

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

European Atelier for Young Festival Managers Mission Statement

European Atelier for Young Festival Managers Mission Statement

The **European Atelier for Young Festival Managers** is an initiative of the **European Festivals Association**. The European Atelier gathers people who are eager to work - during one week time - with a strong group of experienced festival leaders. The Atelier is mainly focused on the **'programme' of a festival**, the work with the **artists**, the artistic parcours, the cultural and artistic significance of a festival in a certain region, in a certain community - all this summed up very well in a quotation borrowed from Bernard Faivre d'Arcier's lecture in February 2006 - "*Comment donner un avenir aux festivals?*":
"The true role of a festival is to help artists to dare, to engage in new projects..."

The Atelier aims to underline that the purpose of festivals is not the city marketing, tourist or economic outputs. Those are all possible outcomes or side-effects of a festival, and even well-appreciated ones, but not their main mission. The Atelier essentially sheds light on the festival as a platform with a **strong meaning for the art, the artists and their place in the society**. Nevertheless some instruments, such as communication, production or budget, play an obvious role to reach this main purpose. And these instruments - to the extent that they are relevant for the implementation of the artistic programme - are also touched upon during the Atelier.

The European Festivals Association invites **a group of Atelier presenters** to contribute to the work of the Atelier by reflecting on the **essential significance and value of the festival business** mentioned here above. Presenters involved and addressed for the Atelier are authoritative festival directors who are leading or who led festivals and their programming; this means of course that they are or were also main responsible for the general running of festivals, including tasks such as communication, production or budget. They are invited to witness from their experience in the light of the Atelier purpose. Experiences in this respect are of course crucial. Presenters are also invited to share the motivations and explanations of their artistic choices - how they were implemented and situated in the artistic landscape.

There is no doubt at all that participants are fascinated by success stories - at the same time, they are learning from failures and evaluations of past or present achievements. Especially these issues - **success, evaluation, failure** - are of great interest to participants.

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

Each participant is invited to write a **paper** in preparation to the Atelier: "**On the way towards working for or implementing an excellent festival**". Participants have to describe an artistic project they would like to develop (a programming aspect of a festival, a new festival, a new model for an old festival, a series of programming events...), sketch the context in which their proposed project will take place (regional, local) and explain the specificities and demands of this particular situation (budget, programme, staff, production...). Writing a paper for the Atelier is compulsory: no paper, no participation.

They are asked to present their paper in several working moments throughout the Atelier, to discuss it with presenters in order to receive feedbacks and to adapt and improve their project during the Atelier. Participants have the opportunity to meet an exceptional group of well-experienced festivals managers during one week. Their assignment is to profit from this chance as much as they can!

The **European Festivals Association** considers as one of its main tasks to allow the next generation of festival makers and programmers to take on as much experience as possible from festival directors who witness from an outstanding parcours. In this respect, it is a fundamental asset also for the network to be reinforced by gathering participants and presenters under the umbrella of EFA: **networking itself represents an important aspect of the quality of an excellent festival!**

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

Thanks to:



With the support of
the Flemish government



National Lottery
creates chances