

**Circostrada  
Network** and  
**ARTCENA,**  
in partnership with  
**Imaginarius,**  
present

**24 — 25 — 26  
May 2017**  
Santa Maria da Feira,  
Portugal

# FRESH STREET

**FROM INNOVATION  
TO SUSTAINABILITY**

**International  
Seminar for the  
Development  
of Street Arts**



**PROGRAMME**

# FOREWORD

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Prolific Austrian author, cosmopolitan intellectual, Europe theorist and Jewish refugee in Brazil as Nazism was on the rise, Stefan Zweig completed the script of his autobiography the day before committing suicide, in 1942. Published two years later, *The World of Yesterday: Memories of a European* opens with the following quote from Shakespeare: "Meet the time as it seeks us".

When reading over these words, how can we stand by and look away? The celebrations for the 60<sup>th</sup> anniversary of the Rome Treaties might just be over, and yet the European project appears to have come to a sudden standstill. Besides, in wake of terrorist threats we keep witnessing the militarisation of our streets, while the most reckless forms of economic neo-liberalism are privatizing the public space. In this context, what role can streets arts play? How can we rekindle the desire of togetherness? What new European narratives can we come up with?

Throughout the international seminar initiated by the Circostrada network and organised thanks to the commitment and involvement of its members - notably Imaginarius festival, co-organiser and hosting member of FRESH STREET#2 - we will have the chance to gather and debate, exchange and think together. It will be the opportunity to discover new practices and experiences, to discuss our success and failures, to develop new collaborations and strengthen already existing ties.

The second edition of FRESH STREET will not just be a privileged moment to reflect on and question the state of our field, it will also be a chance to build the future of street arts and to formulate concrete recommendations that will contribute to structuring and increasing this sector's recognition in Portugal, Europe and worldwide.

When innovation becomes a tool to enhance sustainability, even the most urgent challenges can be met. Come to Santa Maria da Feira next May, stay positive and be FRESH!

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## Circostrada Team

- Stéphane Segreto-Aguilar,  
Head of International Relations at ARTCENA  
and Circostrada Network Coordinator
- Marion Marchand,  
International Development Officer  
at ARTCENA

Since 2003, Circostrada Network has been working to develop and structure the fields of circus and street arts in Europe and beyond. With more than 90 members from over 30 countries, it helps building a sustainable future for these sectors by empowering cultural players through activities in observation and research, professional exchanges, advocacy, capacity-building and information. Circostrada Network is coordinated by ARTCENA, the French National Resource Centre for Circus Arts, Street Arts and Theatre, and is co-funded by the Creative Europe programme of the European Commission.

FRESH STREET#2 is made possible thanks to the support of the Portuguese Ministry of Culture, the Portuguese Secretary of State of Tourism, the Santa Maria da Feira City Council, the French Ministry of Culture and Communication, and the Creative Europe programme of the European Commission.

# FROM INNOVATION TO SUSTAINABILITY

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FRESH STREET is back in 2017!

Two years after its first edition, we will take a much closer look at the street arts sector, providing new ways of connecting professionals from different countries and opening doors to innovation, as a way to sustainability.

In a time of change, defining common strategies and guidelines will be one of the key objectives of this new edition. Based on the ideas and guidelines defined by the FRESH STREET#2 Work Group, an ambitious and strong programme was designed together with speakers from four different continents. The aim of this professional and cross cultural seminar is to reflect on the difficulties and challenges of the sector, so as to open doors to solid and integrated solutions in the practical and legislative contexts, through the clear involvement of the various players of the sector and under the umbrella of the Circostrada network.

During three days, the participants will be the key to the debate and to the sharing of good practices towards the definition of a position paper that will be published as a follow-up to the seminar, and will thus constitute a new chapter in the integrated international strategy for street arts.

Under the theme of innovation as a path to sustainability, we believe in the value of sharing and debating towards building stronger partnerships and collaborations. FRESH STREET#2 will provide a forum for dialogue and opportunities for all participants and for the sector in general, facing the public space as an open, plural, innovative and solid stage for the future.

