



PRODUCERS' ACADEMY

International entrepreneurship models and strategies in
the performing arts sector

10 > 13 May 2017

De Markten (Oude Graanmarkt 5, Brussels - <http://www.demarkten.be>)

An event organised by Cifas, On the Move and MoDul in the frame of Kunstenfestivaldesarts.
This project is part of Creative Tracks, an EU funded initiative. <http://creativetracks.eu>
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PROGRAMME

CIFAS, the International Centre for Training in the Performing Arts, is for the second time organising the Producers' Academy, this year in collaboration with On the Move and Modul asbl within the scope of the EU funded project Creative Tracks (<http://creativetracks.eu>).

This new edition offers a new international training programme focused on **entrepreneurship** for Belgian, European and international producers in the performing arts (theatre, dance, street arts, circus, performance).

Main goal

To share, learn and connect innovative entrepreneurship approaches to support the independent performing art sectors in Europe and worldwide.

Objectives

- 1) To reflect on and share cultural entrepreneurship practices to support the international dimension of performing arts.
- 2) To learn more about administrative, legal and funding matters related to international collaborations/co-productions/cultural projects.
- 3) To discover and connect with international performing art professionals as well as cultural networks and markets in Europe and worldwide.

Approach to share, learn and connect

- Presentations, peer-to-peer learning sessions and networking encounters
 - Connection with the European and international networks
 - Compilation and analysis of relevant resources and toolkits/guides for the participants
 - Interactive feed based on the participants' exchanges – to be shared on the Creative Tracks Platform
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Wednesday 10 May 2017

Strategies for sustainable productions: how to (re)-invent the ways we create and collaborate?

Globalisation has been drawing a new landscape for the arts and culture sector. Artistic creation feeds itself from diverse practices and international opportunities: working across disciplines, sectors and geographies has become the norm. Production can take various forms, from cultural entrepreneurship to cooperation, from international touring to the setting up of new working spaces: working together is being reinvented both at the local and international levels.

09.30-10.00 Registration

10.00-10.30 Introduction

By the organisers (Benoit Vreux, Marie Le Sourd, Meryl Moens) and the facilitator, Chrissie Faniadis

10.30-12.30 Diversity of international creations and potential for cross-sectorial working

With Judith Knight, Director, Artsadmin (United Kingdom)

Artsadmin enables artists to create without boundaries, producing bold, interdisciplinary work to share with local, national and international audiences. Sustainability is one of the key values of Artsadmin as a way to raise awareness of environmental issues through the arts and to seek greener ways of working.

<http://www.artsadmin.co.uk/>

12.30-14.00: Lunch

14.00-16.00: Entrepreneurial strategies to work and collaborate internationally

With Cristina Farinha (Portugal)

Cristina Farinha is a sociologist working to strengthen the role of culture and creativity in governance and development; the promotion of international cooperation and mobility; and the improvement of entrepreneurship and capacity within the culture and creative sector worldwide.

<https://fr.linkedin.com/in/cristina-farinha-bb068498>

16.00-16.15: Break

16.15-18.00: Peer to peer facilitation

With Chrissie Faniadis (Sweden)

Chrissie Faniadis, Director, EUNIA / Board Member, Fresh Arts Coalition Europe, (Sweden)

As a specialist in EU policy for the arts and culture sector, Chrissie has worked in the independent culture sector as well as for the Swedish Ministry for Culture. She is a visiting lecturer at Lund, Stockholm and Södertörn universities. Since October 2015 she has been working with Trans Europe Halles for the purpose of setting up an international resource centre for culture.

<http://www.eunia.se/> ; <http://fresh-europe.org/>

20.30: Performance: *Composite* by Tetsuya Umeda

<http://www.kfda.be/en/program/composite>

@ Wiels > <http://www.kfda.be/en/location/wiels>





Thursday 11 May 2017

Process and methodologies: Which administrative and legal frameworks to use for international co-productions?

To know, understand and implement the legal and regulatory framework related to cultural mobility to one's project and/or organisation is key. It seems more than relevant to develop one's 'international producer/entrepreneur's toolkit' related to the performing arts sector in Europe and internationally (visas, work authorisation, social regulation, taxation, funding).

