



Festival des Musiques d'Ici et d'Ailleurs

music from here & abroad

5 weeks of discoveries, meetings and artistic interbreeding with 50 to 60 free access concerts 6 to 7 days a week in Chalons-en-Champagne and around. A showcase of the world today music, to open oneself to the diversity of musical styles and discover with a little advance the big names of tomorrow. A residency of artistic creation amplifies the radiation of cultural action and popular education projects of the event which supports an educational workshop incorporating 60 young people aged 14 to 20.

Born in 1992, this festival promotes trends in artistic excellence by **choosing the best non yet known international artists**, and innovation with an original organization process, a soft integration of the event in its territory, its economic moderate pattern based on a large partnership, its artistic choices that promote cultural diversity, its educational workshop for youth that promotes citizenship, its full free access that gives a feeling of democracy and freedom. And contributes to peace in the city.

Contemporary music: a music festival open to the contemporary world and whose artistic project is based on some fundamental discovery, meeting interbreeding. Artists - often young - who claim their full time and part of the "world music" but whose foundations are firmly rooted in their heritage, guaranteeing a real authenticity; creators who do not come from where they deny who they are, and at the same time seeking to produce, with all the richness they carry, the music of today. With the conviction to contribute to tomorrow's.

Proportion of new creations : They represent as much as possible 100% of the concerts offer because creation is the most important element of the festival programming choices, especially when it is based on ethnic and / or traditionally inspired music. We are also happy to accompany the return to the stage of artists who have experienced a first media exposition experience, as far as their artistic project meets our artistic criteria.

Developing artists in their early stages : Whether they come from here or elsewhere, may already recognized in their countries, they account for almost all of a festival whose motto program officially became "encounter, discovery, miscegenation." In addition, the high level of scheduled artists allows to naturally and openly propose emerging cultures to which young people are particularly sensitive; those who benefiting the whole year of a support structure in their artistic practices. Thus, in 2014, 20 regional bands have had the benefit of the festival exposure to the general public. 2015 will mark the continuation of this commitment.

Great activator of local cultural life, the festival is **a key economic driver** in the development of its territory. More than 70% of its budget goes directly back into the local economy. It also contributes decisively to the tourism, particularly for the national and the international effulgence.

The **decentralized program** of 14 to 16 concerts in rural and socially sensitive neighborhoods of the metropolitan area of Chalons-en-Champagne, and more broadly the Marne département soon became an important part of cultural action project of this Festival. Proposed every Tuesday, Wednesday and Thursday, they encourage the circulation of public, often urban, invited to attend the concerts wherever they occur, to explore various art forms, and in other places, rural or called "socially sensitive." They mobilize in counterpart a reluctant local public to move. Consequently, they promote musical and cultural diversity. Each of the concerts held is subject of meetings on site upstream, with local partners in developing suitable projects. This reflection on the implementation of conditions is often the cause of the mobilization of local actors and development - or even creation - of cultural diffusion budgets for the invested places.

The residency of artistic creation, with its program of 22 rendez-vous reinforces a close relationship between public and artists. It settles in the context of an open-air festival on downtown sites completely and permanently accessible to the public. Most of the work take place in the presence or face the audience (preliminary meetings between artists, rehearsals, stage set up ...). Places: Mainly the two stages set up on the two main squares of the city center of Chalons-en-Champagne, and different spaces available to us by the City of Chalons-en-Champagne. Particularly the main stage of the festival which is entirely devoted to the residence throughout the week. Upstream of the residency period (March-June), successive encounters between artists and artists will be held in the auditorium of the library of Chalons-en-Champagne for a public presentation of the work of the day.

Artists' point of view, what this formula gives to them :

- Participate in a totally original creation by meeting-working without *a priori*, with artists they did not know before, brought together by the artistic director of the festival.
- Benefit from tailored working conditions in the preparation of a show for tour: concert stage fully equipped and managed by a technical team (sound, light, video) completely dedicated during the period of creation.
- Have the possibility of multiple encounters with the public(master classes and concerts-meetings, direct exchanges before or after repetitions), and promote their own creation (evenings concerts).

Public's point of view, an educational approach of proximity :

- Have the opportunity to attend from one end to the other of the creative process, from genesis to the making of an original show. Since the first meetings between artists to the public presentation of the creation, through all its phases.
- Encounter freely artists and get informed of their work, and their creative process.
- Have the privilege to follow step by step the artistic development process by integrating including the va-rious components. Being present at all the defining moments of this process, for better appreciate the result.
- Be able to say, "I was there"

The festival is also support of an **educational project**, involving every week from 10 to 15 young people mainly from socially disadvantaged neighborhoods, divided by workshops (promotion, technical production, artist reception), supervised by professionals, accompanied by specialized prevention educators. For the beneficiaries, it represents the opportunity to participate and be involved in the implementation of an important cultural event for their city and its region. By working within the festival production team, they are faced with the professional world (technical component of the festival, relationship with the public and artists), but also its constraints (schedules, compliance with a contract hiring and moral commitment, respect for others and the hierarchy). In return for their cooperation, a compensation is paid to them, enabling them to support their projects, usually for going on holiday.

To sum up : The Music Festival offers an exciting experience of cultural action, for social cohesion and local development. It brings together the best artists and the most open public, in the heart of the living areas of a territory it values as few projects can do it and with means of rare measure.