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The FRESH STREET#2 Work Group

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# LIST OF SPEAKERS

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## **TONNY AERTS**

Artistic Director, Close-Act (The Netherlands)

## **PAULINA ALMEIDA**

Artist (Portugal)

## **TIAGO BARTOLOMEU COSTA**

International Relations Adviser,  
State Secretary for Culture (Portugal)

## **PETER BENGTSÉN**

Researcher, Lund University (Sweden)

## **SOPHIE BORTHWICK**

Artistic Director, Compagnie 1Watt (France)

## **MARCOS BULHÕES**

Artistic Director, Desvio Coletivo, Universidade de São Paulo (Brazil)

## **BRUNO CARVALHO MACHADO**

Director, INAC - Instituto Nacional das Artes do Circo (Portugal)

## **VERÓNICA CENDOYA**

Artistic Director, Cia. Vero Cendoya (Spain)

## **RACHEL CLARE**

Artistic Director, Piccadilly Circus Circus,  
Crying Out Loud (UK)

## **KIM COOK**

Artistic Director, Burning Man (USA)

## **BRUNO COSTA**

Creative Direction, Imaginarius (Portugal)

## **SUSANA COSTA PEREIRA**

Creative Europe - Portuguese Desk (Portugal)

## **RITA DE GRAEVE**

Policy Adviser for Culture and Economy, Flemish  
Department of Culture, Youth, Sports and Media (Belgium)

## **KELLY DIAPOULI**

Eleusis 2021 - European Capital of Culture (Greece)

## **LINDA DI PIETRO**

Artistic Director, Terni Festival (Italy)

## **JORDI DURAN**

Artistic Director, FiraTàrrrega (Spain)

## **HEBA EL SHEIKH**

Director, Mahatat for Contemporary Art (Egypt)

## **CRISTINA FARINHA**

Member of Monitoring and Selection Panel  
of European Capitals of Culture (Portugal)

## **GIL FERREIRA**

City Councilman for Culture, Municipality  
of Santa Maria da Feira (Portugal)

## **JENS FRIMANN HANSEN**

Artistic Director, Passage Festival (Denmark)

## **JONATHAN GOODACRE**

Consultant, The Audience Agency (UK)

## **CON HORGAN**

Artistic Director, Fanzini Productions,  
National Circus Festival of Ireland (Ireland)

## **JÓZSEF KARDOS**

Programme Director, Sziget Festival (Hungary)

## **COLIN KASSIES**

Production Manager, Spoffin Festival & De Tuin  
der Lusten (The Netherlands)

## **NOELINE KAVANAGH**

Artistic Director, Macnas (Ireland)

## **ALFRED KONIJNENBELT**

Artistic Director, Spoffin Festival (The Netherlands)

## **SERGEY KORSAKOV**

Artistic Director, Cardboardia (Russia)

## **MAUD LE FLOC'H**

Founder of pOlau - Pôle des arts urbains (France)

## **MARTINO LORUSSO**

Lawyer, FNAS - Federazione Nazionale  
dell'Arte di Strada (Italy)

**ANGUS MACKECHNIE**

Director, ISAN - Independent Street Arts Network (UK)

**JOE MACKINTOSH**

Director, SeaChange Arts (UK)

**BRUNO MARTINS**

Artistic Director, Teatro da Didascália (Portugal)

**LUCY MEDLYCOTT**

Coordinator, ISACS - Irish Street Arts, Circus & Spectacle Network (Ireland)

**ALEXANDRA MOREIRA**

Researcher, DECA - Universidade de Aveiro (Portugal)

**NUNO MOURA**

Directorate-General for the Arts (Portugal)

**FANNI NÁNAY**

Artistic Director, PLACCC - International Festival of Site-specific Art and Art in Public Space (Hungary)

**TERESA NOBRE**

Project Leader, Creative Commons (Portugal)

**ALEXIS NYS**

Coopérative De rue et De cirque (France)

**GORO OSOJNIK**

Artistic Director, Ana Monro Theatre (Slovenia)