- 09.45-10.00** **Short introduction by the organisers**
- 10.00-12.30** **Negotiating international contracts and co-productions: tips and advice from the field**
With Eva Wilsens, International Producer, Halles de Schaerbeek (Belgium).
Eva Wilsens is an international production manager. She worked on different projects as an independent expert during 14 editions of the Kunstenfestivaldesarts before joining les Halles de Schaerbeek
<http://www.halles.be/>
- 12.30-14.00** **Lunch**
- 14.00-17.00** **Taxation: tricks and tips related to international artistic co-productions**
With Dick Molenaar (The Netherlands)
Dick Molenaar is a fiscal expert, specialist of taxation questions for artists, cultural institutions and sport associations.
<http://www.allarts.nl/en-GB/>
- 17.00-17.15** **Break**
- 17.15-18.30** **Peer to Peer session with Chrissie Faniadis and Marie Le Sourd**
- 20.30** **Performance: *Philip Seymour Hoffman, par exemple* by Tranquinnennal / Spregelburd**
<http://www.kfda.be/en/program/philip-seymour-hoffman-par-exemple>
@ Varia > <http://www.kfda.be/en/location/theatre-varia>





Friday 12 May 2017

Networks and emerging markets: Knowledge and connections

Producers and cultural entrepreneurs in the performing arts sector often lack information and access to markets, emerging organisations and networks in other world regions which limits the potential for collaborations, touring, activities etc. What are the practices, the specificities, the realities and the strategies within world regions such as Latin America and Southeast Asia?

- 09.45-10.00** **Short introduction by the organisers**
- 10.00-12.00** **Challenges and opportunities of collaboration and productions with/within Latin America**
With Marina Quesada, Founder/Co-director, Plataforma LODO (Argentina)
The LODO Platform, based in Buenos Aires, promotes experimental workspaces and collaborative work in the field of the performing arts, creating networks and projects between institutions and artists from Argentina, Latin America and abroad.
<http://www.lodo.com.ar/>
- 12.00-13.30** **Lunch**
- 13.30-15.30** **Networking and co-financing strategies in the South East-Asian Context**
With Izan Satrina Mohd Sallehuddin, Founder/ Director, My Performing Art Agency and the Borak Art Series (Malaysia)
My Performing Art Agency aims to support the continuing development of artistic and cultural efforts in Malaysia, by facilitating mutually beneficial collaborative partnerships between the public and private sectors and the creative arts industry, for the benefit of everyone involved in the making and appreciation of the arts.
<http://mypaa.com.my/> ; <http://www.borakarts.com/>
- 16.00-18.30** **Open Doors session**
Exchange with Brussels-based, European and international festivals, networks and organisations including representatives from the *Kunstenfestivaldesarts* and IETM-International network for contemporary performing arts
- 18.30** **Refreshment**
- 20.30** **Performance: *La posibilidad que desaparece frente al paisaje* by El Conde de Torrefiel**
<http://www.kfda.be/en/program/la-posibilidad-que-desaparece-frente-al-paisaje>
@ Zinnema: <http://www.kfda.be/en/location/zinnema>





Saturday 13 May 2017

Global provocation, feedback and follow-ups - including for the Creative Tracks platform

- 09.45-10.00** **Short introduction by the organisers**
- 10.00-11.30** **North-South collaboration: what might it mean for the performing arts sector and cultural entrepreneurship?**
A provocation by Mike van Graan (South Africa)
Mike van Graan is currently a Richard von Weizsaecker Fellow at the Robert Bosch Academy in Berlin. He is the founding Secretary General of Arterial Network, and most recently served as the Executive Director of the African Arts Institute in Cape Town. He is a member of UNESCO's Expert Facility on the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. Creatively, he works as a playwright.
- 11.30-13.30** **Last peer-to-peer session and feedback for the Creative Tracks Platform**
(*how to stay in touch through <http://creativetracks.eu>*)
- 13.30-14.00** **Final refreshment**

