Atelier for Young Festival Managers
In Asia: First edition!

PRESS RELEASE

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Singapore

International Festival Experts in Singapore for First Atelier for Young Festival Managers in Asia

Singapore will be the venue for Asia’s first Atelier for Young Festival Managers from 14 to 20 May 2011, initiated and developed by the European Festivals Association (EFA).

45 young festival managers from 27 countries will be participating in the rigorous one-week training programme, designed to nurture future festival leaders. Renowned festival managers and festival leaders will be mentors to participants throughout the training. Participants will also have the opportunity to engage with managers and artists of the Singapore Arts Festival.

The Atelier for Young Festival Managers in Singapore is jointly organised by the European Festivals Association (EFA), together with LASALLE College of the Arts, and the Asia-Europe Foundation (ASEF). This first edition of the Atelier in Singapore was co-incepted by CultureLink - a multidimensional cultural agency founded by Ms Goh Ching Lee, and the European Festivals Association.

Bringing the Atelier to Singapore is a reflection on the general need for further education in the festival sector. EFA President Darko Brlek explains: “While much has been taught in terms of ‘arts management’, the ‘art’ of programming, curatorial impulses and their related consequences have not been fully addressed. The Atelier aims to answer to this necessity: its importance has been proven by the first two editions in Europe. The European Festivals Association is delighted to be in Singapore, which will see a wider mix of participants that will encourage an even greater flow of ideas, experiences and exchange.”

Venka Purushothaman, Provost of LASALLE College of the Arts, adds: “With the tremendous growth of arts festivals in Asia, there is a growing demand for a new generation of festival curators and managers who are attuned to the dynamics of the 21st century. LASALLE, with more than 15 years of experience in training arts managers, is well placed to make this happen. With an inspiring campus located at the heart of Singapore’s Arts, Heritage & Cultural District, LASALLE will provide participants a highly positive learning environment. A place where leaders for the arts are made.”

Ambassador Dominique Girard, Executive Director of ASEF, says: “Festivals are creative platforms that celebrate diversity and reflect today’s society through the frame of artistic expression. A melting pot of ideas, festivals address the importance of intercultural dialogue in an increasingly globalised world. Therefore, the Asia-Europe Foundation is pleased to join this partnership of international organisations and to take an active role in enabling the Atelier in Singapore.”

The first Asian edition of Atelier for Young Festival Managers will be officially opened by Mr Lee Suan Hiang, Executive Director of the Arts and Culture Development Office, Ministry of Information, Communications and the Arts, on 14 May 2011, at 5 p.m. at LASALLE.
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Unique Programme
The participation of high-level mentors and renowned festival directors from all over the world make this training programme one of a kind, as well as making this a unique gathering of festival leaders past, present and future, here in Singapore.

Distinguished festival personalities from Europe, such as Rose Fenton (International Arts Producer and Advisor, London - United Kingdom) and Nele Hertling (Member of Strategy Group, A Soul for Europe, Berlin; Former Director Hebbel-Theatre, Berlin; Director European Capital of Culture Berlin, 1988, Germany); and from Asia, such as Goh Ching Lee (former Director of the Singapore Arts Festival; Executive and Artistic Director of CultureLink, Singapore) and Grace Lang (Programme Director, Hong Kong Arts Festival), will serve as mentors to participants throughout the week.

Furthermore, remarkable festival directors will be present to share their knowledge. They include Robyn Archer (Creative Director The Centenary of Canberra (2013); Artistic Director The Light in Winter, Melbourne, Australia), Norman Armour (Executive Director PuSh International Performing Arts Festival, Vancouver, Canada), Bernard Faivre d’Arcier (Vice-President Biennale de la Danse de Lyon; Former Director Festival d’Avignon, France), Hugo De Greef (General Coordinator of the Atelier for Young Festival Managers; Former EFA Secretary General (2004-2008); Director European Capital of Culture Bruges 2002; Co-Founder Kaaitheater, Brussels, Belgium), Seok Kyu Choi (Creative Producer AsiaNow Productions, Jongno-gu, South Korea), Wai Lap Kwong (Programme Director Guangdong Modern Dance Festival, China), and Carla Van Zon (Artistic Director Auckland Arts Festival).

About Atelier for Young Festival Managers
The Atelier is a unique mentoring programme initiated and developed by the European Festivals Association (EFA) to nurture future festival leaders. The Atelier for Young Festival Managers in Singapore will take place during the Singapore Arts Festival. The organisers recognise that 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 festival managers around the world, and have chosen Singapore as the stimulating setting for the first Atelier to venture outside of Europe.

The Atelier, meaning ‘workshop’ in French, is a rigorous one-week training programme, initiated by EFA to meet the need of equipping new generations of festival managers in Europe. Previous editions were held in Görlitz (Germany 2006) and Varna (Bulgaria 2009).

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**ORGANISERS**

**European Festivals Association** (initiator of the Atelier for Young Festival Managers) is the network of and for arts festivals in Europe and beyond. The Association raises awareness of the vital role played by festivals in today’s societies and represents festivals interest’s towards European institutions [www.efa-aef.eu](http://www.efa-aef.eu).

**LASALLE College of the Arts** is a leading institution for tertiary education in fine art, design, media and performing arts in the Asia Pacific. Contemporary in focus and innovative in approach, LASALLE has nurtured some of Singapore’s leading creative practitioners. [www.lasalle.edu.sg](http://www.lasalle.edu.sg).

The **Asia-Europe Foundation** promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the Asia-Europe Meeting (ASEM). ASEF was established in February 1997 by the participating governments of ASEM and has since implemented over 500 projects, engaging over 15,000 direct participants and reaching out to a much wider audience in Asia and Europe. [www.asef.org](http://www.asef.org).

**SUPPORTERS**

The **Singapore Arts Festival** offers a stimulating framework for the Atelier, making it possible for the participants to experience one of the finest festivals in Asia. [www.singaporeartsfest.com](http://www.singaporeartsfest.com).

The **Association of Asian Performing Arts Festivals** (AAPAF) promotes the Atelier Asia-wide among its members. It is the network of festivals that aims to promote Asian arts and artists through the exchange of knowledge, and to establish a framework for collaboration. [www.aapaf.org](http://www.aapaf.org).

**CultureLink**, an arts agency based in Singapore engaging in artistic and programme planning, artist touring and arts presentations, seeking to connect inspiring ideas, people, and places across cultures and continents. [www.culturelink.com.sg](http://www.culturelink.com.sg).

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The Atelier for Young Festival Managers SINGAPORE 2011 is initiated by the European Festivals Association EFA and co-organised with LASALLE College of the Arts Singapore, together with the Asia-Europe Foundation ASEF, in partnership with the Singapore Arts Festival, the Association of Asian Performing Arts Festivals and CultureLink Singapore and supported by the Goethe-Institut Singapore and the French Embassy in Singapore.