

**GAIÁS**  
CIDADE DA  
CULTURA



**15-16 NOV**

**THE ARTS  
FESTIVAL  
REVOLUTION**

*INTERNATIONAL  
FORUM ON SPACES  
FOR CULTURE*

# GAIÁS

## CIDADE DA CULTURA



The City of Culture presents itself as a point to connect Galicia to the rest of the world and as an engine to drive innovative cultural projects. Built on the top of Mount Gaiás, one of the hills surrounding Santiago de Compostela, the American architect Peter Eisenman designed this “city” that appears to emerge from the ground to rise as an icon of contemporary Galicia, in a dialog with the thousand-year-old, World-Heritage city of Compostela, the destination of the Way of Saint James. This new space, designed for creativity and knowledge, hosts four cultural institutions:

**GAIÁS CENTRE MUSEUM.** Its beauty and flexibility render it the perfect setting to house large-format exhibitions, international cultural events and performing arts shows.

**LIBRARY AND ARCHIVE OF GALICIA.** They preserve Galicia’s bibliographical and documentary memory and act as the hub for the region’s public library and archive network.

**CENTER FOR CREATIVE ENTREPRENEURSHIP.** It hosts the Galician Agency of Cultural Industries (AGADIC), that promotes business entrepreneurship in the culture industry, and the space for coworking “Emprende Cultura Gaiás”.

**CENTER FOR CULTURAL INNOVATION (CINC).** It is the headquarters for the Foundation of the City of Culture and the Agency for the Technological Modernization of Galicia, that brings together all the technological services of the Galician administration.

# III FIEC



**DAVID BINDER**  
PRODUCER



**MARÍA SHEILA  
CREMASCHI**  
HAY FESTIVAL  
SEGOVIA



**HORTENSE  
ARCHAMBAULT**  
FESTIVAL D'AVIGNON



**JESÚS CIMARRO**  
FESTIVAL INTERNACIONAL  
DE TEATRO DE MÉRIDA



**FRANCISCO MARTÍN**  
LA MAR DE MÚSICAS



**JONATHAN MILLS**  
EDINBURGH  
INTERNATIONAL  
FESTIVAL

**ÁNGELES BLANCO**  
**MARTA GERVENO**  
DESIGN AND DIRECTION

# III FIEC ~ INTERNATIONAL FORUM ON SPACES FOR CULTURE

## *THE REVOLUTION OF ART FESTIVALS*



The Foundation of the City of Culture of Galicia is hosting the third edition of the *International Forum on spaces for Culture*, that will take place on November 15 and 16, 2013 at the City of Culture of Galicia. On this occasion, and with the title «The Revolution of Art Festivals», it will focus its attention on the capability of certain events to transform a city and its community.

Modern festivals were born after World War II; they were annual meetings created by the new modern leaders to enhance culture as the greatest expression of human spirit. In 1947 the Edinburgh Festival was born, followed by Avignon and many others, and their remit was focused mainly on «Art» in capital letters. Together with them several stars made their appearance, such as Laurie Anderson, Merce Cunningham and Robert Lepage, the indispensable vehicles to gestate a revolution.

However, with the passing of time, these festivals became established, while the capital and culture were reactivated, the emergence of the Internet united them and the

hierarchies disappeared, and in the wake of the initial ones —that continued to prosper—, other kinds of festivals emerged: open events proposing that imagination and creativity should not be locked up indoors, that the dialogue between local and global was essential, needing the full participation of the public who was to become the real protagonist.

For a few days each year, these festivals may turn large cities or smaller towns into places invaded by endless opportunities for creation. Above all, their message is clear: art takes over the city and the streets are reclaimed for the locals and visitors. Likewise, one could address their huge economic impact, though in essence, they help the city to express itself and portray a map not only of the city, but of ourselves too.

The truth is that there is no single success formula for such events, but what seems to be their common denominator is that they capture both the complexity as well as the enthusiasm of the world in which we live in today.