**KAROLINA PACEWICZ**

Programmer, FETA Festival (Poland)

**ALAN PARKINSON**

Artistic Director, Architects of Air (UK)

**NUNO PAULINO**

Artistic Director, ARTELIER? (Portugal)

**LIZ PUGH**

Creative Producer, Walk the Plank (UK)

**MATTHIAS RETTNER**

Artistic Director, PanOptikum, Power of Diversity (Germany)

**TANJA RUITER**

Co-director, HH Producties (The Netherlands)

**JULIETA AURORA SANTOS**

Artistic Director, Teatro do Mar (Portugal)

**RITA SEBESTYÉN**

Artist and Researcher (Denmark)

**MANUEL SILVA**

Director, Lines Lab, This is my City (Macau)

**MARTA SILVA**

Artistic Director, Largo Residências (Portugal)

**SAMUEL SILVA**

Journalist (Portugal)

**JEAN-MARIE SONGY**

Artistic Director, Festival international de théâtre de rue d'Aurillac (France)

**EVA SÒRIA PUIG**

Researcher, Universitat Oberta de Catalunya, Institut Ramon Llull (Spain)

**ALFREDO VASCONCELOS**

Production Manager, Boom Festival (Portugal)

**DANIEL VILAR**

Creative Direction, Imaginariu (Portugal)

**REDY WILSON LIMA**

Sociologist (Cape Verde)

**DAVE X**

Fire Arts Safety Team Manager, Burning Man (USA)

**AMITAI YAISH BENUOSILIOF**

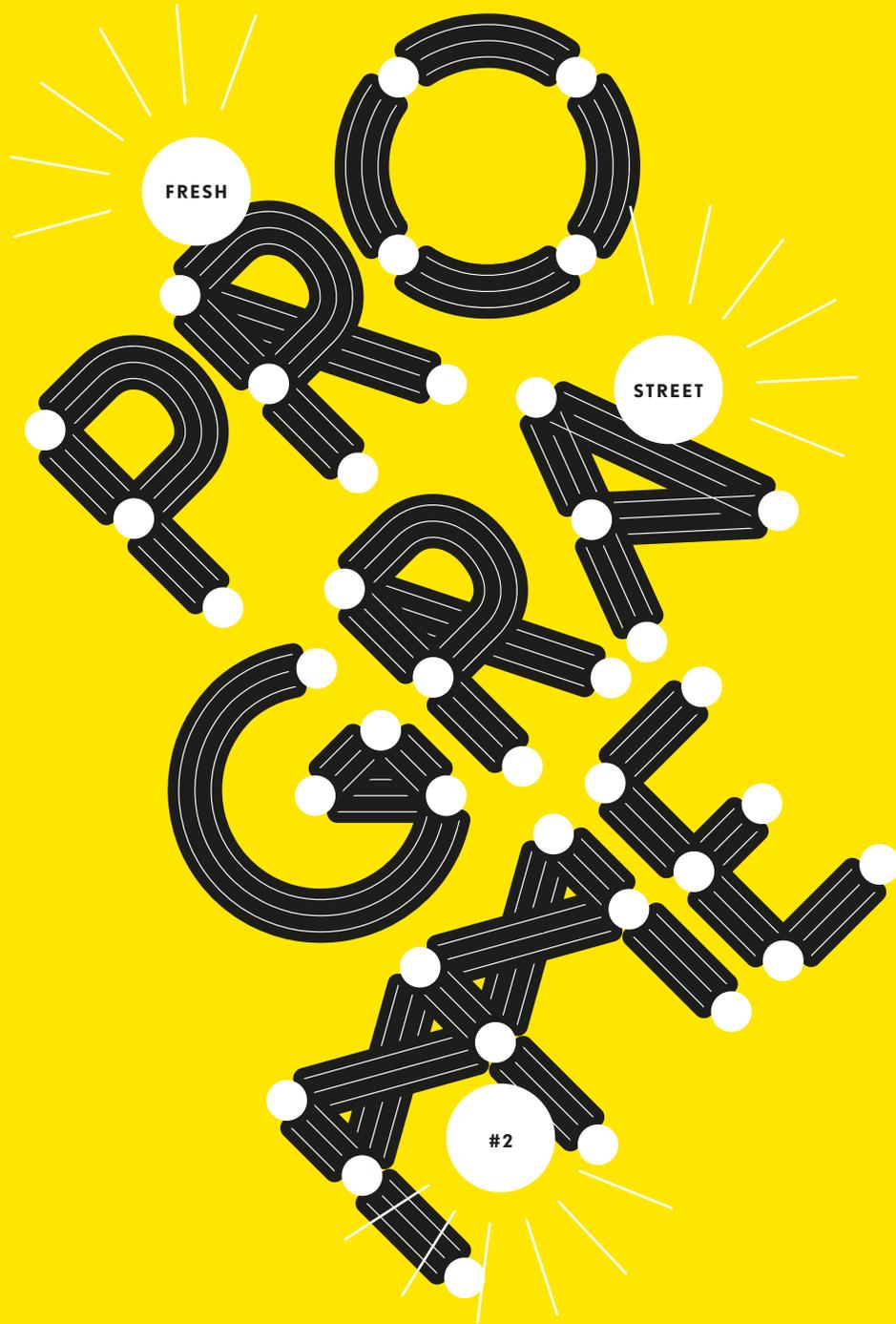
Artistic Director, Bat-Yam International Festival of Street Art and Theater (Israel)

