

**Circus and Street Arts Professionals Discussion hosted by SeaChange Arts as part of
the 5th Out There International Festival of Circus and Street Arts**

September 7th 11.00 am, The Drill House, York Road, Great Yarmouth NR30 2LZ

Agenda

- 9.00-10.55 Arrivals - tea and coffee available in the Drill House Main Hall
- 11.00-13.00 Session 1 – Developing Quality Work and Companies – Drill House Upstairs**
- 11.00 Welcome and Introductions
- 11.05 Framing the session
- 11.10 Nordine Allal (Director of the Centre for Professional Development in Circus Arts, Amiens)
The journey to become a professional circus artist and the creation of companies and collectives
- 11.20 Discussion
- 11.35 Yveline Rapeau (Director of La Breche, National Centre for Circus Arts, Cherbourg)
The role and function of creation spaces in supporting artistic quality
- 11.45 Discussion
- 12.00 Coffee break – Main Hall**
- 12.10 Mikey Martins (Producer for Street Arts and Circus, Norfolk and Norwich Festival)
Developing talent in the East of England and UK
- 12.20 Discussion
- 12.35 Yohann Floch (coordinator of the Circostrada Network, Hors les Murs)
A European overview of approaches to developing artistic quality
- 12.45 Discussion
- 13.00 Lunch – Main Hall**
- 14.00-15.40 Session 2 – Understanding and Developing Markets and Audiences**
- 14.00 Framing the session
- 14.10 Tanja Ruiters (Co-Director HH Producties, Amsterdam)
Understanding and responding to the market place
- 14.20 Discussion
- 14.35 Maresa Von Stockert (Director, Tilted Productions Dance Co.)
Artist's perspective to engaging with new markets through new artforms, platforms and countries
- 14.45 Discussion
- 15.00 Lucy Medlycott (Director, Bui Bolg, Ireland), Hesther Melief & Tonny Aerts (co-directors Close Act, Netherlands)
Artists perspective to engaging with European Networks
- 15.15 Discussion
- 15.35 Wrap up
- 15.40 End**

What Are We Talking About?

This discussion in part follows a previous meeting of venue managers and promoters hosted by the Roundhouse, London during Circusfest in April beginning to consider ways to build the presentation of contemporary circus across venues and events in the UK.

SeaChange Arts is actively committed to the development of circus and street arts, building the role of the organisation and the cluster of facilities in Great Yarmouth into a recognised national centre of excellence.

This discussion as part of Out There is intended to continue the conversation about development in the UK, but to also to draw on the strong European links that are so central to the spirit of Out There and SeaChange Arts' work . There are things we can learn from each other through this widened conversation, and these connections and partnerships are also very valuable to the development in the UK.

Are we talking about Circus or Street Arts or both?

There is a strong relationship between the two. Many circus artists, companies producers and promoters work both indoors and outdoors. Both face the same key questions about the creation and selling of work, especially in the UK, and in addressing these it is useful to look at the relationship between the two.

Are we talking about the UK or Europe?

The scene in the UK is arguably less developed than in some other parts of Europe. Also the market for work is very much a European one. This discussion will look at development in the UK while also drawing on useful experience and practice from the rest of Europe and considering the constructive relationships between the UK and Europe in addressing key questions. It is also useful to get a feel for how the rest of Europe view work and practice in and from the UK.

Developing artistic quality and developing markets for work and audiences – are these separate topics?

Of course there is an intrinsic relationship between them. For the sake of structural clarity in a relatively compact period of discussion we have split the morning and afternoon sessions - focussing on developing quality and meeting the needs of the marketplace in the morning session and using the afternoon to focus on developing markets and audiences.

Contributing Speakers

Nordine Allal - Head of Studies and Artistic Director of the Training Centre of the National Centre for Circus, Cirque Jules Verne, Amiens

Nordine graduated from the centre national des arts du cirque in 1992. He becomes a circus artist and roams the world with various companies and contemporary circuses. He is a specialist of acrobatics such as lifts and teeterboard. He works in particular with the "Cirque Plume" and the "Cirque du Soleil" for several years on Las Vegas' most imposing creation and first non touring show of this company in the city. He then joins European companies such as « Cirque Gosh » and the « Cirque Zanzibar ». He participates to big events and to international festivals for which he has been awarded prizes (gold medal at the international festival of Tournai, gold medal at the international festival of Verona, he also the Fratellini and ANDAC prizes). He also roamed Europe (and other continents) with the « Compagnie Malabar ».