## PROGRAM

### DAY I

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#### FRIDAY, NOVEMBER 15

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##### SESSION 0 WELCOME AND OPENING

- 16:00 hs. Registration and Documentation Handout  
16:30 hs. Introduction
- 17:00 hs. Opening Lecture  
David Binder | Producer
- 18:00 hs. Coffee break
- 18:30 hs. HAY FESTIVAL SEGOVIA  
María Sheila Cremaschi, Director
- 19:30 hs. Discussion – End of Session

### DAY II

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#### SATURDAY, NOVEMBER 16

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##### SESSION I

- 10:30 hs. FESTIVAL D'AVIGNON  
Hortense Archambault, Co-Director
- 11:30 hs. Coffee break
- 12:00 hs. FESTIVAL INTERNACIONAL DE TEATRO DE MÉRIDA  
Jesús Cimarro, Director
- 13:00 hs. Discussion – End of Session

##### SESSION II

- 16:30 hs. LA MAR DE MÚSICAS  
Francisco Martín, Director
- 17:30 hs. Coffee break
- 18:00 hs. EDINBURGH INTERNATIONAL FESTIVAL  
Jonhatan Mills, Director
- 19:00 hs. Discussion – End of Session  
20:00 hs. Forum – Closure

## BIOS



© David Binder

### DAVID BINDER

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PRODUCER

[www.davidbinderproductions.com](http://www.davidbinderproductions.com)

David Binder is committed to producing extraordinary live experiences. He has produced festivals, Broadway, Off-Broadway theater and one night special events. Credits include the *New Island Festival*, ten days of Dutch site-specific theater, dance, music and visual art on New York's Governors Island and *The High Line Festival* curated by David Bowie, that featured performances by Arcade Fire, Laurie Anderson, Meow, Meow and Ricky Gervais.

Other theater credits include the Broadway productions of *A Raisin in the Sun* with Sean "Puffy" Combs and *33 Variations* with Jane Fonda. Off-Broadway credits include *De la Guarda*, *Fuerza Bruta* and *Hedwig and the Angry Inch*.

He has produced five shows with the Donmar Warehouse, including *Frost/Nixon* and *Mary Stuart* on Broadway, *Lobby Hero*, *Voyage Around My Father* with Derek Jacobi, and *Guys and Dolls* with Ewan McGregor and Jane Krakowski, in the West End.

He most recently produced *This Is Our Youth* with Michael Cera at the Sydney Opera House. David is a four time Tony nominee. He is on the faculty of the Yale School of Drama and recently held the Anshutz Distinguished Teaching Fellowship in American Studies at Princeton University. Next spring, he will produce *Hedwig* on Broadway starring Neil Patrick Harris.

### MARÍA SHEILA CREMASCHI

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HAY FESTIVAL - SEGOVIA & BUDAPEST, Director

[www.hayfestival.com](http://www.hayfestival.com)



© María Sheila Cremaschi

A Graduate in History and active Teacher of History at the National University of Córdoba (Argentina), María Sheila Cremaschi also holds a Master's Degree in Cultural Management and Policy, as well as having taught many seminars in several international universities.

She started her career in Buenos Aires in the field of the performing arts, with her own theater—the Teatro Café Mozart—and was Programming Director of the Teatro Nacional Cervantes (Buenos Aires).

She is a member of the Advisory Board and Representative of the European Union at arteBA Fundación, she is also a member of the organizing committee of the Hay Festival of Literature and the Arts, and since its creation, she has directed the editions in the cities of Segovia (Spain), and Budapest (Hungary).

She is co-editor, together with Beltrán Gambier, of the journal *Intramuros*. She has received many awards and international prizes, such as the Johann Strauss Medal by the city of Vienna in 1983, the Distinción Cultural of Buenos Aires in 1990, and the Premio Impacto Mediático of the Club Internacional de Prensa de Madrid, in 2008.

## BIOS

### HORTENSE ARCHAMBAULT

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FESTIVAL D'AVIGNON, Co-director  
[www.festival-avignon.com](http://www.festival-avignon.com)



Photo: Ilka Kramer  
© Hortense Archambault

She has received a MA in History from the Université Paris-Sorbonne (1994) and a DESS in Cultural Management from Université Paris-Dauphine (1994). In 1994 she started to work at Festival d'Avignon as Production Assistant with Vincent Baudriller. In 1995 she was appointed as Manager of the Théâtre de l'Opprimé and Augusto Boal's theatre company. From 1995 to 1999 was the Production Manager of the Etablissement public du Parc and at the Grande Halle de la Villette in Paris.

In 1999 she was back to the Festival d'Avignon as Administrative Director, and in 2003 was appointed with Vincent Baudriller as Director.

This recent editon was their last. With both of them, the event has had a more contemporary air, thanks in part to the many international artists who have regularly been guests. As a way of wrapping things up with beauty, Hortense Archambault and Vincent Baudriller have invited several of these artists back in order to present a production for one night – Guy Cassier, Jan Fabre and Alain Platel, were part of this concluding statement—.