**JONG-YEOUN YOON**

Director, Korea Street Arts Center (South Korea)

**PEPE ZAPATA**

Consultant, TekneCultura (Spain)



FRESH

STREET

#2

Wednesday  
**May 24<sup>th</sup>**

**Europarque,**  
Santa Maria  
da Feira

12.00

## WELCOME PACKS & ACCREDITATION

14.00

14.30



## FRESH STREET#2 OFFICIAL OPENING

### 📍 Main Room - A1

Official welcoming words from partners and institutions and presentation of FRESH STREET#2 and its programme.

#### **MIGUEL HONRADO**

Portuguese Secretary of State for Culture

#### **EMÍDIO SOUSA**

Mayor of Santa Maria da Feira

#### **STÉPHANE SEGRETO-AGUILAR**

Head of International Relations at ARTCENA  
Circostrada Network Coordinator

14.30

14.50



## WE ARE MORE THAN CELEBRATION, STREET ARTS CONNECT!

### 📍 Main Room - A1

Over the past two years our world has been in a state of radical flux, the axis on which we turn has shifted and the values we hold dear are undergoing a huge transformation.

Can street arts be an influencing factor, can our voices be heard, can we make a difference? Based on the conclusions of FRESH STREET#1, we examine and look at the role of street arts, the role of collective experience, shared memory and the importance of active engagement for our society. Join us for three intensive days of sharing, networking and debate, looking for a new larger reflection on the street arts sector.

#### CURATOR

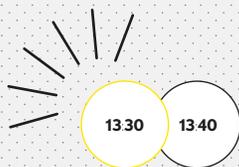
#### **DANIEL VILAR**

Creative Direction, Imaginarius (Portugal)

#### SPEAKER

#### **NOELINE KAVANAGH**

Artistic Director, Macnas (Ireland)



13.30

13.40

## PERFORMANCE

### 📍 Hall

**Catarina Campos e Sara Silva**  
TRES-PAS-SAR (Portugal)

14:50

16:15



## PLENARY SESSION #1

GOOD PRACTICES IN PUBLIC  
POLICIES FOR PUBLIC SPACE:  
A STATEMENT OR A QUESTION?

### 📍 Main Room - A1

Can public policies be a basic and mandatory axis for the success of street arts? Can we find good examples of success all around the world? How can we replicate them for our practice in order to create favourable conditions for the growth of the sector? The first plenary session of FRESH STREET#2 aims to discuss these questions, seeking a strong statement for street arts.