While pursuing his career, he begins to get involved in acrobatics training. He participates to the creation of the Tilburg licence in Netherlands (Circus arts academy of Tilburg) and actively participates to the training of acrobats from French circus training centres such as the CRAC of Lomme. In 2009 a lift duet he trained to the Festival mondial du cirque de demain has been awarded silver medal.

The majority of the young he trained have become confirmed circus artists. He also is an author and participates in conceiving various big shows as a director. He is currently head of studies and artistic director of the Training centre of the National centre Circus Jules Verne of Amiens. He is also member of the board of directors of the FFEC (the French federation of circus schools) and of the FREC (regional federation covering the north of France).

Tanja Ruiter, Co-Director HH Producties, Amsterdam

Since 2006 Tanja Ruiter is working together with Huub Heye at HH Producties. HH Producties is a theatre agency for exclusive acts. HH Producties represents national and international theatre companies, and takes care of their tour management, marketing, promotion and more. Together with the artist we develop for example strategies to launch their production at the bigger festivals in the different countries. HH Producties aims to be a part of the compagnie, so we can bring together our knowledge, and get the best result out of our work.

Especially in the summer season we travel around the various European summer festivals and are therefore able to see a great many performances. It is not surprising that we are asked to share our knowledge and advice during these festivals in connection with for example programming, or organizing a complete programme.

Because we see a lot of performances in summer, we currently program the street arts programme of Theater Festival Boulevard in Den Bosch.

Tanja is responsible for sales and tour planning and is in charge of the agency's services for the programming of events and festivals and for commercial management.

Yveline Rapeau, Director ,La Breche - National Centre for Circus Arts, Cherbourg

Yveline studied cinema and has worked with film makers, before working in communication. Between 1990 and 2006, she was the communication manager in charge of the development for the

new project at La Villette / Paris. From 2001 to 2006 she also worked with the Company Cirque Ici / Johan Le Guillerm and supported his work.

In 2006, she became Artistic Director for circus art in the Etablissement Public du Parc et de la Grande Halle de La Villette. She put together several major circus festivals in France as *Des Auteurs des Cirques, les Pop's, Hautes Tensions* and *Circus Platform*. Under her leadership, La Villette became the major actor for Circus.

Since January 2012, she is the director of La brèche, national center of circus Arts in Cherbourg. Public structure for artists residencies, La brèche organizes also a huge festival of circus new forms named "Spring" in all Basse-Normandie. La brèche is also the lead partner of a European project "PASS – Circus Channel" which promotes circus arts on both sides of the Channel with 7 others partners in France & UK : Activate Performing Arts, The Lighthouse Poole's Centre for the Arts, Farnham Maltings and SeaChange Arts / the Conseil general de la Manche, La Renaissance in Caen and le Cirque Jules Verne in Amiens."

Mikey Martins- Street Arts and Circus Producer (Independent and for Norfolk and Norwich Festival)

Mikey has worked in the sector for over 15 years, as a performer, programmer, producer and director. Prior to working with Norfolk and Norwich Festival he has worked for a wide range of festivals around the world, particularly across Europe and Australia. SeaChange Arts has enjoyed a close working relationship with Mikey in different roles over the last 5 years.

Lucy Medlycott – Director, Bui Bolg, Ireland

Bui Bolg is one of Ireland's most prolific street theatre companies, working across disciplines but with a particular strength in fabrication, installations, inflatables, giant puppets, animatronics and design. Bui Bolg is a partner in Open Out Arts – a SeaChange Arts-led vocational development European partnership along with Close Act (Holland), Theatre Bristol (UK), and the National Centre for Street Arts, Le Fourneau (Brest). This partnership is funded by the Leonardo Lifelong Learning Programme.

Hesther Melief and Tonny Aerts – Co-Directors, Close Act Theatre, Netherlands

Close Act is the largest and most established street theatre company in the Netherlands, specialising in highly visual large scale and often stilt-based performance. The company are based in Tilburg and work all over the world. Close Act is also a partner in Open Out Arts.

Maresa Von Stockert – Director, Tilted Productions

Tilted is contemporary dance company based in the East of England and London, recognised for Maresa's work, which is highly visually inventive. SeaChange Arts has been active in developing the work of Tilted, bringing it into European street arts and circus markets and supporting the development of new work through partnerships such as the ZEPA network and the PASS Cross Channel Circus Arts Alliance