### JESÚS CIMARRO

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FESTIVAL INTERNACIONAL DE TEATRO CLÁSICO DE MÉRIDA, Director  
[www.festivaldemerida.es](http://www.festivaldemerida.es)



© Jesús Cimarro

An impresario and theater producer, Jesús F. Cimarro is, since 1988, president of the performing arts producer and distributor company Pentación Espectáculos. He is currently the president of APTEM- Association of Producers and Theaters of Madrid, and vice-president of FAETEDA- Nationwide Federation of Associations of Theater and Dance Producer Companies of Spain. He is also a member of the Performing Arts Employers Association League Europe.

In 2003 he was the Art Director of the Teatro Muñoz-Seca (2003). Since 2005 he is Director of the Teatro Bellas Artes (Madrid), and since 2010 Managing Director of the Teatro La Latina (Madrid).

He has been a collaborator with the journal *El Correo Español-El Pueblo Vasco* for four years, and continues nowadays publishing articles in media specialized in the world of theater. He is the author of the book *Producción, gestión y distribución del teatro en España* (Madrid, 1997).

During his long career he has produced and distributed more than eighty theatrical shows, many of which have received had successful reviews and large audiences —in 2005 he was awarded the Max prize to the Best Private Theater Entrepreneur—.

## BIOS

### FRANCISCO MARTÍN PEÑAS

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LA MAR DE MÚSICAS, Director  
[www.lamardemusicas.com](http://www.lamardemusicas.com)



© Francisco Martín

Paco Martín Peñas, born in Cartagena, Spain, has devoted his entire professional life to the field of Cultural Management. Proof of this are his 33 years of tenure as Director of the Cartagena Jazz Festival; for the last 25 years he has led the theater programming for the Nuevo Teatro Circo de Cartagena; for the last 18 years he has programmed the section “Otras Músicas” at the Auditorio Regional de Murcia; and for the last 20 years, he has been Director of the festival La Mar de Músicas, held every month of July at several landmark venues in downtown Cartagena —this is, no doubt, one of the events with greatest international outreach in Spain, which through its musical program and other parallel activities provides access to the large global cultural diversity which would otherwise remain generally unknown—.

He has also been the director of the festival *MuDanzas-Encuentros con la Nueva Danza* and a member of Mestizo, an association established in the early 1990s in Murcia for the dissemination of culture.

### JONHATAN MILLS

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EDINBURGH INTERNATIONAL FESTIVAL, Director & Chief Executive  
[www.eif.co.uk](http://www.eif.co.uk)



Photo: Seamus McGarvey 2010  
© Sir Jonathan Mills

Sir Jonathan Mills took up the post of Festival Director and Chief Executive of the Edinburgh International Festival in October 2006. Before this appointment he was the Vice-Chancellor’s (Professorial) Fellow at the University of Melbourne, Director of the Alfred Deakin Lectures and an Artistic Advisor to the new Melbourne Recital Centre & Elisabeth Murdoch Hall.

One of Australia’s most experienced festival directors his previous posts have included Artistic Director of the Melbourne International Arts Festival, the Melbourne Federation Festival, the Melbourne Millennium Eve celebrations and the Brisbane Biennial International Music Festival.

As a composer he is regularly commissioned in Australia and increasingly in the UK and Europe. His composition *Sandakan Threnody* for solo tenor, choir and orchestra won the Prix Italia in 2005.

He is a visiting Professor at both Edinburgh and Edinburgh Napier Universities, a Fellow of the Royal Society of Edinburgh and Chair of the British Councils’ Advisory Board. He was appointed Officer of the Order of Australia in the Queen’s Birthday Honours in 2011 and awarded a Knighthood in the Queen’s Birthday Honours in 2013.





## PRACTICAL INFORMATION

**Dates:**

15 and 16 of november 2013

**Place:**

Centre for Cultural Innovation (CINC)

**Vacancies:**

155

**Price:**

Professionals: 50 euros

Students: 30 euros

*More information and inscriptions at [www.cidadedacultura.org](http://www.cidadedacultura.org)*

**Buses:**

Line 9: from monday to friday and saturdays mornings.

Line C11: saturday afternoons, sunday and hollidays.

The Canteen of Cidade da Cultura has a daily menu from 14:00 to 16:00 hr.