### CURATOR

#### GIL FERREIRA

City Councillman of Culture, Santa Maria da Feira City Council (Portugal)

### SPEAKERS

#### TIAGO BARTOLOMEU COSTA

International Relations Adviser,  
State Secretary for Culture (Portugal)

#### PETER BENGTSÉN

Researcher, Lund University (Sweden)

#### RITA DE GRAEVE

Policy Adviser for Culture and Economy, Flemish  
Department of Culture, Youth,  
Sports and Media (Belgium)

#### JONG YEOUN YOON

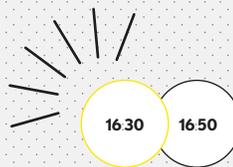
Director, Korea Street Arts Centre  
(South Korea)

16:15

17:15

## COFFEE & NETWORKING

### 📍 Hall



## PERFORMANCE

### 📍 Hall

#### Cia Moveo

Tu Vas Tomber! (Spain)  
[Winner of Mais Imaginarius 2016]

Focus on dance in the public  
space, in the frame of Imaginarius  
PRO.

17:15

19:15

## TAILOR SESSIONS

DAY 1



### Small Rooms - A2, A3, B1, B2, B3, B4

Tailor sessions create a place for informal focussed discussion and debate during FRESH STREET#2.

The delegates are split into six different rooms for six parallel discussions on various themes.

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rooms with limited capacity

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prior registration is mandatory

### **TAILOR SESSION #1** THE GLOBAL WORLD - COPYRIGHT AND STREET ARTS

#### **Room A2**

"Copy and copyright" is a regularly debated topic across many artistic fields. Are we protected in the street arts sector? Do we need to reinforce the copyright mechanisms? This tailor session aims to debate the state of the art with regards to the audience, based on the experience and arguments from speakers with different visions.

#### CURATOR & FACILITATOR

##### **MARTINO LORUSSO**

Lawyer, FNAS - Federazione Nazionale dell'Arte di Strada (Italy)

#### SPEAKERS

##### **TONNY AERTS**

Artistic Director, Close-Act (The Netherlands)

##### **TERESA NOBRE**

Project Lead, Creative Commons (Portugal)

##### **EVA SÒRIA PUIG**

Universitat Oberta de Catalunya,  
Institut Ramon Llull (Spain)

DAY 1

### **TAILOR SESSION #2** INNOVATION TAKES RISKS - SAFETY PLANS IN STREET ARTS SECTOR

#### **Room A3**

Technology is developing rapidly and this is reflected in the work of artists and organisers. However, every year authorities impose both on artists and organisers new rules and regulations. Are these justified or do they represent unnecessary additional work and costs? Based on experiences from different realities and countries, this session aims to share good practices with the audience to open the debate in order to find alternative ways of addressing these issues.

#### CURATOR & FACILITATOR

##### **GORO OSOJNIK**

Artistic Director, Ana Monro Theatre (Slovenia)

#### SPEAKERS

##### **COLIN KASSIES**

Producer Manager, Spoffin Festival  
& De Tuin der Lusten (The Netherlands)

##### **ALFREDO VASCONCELOS**

Production Coordinator, Boom Festival (Portugal)

##### **DAVE X**

Fire Arts Safety Team Manager, Burning Man  
(United States of America)

**TAILOR SESSION #3**

HOW TO INNOVATE? NEW MODELS  
SUPPORTING THE ARTISTIC  
CREATION FOR THE PUBLIC SPACE

**Room B1**

Contemporary artistic creation inspires new ways of looking at the public space. All over the world there are projects working through innovation in addition to traditional creation models, searching for alternative plans and techniques to their artistic process. How can we assess the impacts and look at the growth of these models within public spaces? How can street arts re-invent the “triangular” relationship between artists, organisers and public? More particularly, how can public space adapt to the new methods of in situ creation, based on connection, reaction and interaction?

