



POLYFOLLIA



October 27 – November 1st 2010

4th World Showcase & Marketplace for choral singing

Saint-Lô – Lower-Normandy - France

Professional Choral Management - International Study Tour to Polyfollia - October 26th to November 2nd 2010

Polyfollia festival 2010: 4th World Showcase and Marketplace for Choral Singing

This event is the biennial reference meeting point for the best emerging young professional or amateur ensembles and for music promoters and concert organizers involved in this field.

Polyfollia aims to promote a cappella choral work at its best, presenting choral music ranging from early to contemporary, from traditional to jazz and from classical to pop, acoustic or amplified, from 4 to 40 singers, children or adults, equal voices or mixed choirs, from all regions of the world.

At the same time, Polyfollia is a huge "choral festive party" where all singers meet and mix.

Some figures from the 2008 edition of Polyfollia: 42 concerts with 14 selected ensembles from 13 countries / 4 continents, 114 mini-concerts, workshops & free events, with 58 amateurs choirs from France, 98 music promoters, concert organizers and professionals from 28 countries, general audience: 31 000, festival staff: 52 + 140 volunteers.

See more on <http://polyfollia.org/?lng=en&>

PARTICIPANTS

Choral managers, conductors and singers interested in choral management, especially in the promotion and marketing of choral music.

Participants of the 1st International Forum – Voice, Youth and Arts Management in Caen as well as participants of the Young Event Management Programme in Utrecht are especially welcome, but other young choral managers can also apply.

For conductors and singers the study tour will also be interesting from an artistic / musical point of view.

Open to 20 participants

No age limit

Participation fee: 230 € per person including access to all festival concerts, local transportation, meals in the festival restaurant, accommodation in double rooms / three-bed-rooms in a school in the centre of Saint Lô. Accommodation in festival hotel available with extra costs on demand.

Deadline for applications: 28.2.2010



Organisation:

Polyfollia in cooperation with

Europa Cantat

Polyfollia

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FRANCE

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Applications :

Please send your application (see application form) to

helene.leroy@polyfollia.org

Study Tour Coordinator: Jean-Marie Puissant (France)



Jean-Marie Puissant is a leading figure of the French choral stage.

He is today the musical director of Variatio choir, Nicolas de Grigny choir, Female Quartet of Paris and National Youth Choir (A Coeur Joie), he founded the choir of Sorbonne Nouvelle University (Paris) and he is the musical director of Collèges de l'Essonne choirs.

He is also a singer. His career led him to work with great conductors like Herreweghe, Christie, Corboz, Boulez, Barenboïm, Gardiner, Piquemal, Nagano, Bertini, etc.

He is at last an orchestra conductor : Orchestre National d'Île de France, Savaria Symphonia of Hungary, Philharmonic of Lorraine region, Paris-Sorbone Orchestra, etc.

He addresses some main pieces of the operatic repertoire (La flûte Enchantée, Traviata, Falstaff, Tosca, etc.)

He knows the festival Polyfolia very well from the beginning : he conducted the French National Youth Choir in the 1st World Showcase in 2004. He has been also one of the lecturers in the International Forum on Voice, Youth and Arts Management in Caen – February 2008.

Study Tour Lecturers

14 professionals from the Polyfolia team / from 6 different countries (see list below)

Draft Programme – subject to changes!

For details on contents of modules see below

September/October 2010

- “Homework” for preparation, access to parts of festival Intranet with specific tasks

Tuesday, October 26th 2010

- Arrival day of participants of Study Tour
- Arrival day of most groups (one or two arrive the day before)
- Individual observation of installation of halls and of welcome to professional groups
- 8pm to 10pm : Round-table meeting with team of Polyfolia after dinner. Questions & Answers

Wednesday, October 27th 2010

- morning
 - o 9am – 10.30am : Welcome session / presentation of participants and introduction to festival
 - o 11am – 12.30am : Tour of the main venues in the city centre
- afternoon
 - o 2pm - 4pm : **Module 1**- Crossed artistic – technical perspective on concerts
 - o 4.30pm – 18.30pm : **Module 2, Part I** – presentation of Showcase Day (Journée Professionnelle)
- evening
 - o 8pm to 10pm, bar of the festival **Module 3** - Artistic Committee of « Watchers »

Thursday, October 28th 2010

- Showcase Day (“Journée professionnelle”) **Module 2, Part II**
 - o Each participant will accompany a manager, the watchers, the Press department or present professionals
 - Morning: Showcase concert 1 with half of the groups in a church
 - Afternoon: Showcase concert 2 with the other half of the groups in a theatre
 - Evening: Gala-Concert with 2 special youth choirs, then official “party” of the festival.

Friday, October 29th 2010

- morning
 - o 9am – 11am : **Module 2, Part II** – Evaluation of Showcase Day (Journée Professionnelle)
 - o 11.30am – 12.30am : Final choice of concerts attended by the participants during the festival (first choice made in advance) + visit to ticketing at the welcoming area
- afternoon
 - o 2pm – 3.30pm **Module 4**: Looking after the amateur choirs before and during the festival
 - o Alternative: visit a rehearsal of one of the invited ensemble
- evening
 - o Concert (choice between Gala-Concert or full concert of one group)

Saturday, October 30th 2010

- morning : ateliers / conferences
 - o **Module 5** – Intellectual Property Rights (Reijo Kekkonen)
 - o Alternative : Possibility to attend a parallel Atelier/Conference
- afternoon
 - o 2pm – 4pm **Module 6** - Looking after the artists / the invited groups before and during the festival
 - o 4.30pm – 6.30pm **Module 7** – Preparing and managing a huge volunteer team
- evening
 - o Concert (choice between Gala-Concert or full concert of one group)