Rede Wifi available

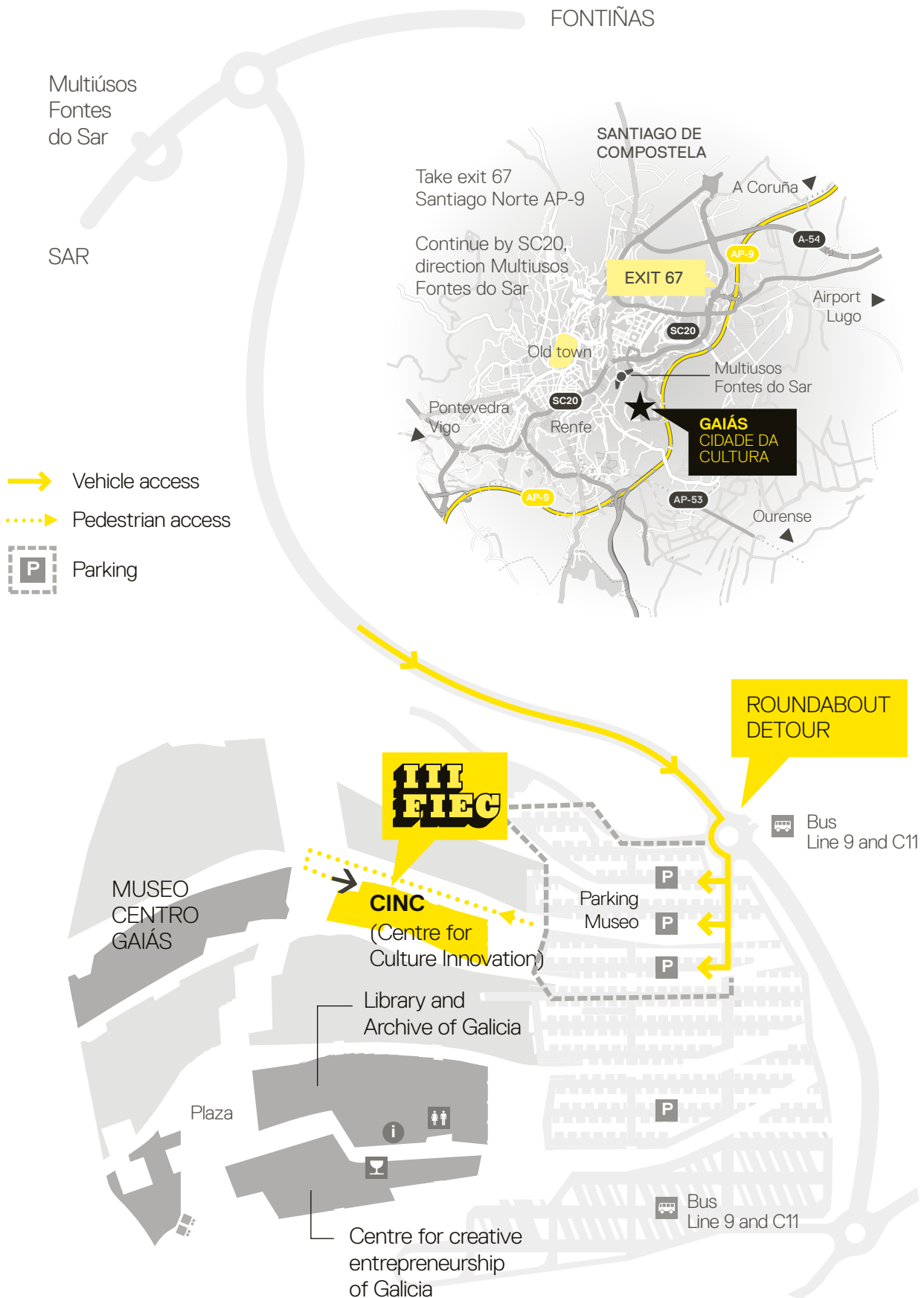
**Tele-Taxi:**

981 56 10 28

**Tourist information:**

[www.santiagoturismo.com](http://www.santiagoturismo.com)

# ACCESS MAP



## GAIÁS FOUNDATION SUPPORTERS

The following businesses, institutions and individuals have decided to actively participate and support the City of Culture of Galicia, demonstrating their firm commitment towards Galicia and Culture.

All the businesses, institutions and individuals that make up the Board of Trustees of the Gaiás Foundation share with the managers and people responsible for the City of Culture of Galicia the idea to advocate decidedly for culture in Galicia, both for its value as an axis for social cohesion as well as for its capacity to foster sustainable progress for the society of Galicia.



**INDITEX**

**INVERAVANTE**



**Fundación Barrié**

**Banco Gallego**



**Campo**

**GADIS**



**Astillero BARRERAS**  
V I G O

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