CURATOR & FACILITATOR**ALEXIS NYS**

Coopérative De rue et De cirque (France)

SPEAKERS**VERÓNICA CENDOYA**

Artistic Director, Cia. Vero Cendoya (Spain)

**RITA DE GRAEVE**

Policy Adviser for Culture and Economy,  
Flemish Department of Culture, Youth,  
Sports and Media (Belgium)

**NUNO MOURA**

Directorate-General for the Arts (Portugal)

**FANNI NÁNY**

Artistic Director, PLACCC -  
International Festival of Site-specific Art  
and Art in Public Space (Hungary)

**TAILOR SESSION #4**

BE INSIDE - PARTICIPATION  
PROGRAMMES IN STREET ARTS

**Room B2**

What is participation in reality? Volunteers, audience participation, co-creation and many other possibilities. What is the motivation for an artist or festival to be involved in participation? What is the main goal? In this tailor session, we shall debate various ways of working and the related results.

CURATOR & FACILITATOR**JENS FRIMANN HANSEN**

Artistic Director, Passage Festival (Denmark)

SPEAKERS**HEBA EL SHEIKH**

Managing Director,  
Mahatat for Contemporary Art (Egypt)

**SERGEY KORSAKOV**

Artistic Director, Cardboardia (Russia)

**ALAN PARKINSON**

Artistic Director, Architects of Air  
(United Kingdom)

**TAILOR SESSION #5**  
BREAKING BORDERS -  
INTERNATIONAL PARTNERSHIPS  
FOR THE STREET ARTS SECTOR

**Room B3**

Are borders a barrier today? Are we really working in international partnerships? What is changing in Europe? Do we need to redefine our work strategy? This tailor session aims to challenge and seek answers for a new and stronger way to grow our collaborative, international practice.

CURATOR & FACILITATOR

**TANJA RUITER**

Codirector HH Products (The Netherlands)

SPEAKERS

**SUSANA COSTA PEREIRA**

Creative Europe - Portuguese Desk (Portugal)

**JOE MACKINTOSH**

Chief Executive, SeaChange Arts (United Kingdom)

**MATTHIAS RETTNER**

Artistic Director, PanOptikum, Power of Diversity (Germany)

**TAILOR SESSION #6**  
AUDIENCE DEVELOPMENT -  
ARE STREET ARTS ABLE  
TO RETHINK CONCEPTS?

**Room B4**

Audience development is more than just getting bigger crowds; it's about getting people to participate and reaching out to new groups who weren't previously included. What's the best way of doing this? Exploring new marketing tools? Adopting a new artistic language? Or is audience development essentially just another buzz word to get extra funding? A session to debate best practices, original ideas, the reality of the situation and the future of street arts.

CURATOR & FACILITATOR

**ALFRED KONIJNENBELT**

Artistic Director, Spoffin Festival (The Netherlands)

SPEAKERS

**SOPHIE BORTHWICK**

Artistic Director, Compagnie 1Watt (France)

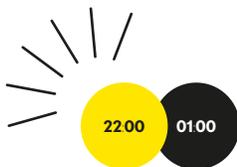
**JONATHAN GOODACRE**

Senior Consultant, The Audience Agency (United Kingdom)

**PEPE ZAPATA**

Consultant, TekneCultura (Spain)

DAY 1



**FRESH STREET#2 WELCOME NIGHT**

**Matadouro**

A festive welcome night for FRESH STREET#2 participants and a unique opportunity to discover a new space for contemporary artistic creation in Santa Maria da Feira.

The welcome night includes « Samsara », by the Portuguese artist GODOT, a new clown and music show for the public space.



10 00 11 30



**OVERVIEW SESSION #1**  
OVER THE SEAS -  
STREET ARTS BEYOND EUROPE

**Main Room - A1**

Crossing the Ocean and leaving our familiar territory, we examine the very different realities of street arts experience far from the European landscape. Joined by speakers from Brazil, Cape Verde, Israel and Macau, this session aims to share the experience of three continents with regard to street arts and discuss the differences and possible partnerships with these countries.