Sunday, October 31st 2010

- morning
 - o 9.15am – 10.30am : possibility to attend a round table on “choral singing and the Radio” by George Laverock
 - o alternative : other ateliers, warm-ups or conferences (detailed schedule to come)
 - o 11.00 – 12.30: Choral Parade in the City
- afternoon
 - o 2.30pm – 4pm **Module 8** - dealing with the audience and concert halls, including visit of a concert venue at the beginning of the afternoon
 - o from 4pm possibility to attend to afternoon concert of an invited ensemble or “singing chains” of amateur choirs
- evening
 - o Concert (choice between Gala-Concert or full concert of one group)

Monday, November 1st 2010

- morning
 - o 9am – 10.15am : **Module 9** – Organizing a net of concerts in a region, working with local partners
 - o then free to 3pm
- afternoon
 - o 3pm – 6pm : final evaluation of the Study Tour and the festival
- evening
 - o Concert (choice between Gala-Concert or full concert of one group)

Tuesday, November 2nd 2010

- Departure in the morning

International Study Tour to Polyfolia Details of Contents – Subject to Changes!
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Module 1 - Crossed artistic – technical perspective on concerts

S. SAINT-MARTIN / J.VANHERLE

- Adapting, preparation different venues (sport hall, theatre, church)
- Sound and light : equipment available /offered
- Technical riders, instruments and other technical requirements
- Working on lights and sound during a rehearsal

F. VIEL

Module 2 - The Showcase Day “Journée Professionnelle”

- **(Part I before the Showcase Day)**
 - Introduction to the concept of this day : why ? How ?
 - how to deal with professionals :
presenters, key-persons of the choral world and journalists
 - Analysis of the communication materials of the groups

B. GRENÈCHE / J. VANHERLE

- **(Part II on the Showcase Day)**

- Observation
 - 10 to 12 attached to a group manager
 - 3 attached to one of the Watchers
 - 2 attached to press attaché
 - 2 to 5 mixed with the other professionals

A. RIGOT

- **(Part III after the Showcase Day)**

- Evaluation of the Showcase Day

Module 3 – Artistic Committee of Watchers

All artistic committee members

- How to build an artistic committee
- Guidelines
- Watcher's role before and during the festival

Module 4 - Looking after the amateur choirs before and during the festival

M-L. YVON

- Process of identifying and advertising the choirs
- Application procedure, information sent in advance
- Planning for the changing rooms, rehearsals and concerts
- Handbook for those responsible for the concert place
- Limits of what can be offered to amateur choirs

A-M. CRETTE

Module 5 - Intellectual Property Rights

R. KEKKONEN

- Contracts with groups, which rights must be fixed in the contracts
- Performing rights
- Printing rights, Publishing
- Recording Rights
- Rights paid to collecting societies

Module 6 - Looking after the artists / invited groups before and during the festival H. LE ROY

- Information asked from groups and given to groups
- The system of “chaperons”, guidelines they receive, the itineraries
- Identification of the right person in the group to deal with artistic questions / logistical questions before the festival
- Last checking during the festival

Module 7 - How to prepare, manage and deal with a huge volunteer team

A-M. CRETTE

- How to construct a team
- How to choose and prepare the volunteers
- How to plan the exchange between core staff, festival team, professionals (e.g. technicians).

Module 8 - Dealing with the audience and the concert halls

S. SAINT-MARTIN

- The principle of "Chef de salle", guidelines they receive
- Schedules for the different halls
- Keeping the planning of rehearsals etc.
- Letting the audience in, checking tickets at the entrance
- Cooperation with professional sound and light technicians
- Presence of Artistic Directors at rehearsals

Module 9 - Organizing a net of concerts in a region, working with local partners

S. SAINT-MARTIN / J.VANHERLE

- Why to do concerts in the region
- How to find the partners and to prepare them
- Cooperation procedure, guidelines, contracts
- Information of Politicians and City Administration
- Financial aspects
- Technical aspects
- Communication aspects
- Sustainable partnerships

LECTURERS

▪ ARTISTIC COMMITTEE

Patricia ABBOTT: Artistic Director of Canadian Amateur Musicians-Musiciens Amateurs Canadiens / Canada**Daniel GARAVANO:** IFCM Vice President, WSCM 9 executive director / Argentina**Reijo KEKKONEN:** Executive Director Of Sulasol /Finland**George LAVEROCK:** Musicfest Vancouver Program Director / Canada**Gabor MOCZAR:** Manager of Europa Cantat Central-Eastern European Centre / Hungary**Jonathan VELASCO:** President of the Philippine Choral Directors Association / Philippines

▪ BOARD MEMBERS

Anne-Marie CRETTE: Treasurer And Musical Adviser / Volunteers Management / France**Jacques VANHERLE:** President & Artistic Director / Artistic Committee / France

▪ STAFF

Benoît GRENÈCHE: Professionals Welcoming / France**Hélène LE ROY:** Assistant Concert Managing / Invited Ensembles Welcoming / France**Anita RIGOT:** Press Attachée / France**Samuel SAINT-MARTIN:** Assistant Artistic Direction / France**Frédéric VIEL:** Technical Director / France**Marie-Laure YVON:** Executive Secretary / Logistics / Amateur Choirs Welcoming / France