

Welcome message from the European Festivals Association

Dear Atelier Participants, Dear Honorary Guests, Dear Colleagues,

With great pleasure, the European Festivals Association (EFA) is welcoming you to the 2nd edition of the European Atelier for Young Festival Managers in Varna!

« *Le vrai rôle d'un festival est d'aider les artistes à oser, à entreprendre des projets...* »

This striking sentence borrowed from Mr. Bernard Faivre d'Arcier, former director of Avignon Festival, sums up perfectly the spirit of the Atelier and became our motto.

On behalf of the European Festivals Association, we are delighted to welcome 40 young festival managers from all over the world in Varna, eager to exchange and network – and excited to meet renowned festival directors from all over the world. The intense programme of the week promises to enable rich debates, productive discussions and meaningful exchanges.

Education is a two-way process; it is essential for knowledge to be passed on from one generation to another. The Atelier is one of the few programmes which create these kinds of opportunities. Through the Atelier, the European Festivals Association aims to fulfill one of its core missions: to offer appropriate training opportunities to festival makers and creators and promote in-depth reflection on festival related subjects.

Within the preparatory process, we realized how the Atelier made participants enthusiastic, passionate and motivated and not only the participants: also presenters are looking out to intense exchanges with the next generation of artistic festival directors! This feeling reinforced EFA's idea that the Atelier is the perfect format for continued training for young festival managers.

As the umbrella organisation of festivals in Europe, it is a great pleasure of EFA to bring the next generation of festival makers together, to take the lead in providing a platform for artistic development in the festival business and for intercultural dialogue, something that belongs to EFA's mission since its inception in 1952: *"The confrontation with other cultures is, without any doubt, one of the most efficient measures"*, as EFA's founder and first President Denis de Rougemont said reflecting on the need of a network and networking.

Of course, the organisation of the second edition of the Atelier would have been impossible without the permanent support of our partners in Varna. This is why we would like to thank our host, the Varna Summer International Music Festival for their productive collaboration, as well as the Mayor Mr. Kiril Yordanov and the Varna Municipality, and the Festival and Congress Centre of Varna for their strong partnerships. Last but not least, we would like to thank the presenters and the four mentors, Mr. Bernard Faivre d'Arcier, Ms. Rose Fenton, Mr. Hugo De Greef and Ms. Nele Hertling – a very special thank goes to Mr. Hugo De Greef, former EFA Secretary General and now director of Flagey Art Centre, who agreed to continue guiding the evaluation of the Atelier since 2006.

We would like to wish to all participants, presenters and guests to benefit as much as possible from the Atelier in Varna. The only assignment is to share, experience and enjoy! We hope that everyone will leave Varna with a mind full of new ideas, creative intentions and innovative projects!



Darko Brlek
EFA President



Kathrin Deventer
EFA Secretary General