CURATOR & FACILITATOR

**CRISTINA FARINHA**  
Member of Monitoring and Selection  
Panel of European Capitals of Culture (Portugal)

SPEAKERS

**MARCOS BULHÕES**  
Artistic Director, Desvio Coletivo,  
University of São Paulo (Brazil)

**MANUEL SILVA**  
Director, Lines Lab, This is my City (Macau)

**REDY WILSON LIMA**  
Sociologist (Cape Verde)

**AMITAY YAISH BENUOSILIO**  
Artistic Director, Bat-Yam International Festival  
of Street Art and Theater (Israel)

11 30 12 00

**COFFEE & NETWORKING**

**Hall**

12 00 13 30



**PLENARY SESSION #2**  
ART FOR PEOPLE, WITH PEOPLE  
OR BY PEOPLE?

**Main Room - A1**

Street arts exists in the public sphere, but who makes, sees and engages with the work? We now find ourselves in a period of « Cultural Democratisation » where arts practitioners must identify their audience; this justification for art and identifying art as a tool for social change has grown. Is it becoming the means or the method? Must street arts justify themselves as a way of building access or inclusion, or are they something else? Is it the role of street arts to be a democratic voice for people and whose voice do we want to hear?

CURATOR & FACILITATOR

**LUCY MEDLYCOTT**  
Coordinator, ISACS - Irish Street Arts,  
Circus & Spectacle Network (Ireland)

SPEAKERS

**KIM COOK**  
Director of Art & Civic Engagement,  
Burning Man (United States of America)

**LIZ PUGH**  
Creative Producer, Walk the Plank (United Kingdom)

**RITA SEBESTYÉN**  
Co-Founder and Artistic Leader of othernessproject  
(Denmark)

13 30 15 00

**BUFFET LUNCH OFFERED TO ALL DELEGATES**

**Restaurante Lago**

DAY 2

**PERFORMANCES**

**Garden**

13 30 14 00

**Projeto EZ**  
EZ SUB (Portugal)

14 45 14 55

**Maria de Melo Falcão e Vítor Fontes**  
AR-TI-FÍ-CIO (Portugal)

Focus on Santa Maria da Feira artistic creation for the public space, in the frame of Imaginarius PRO

15:15

17:15

EN

## TAILOR SESSIONS

DAY 2

 Small Rooms

A2, A3, B1, B2, B3, B4

Tailor sessions create a place for informal focussed discussion and debate during FRESH STREET#2.

The delegates are split into six different rooms for six parallel discussions on various themes. The participants may choose a different room or topic for the second day during registration.

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rooms with limited capacity

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prior registration is mandatory

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*Please see page 10 for a detailed description of each tailor session.*

### **TAILOR SESSION #1** THE GLOBAL WORLD - COPYRIGHT AND STREET ARTS

 Room A2

### **TAILOR SESSION #2** INNOVATION TAKES RISKS - SAFETY PLANS IN STREET ARTS SECTOR

 Room A3

### **TAILOR SESSION #3** HOW TO INNOVATE? NEW MODELS SUPPORTING THE ARTISTIC CREATION FOR THE PUBLIC SPACE

 Room B1

### **TAILOR SESSION #4** BE INSIDE - PARTICIPATION PROGRAMMES IN STREET ARTS

 Room B2

### **TAILOR SESSION #5** BREAKING BORDERS - INTERNATIONAL PARTNERSHIPS FOR STREET ARTS SECTOR

 Room B3

### **TAILOR SESSION #6** AUDIENCE DEVELOPMENT - ARE STREET ARTS ABLE TO RE THINK CONCEPTS?

 Room B4

17.15

17.45

**COFFEE  
& NETWORKING** **Hall**

17.45

19.15

**OVERVIEW SESSION #2**NOT SO FAR AWAY -  
STREET ARTS IN SOUTH  
AND EAST EUROPE **Main Room - A1**

Looking at emerging territories and other realities, we take a step to the South and to the Eastern parts of Europe and learn about how street arts are developing in Greece, Hungary and Poland. We look at the key moments that have marked the sector in these regions and how they impacted the way they now work. We will also listen to the views of the stakeholders on what is the role of street arts in the civil society, community and civic growth.

