14 - 21 May 2011. In case of selection, I am aware of the subscription fee of €1000 for EFA members and €1800 for non-EFA members."

Date and signature:

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