

Atelier for Young Festival Managers

EDINBURGH 2014: Seventh edition - an Atelier in the 'City of Festivals'!

Atelier for Young Festival Managers

3 - 10 April 2014

Edinburgh

Call for Application



"Being able to listen to people from all over the world offered me an incredible wider perspective. We were blessed to have incredibly renowned mentors with us for the whole week, speaking about their festivals and their experiences. The networking opportunities of the Atelier are immense and I believe I have made strong contacts, which will help me building my festival. I found myself thinking less as a European and more and more as a global citizen."

Cristina Goletti (I.F. O.N.L.Y. Festival, Ireland), Participant Atelier IZMIR 2011



Do you belong to the next generation of artistic festival directors? Do you feel the need to 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 Edinburgh?

Emerging young artistic programmers worldwide are invited to take part in the seventh Atelier for Young Festival Managers. The 7-day intense working space – initiated by the European Festivals Association (EFA) – will take place from **3-10 April 2014** in **Edinburgh (UK)** in collaboration with the **Edinburgh International Festival**. Different generations of festival makers will be brought together, in each edition 45 participants and some ten renowned festival leaders, to discuss different aspects of artistic festival management.

It was very important for me during this week to leave my daily work, forget all my problems and come here to speak with a group of people about what we all dedicate ourselves to.

Pawel Orski, Krakow, Poland, Participant Atelier VARNA 2009

The Atelier follows the 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"), which is borrowed from Bernard Faivre d'Arcier (former long-standing Artistic Director of the Avignon Festival and President of the Lyon Biennial, France). The artistic development of festival managers and festivals is at heart of the Atelier. For seven days, participants will work in small groups, attend lectures and debates, learn from case studies and implement practical activities. Atelier mentors and presenters - all renowned, trailblazing festival managers from all over the world - will share their rich experiences with the participants. The Atelier goes beyond traditional teaching practices; the carefully selected young programmers will widen their horizons and perspectives on festivals and programming practices. They will be able to enlarge and build a sustainable network which proves to be essential on the long-term.

I came here to engage, exchange, share, learn and grow, and so I did. This has been one of the most positively intensive experiences of my life - creatively, intellectually and personally.

Sean Buhagiar (Malta Council for Culture and the Arts), Participant Atelier LJUBLJANA 2012

The City - The Host

It is a key feature of the Atelier that the participants experience different facets of the culturally diverse host city. A city is a place with historical meanings and its role as an entity in society is not to be underestimated. The Atelier includes different cultural venues in its programme.

Edinburgh is the capital of Scotland, the largest city by area and the second largest by population in the country. The city was one of the historical major centers of the Enlightenment, led by the University of Edinburgh, helping to earn it the nickname Athens of the North. The Old Town and New Town districts of Edinburgh were listed as a UNESCO World Heritage Site in 1995 in recognition of the unique character of the Medieval Old Town and the planned Georgian New Town. The Festival City hosts the Edinburgh Festivals, a group of 12 official and independent festivals held annually over about four weeks beginning in early August. The number of visitors attracted to Edinburgh for the Festivals is roughly equal to the settled population of the city.

Every August, the **Edinburgh International Festival**, a member of EFA, transforms one of the world's most beautiful cities, presenting three exhilarating weeks of the finest creators and performers from the worlds of the arts - for everyone. Edinburgh's six major theatres and concert halls, a few smaller venues and often some unconventional ones too, come alive with the best classical music, theatre, opera, dance and visual art from around the globe. The atmosphere in the city is something special. The Daily Telegraph said: "not just the most thrilling, beguiling, preposterously enjoyable place on Earth; it is also wonderfully addictive." Or, as The Spectator suggested, "you can sleep in September". The Edinburgh International Festival has been connecting audiences and artists for over sixty years. Founded in 1947, the Festival grew out of the rubble of the Second World War with the aim of providing 'a platform for the flowering of the human spirit'. This belief in the power of the arts to nurture and transform still lies at the heart of the Festival's mission today.

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.atelierforyoungfestivalmanagers.eu

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"EFA initiated the Atelier because there is a real need for education and exchange explicitly concerning the programming of festivals. There are many programmes that deal with and teach arts organisation and management, but just not enough concerning the content and conceptualisation of festivals. Well now there is one – and it is powerful and effective."
 Robyn Archer, Speech
 SINGAPORE 2011

Theme

As in the five previous editions of the Atelier in Görlitz (Germany) in 2006, in Varna (Bulgaria) in 2009, in Singapore and Izmir (Turkey) in 2011 and in Ljubljana (Slovenia) in 2012, the motto of the Atelier is: "The true role of a festival is to help artists to dare, to engage in new projects". 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?
- 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 and handle partnerships with artists, cultural organisations and institutes?
- How to ensure artistic autonomy in altered situations and under pressure?
- How to recognise and contribute to the development of successful projects and talents?
- What are the risks of programming and how to manage them?
- 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?
- What is the role of festivals in creating global citizenship, intercultural dialogue, participation and access to culture?

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 several days with the participants for face-to-face contacts and discussions. At least three of the experienced festival leaders will stay for all seven days. Mentors and presenters, pioneering festival managers, come from all over the world: under the coordination of Hugo De Greef (Former EFA Secretary General, General Manager Bruges European Capital of Culture 2002, Founder and former Director Kaaaitheater), they will guide the participants through the seven days.

The list of presenters of the previous Ateliers can be found on the [Atelier website](#).

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**

The following application criteria will be applied (not cumulative):

- average age of Atelier participants (from experience of past editions) is 35
- excellent knowledge of English (working language of the Atelier)
- 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

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For EFA members: the fee will be defined by 1 May 2013

For non-members: the fee will be defined by 1 May 2013

The Subscription fee for both EFA Members and Non-EFA Members will be communicated on 1 May 2013. All applicants who applied before this date will be notified about this.

The fee includes accommodation for seven nights (in a quality hotel in walking distance to all venues), registration, reader with all relevant documents and biographic references, access to all sessions, meals and drinks, receptions, local transport, cultural and artistic programme and follow-up activities.

Funding opportunities for a training programme such as the Atelier are numerous at local/national level. EFA advises applicants to start researching funding opportunities at national and international level from the moment they apply. EFA is glad to provide information on possible support schemes at international level. You can find useful information on previous examples of participants' funding and funding institutes on the [Atelier website](#). Please indicate in your application if you need to apply for additional support in order to attend the Atelier and provide details of your funding applications including final date of approval.

Travel expenses

Travel expenses are on participants' costs. EFA 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 Atelier for Young Festival Managers EDINBURGH 2014 and you fulfil the selection criteria, please **submit the application form to atelier@efa-aef.eu as soon as possible but not later than 30 June 2013.**

Selection procedure

Applications are presented to the Selection Committee set up by EFA. Selected participants for the Atelier EDINBURGH 2014 receive a confirmation by **1 September 2013**. The decision of the Selection Committee is final and no correspondence on the selection process will be entered into.

Preparation

Selected participants are required to present a paper on a subject that will be indicated in the confirmation letter. Each participant will be invited to present the paper during the Atelier; it subsequently be discussed in groups and individually.

More on the Atelier

Read all about the Atelier (background, objectives, activities, experiences, lectures, future plans etc.) on the Atelier website at www.atelierforyoungfestivalmanagers.eu.

Organisation and Practical Details**Initiator of the Atelier**

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

Host and Co-organiser

Edinburgh International Festival - www.eif.co.uk



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