



ASIA-EUROPE
FOUNDATION



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MEDIA CONTACT

Debasmita DASGUPTA (Ms)

Press Manager

Asia-Europe Foundation
(ASEF)

debasmita.dasgupta@asef.org

T: +65 6874 9739

F: +65 6872 1135

www.asef.org

MORE INFORMATION

<http://tinyurl.com/asefepub>

www.efa-aef.eu

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PRESS RELEASES:



Serving Artists Serves the Public

E-publication launched by the Asia-Europe Foundation (ASEF) and the European Festivals Association (EFA)

The Asia-Europe Foundation (ASEF) and the European Festivals Association (EFA) will launch a new e-publication 'Serving Artists Serves the Public'. The book talks about the opportunities and challenges of programming arts festivals in Asia and Europe. The launch will take place at EFA's General Assembly and Conference on 18 April 2013 in Granada, Spain.

The publication is a compilation of 13 articles on various facets of managing arts festivals. It is a follow-up to the 'Atelier for Young Festival Managers' held in May 2011 in Singapore. This EFA programme took place for the first time in Asia with the support of ASEF. It was organised with the Association of Asian Performing Arts Festivals (AAPAF), at the initiative of CultureLink Singapore and its Director, Ms GOH Ching-Lee.

The Atelier brought together a group of young festival organisers in order to share their experiences. They had opportunities to learn from the successes and failures of world-renowned festival directors, who were invited to speak at the event. As a result of this exchange opportunity, this e-publication will work as a handbook for upcoming editions of the Atelier in Asia and Europe.

Among the contributors are Ms Robyn ARCHER, the multi-faceted Australian artist; Mr Hugo DE GREEF, theatre director and Advisor to the Minister of Culture for the Flemish Community; Ms Kathrin DEVENTER, Secretary General of EFA; Ms Katelijn VERSTRAETE, Director, Arts & Creative Industries (East Asia), British Council; and Ms Audrey WONG, Singapore's first Nominated Member of Parliament (NMP) for its arts community. Their articles are a useful reflection on the social role of local and international festivals, as well as the need for capacity building among young festival managers.

This publication also has relevance in the context of the Action Plan of Culture Ministers of the Asia-Europe Meeting (ASEM), which recognises the importance of festivals and other major public events in "presenting the culture of Europe in Asia or vice-versa" (2nd ASEM Culture Ministers Meeting in 2005 in Paris, France).

For more information please visit <http://tinyurl.com/asefepub>, www.efa-aef.eu, www.atelierforyoungfestivalmanagers.eu

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ABOUT THE ORGANISERS



The **Asia-Europe Foundation (ASEF)** furthers understanding, fosters relationships and facilitates cooperation among the people and institutions of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the fields of governance, economy, sustainable development, public health, culture, and education. Founded in 1997, ASEF is a non-profit, intergovernmental organisation located in Singapore. It is the only permanently established institution of the Asia-Europe Meeting (ASEM). Together with about 700 partner organisations ASEF has run more than 600 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have participated in its activities and it has reached wider audiences through networks and web portals, exhibitions and lectures.

For more information, please visit www.asef.org



culture360.org is a unique online platform of the Asia-Europe Foundation (ASEF) that connects the people of Asia and Europe through arts and culture. The portal provides weekly updates on news, events, opportunities, and resources. It also features a cultural magazine with in-depth articles, interviews and profiles. The portal is shared through a monthly e-newsletter. The culture360.org platform includes two sub-sites: one on independent cinema in Asia and Europe (film.culture360.org) and the other on museums with a special focus on the Asia-Europe Museum Network (ASEMUS) (asemus.culture360.org).

For more information, please visit <http://www.culture360.org>



The **European Festivals Association (EFA)** is one of the oldest cultural networks in Europe with over 60 years of experience connecting festivals from across Europe and the world. Since its foundation in 1952, the network has grown to represent 111 music, dance, theatre and multidisciplinary festivals, national festival associations and cultural organisations from 43 countries. Its aim is to raise awareness of festivals and the important role they play in society and toward the development of international cultural cooperation. The Atelier for Young Festival Managers is EFA's training programme for young artistic festival directors from all over the world.

For more information, please visit www.efa-aef.eu,
www.atelierforyoungfestivalmanagers.eu



Founded in 1984 by De La Salle educator, Brother Joseph McNally, **LASALLE College of the Arts** is a specialist tertiary institution leading contemporary arts education in fine art, design, media and performing arts in the Asia Pacific. Contemporary in focus and innovative in approach, LASALLE has been nurturing some of Singapore's leading creative practitioners. It offers the most comprehensive range of 26 diplomas and degree awards in design, fine art, film, media, arts, fashion, dance, music, theatre, art history, art therapy and arts management in the region.

For more information, please visit <http://www.lasalle.edu.sg>