CURATOR & FACILITATOR**LINDA DI PIETRO**

Artistic Director, Terni Festival (Italy)

SPEAKERS**KELLY DIAPOULI**

Eleusis 2021 - European Capital of Culture (Greece)

**JÓZSEF KARDOS**

Programme Director, Sziget Festival (Hungary)

**KAROLINA PACEWICZ**

Programmer, FETA Festival (Poland)

9.30

18.00

**IMAGINARIUS PRO  
MARKETPLACE** **Hall**

Imaginarium PRO Marketplace is a meeting point between FRESH STREET#2 participants and artists; with a special focus on Portuguese contemporary artistic creation for the public space.

19.30

24.00

**OPENING NIGHT  
IMAGINARIUS FESTIVAL** **Town Centre**



**António  
Lamoso  
Theatre,**  
Santa Maria  
da Feira

Friday  
**May 26<sup>th</sup>**

10.30

12.00



### PLENARY SESSION #3

#### A STREET OF OPPORTUNITIES - STREET ARTS AS A TRANSFORMATIVE INFLUENCE

##### **Auditorium**

Our cities and territories are evolving with new concepts, new information and new ideas for urban and rural regeneration. Our world is demanding change from all quarters and in all manners. Is there the political will for radical innovation? Does the greater society seek an alternative vision? Street arts transform spaces and the urban environment temporarily. The question is, do street arts have a role and is there an appetite to transform spaces and the urban environment permanently? Can this new context represent an opportunity for street arts? This panel is an open debate about places, artists, festivals and people.

##### CURATOR & FACILITATOR

##### **CON HORGAN**

Artistic Director, Fanzini Productions, National Circus Festival of Ireland (Ireland)

##### SPEAKERS

##### **RACHEL CLARE**

Artistic Director, Piccadilly Circus Circus, Crying Out Loud (United Kingdom)

##### **JORDI DURAN**

Artistic Director, FiraTàrraga (Spain)

##### **MAUD LE FLOC'H**

Founder of pOlau - pôle des arts urbains (France)

##### **JEAN-MARIE SONGY**

Artistic Director, Festival international de théâtre de rue d'Aurillac (France)

12.00

14.00

### EAT AND MEET

A list of recommended restaurants is available inside your welcome pack to help you find the best places to taste the local cuisine!

14.00

15.30



### OVERVIEW SESSION #3

#### WHAT ABOUT PORTUGAL? - PORTUGUESE CONTEMPORARY ARTISTIC CREATION FOR PUBLIC SPACE

##### **Auditorium**

Where does Portugal fit in the street arts European scene? The final discussion in the FRESH STREET#2 programme focuses on the host country with four speakers from different regions and diverse artistic lives. Artistic and academic visionaries lead the audience into an open debate with the speakers and first row delegates.

##### CURATOR

##### **BRUNO COSTA**

Creative Direction, Imaginarius (Portugal)

##### FACILITATOR

##### **SAMUEL SILVA**

Arts Journalist (Portugal)

##### SPEAKERS

##### **ALEXANDRA MOREIRA**

Researcher, DECA - Aveiro University (Portugal)

##### **NUNO PAULINO**

Artistic Director, Atelier? (Portugal)

##### **JULIETA AURORA SANTOS**

Artistic Director, Teatro do Mar (Portugal)

##### FIRST ROW DELEGATES

##### **PAULINA ALMEIDA**

Independent Artist (Portugal)

##### **BRUNO CARVALHO MACHADO**

Director, INAC - Instituto Nacional das Artes do Circo (Portugal)

##### **BRUNO MARTINS**

Artistic Director, Teatro da Didascália (Portugal)

##### **MARTA SILVA**

Artistic Director, Largo Residências (Portugal)

15:30

16:15



## FRESH STREET#2 CONCLUSIONS

### Auditorium

All the FRESH STREET#2 sessions are reported and the conclusions compiled to publish a discussion paper/position paper/synthesis document. At the end of the seminar the main conclusions are presented in a short and dynamic presentation, highlighting the main themes emerging from our three days of sharing and networking.

#### CURATOR & SPEAKER

##### **BRUNO COSTA**

Creative Direction, Imaginarius (Portugal)

## FRESH STREET#2 OFFICIAL CLOSING WORDS

Closing words from partners, institutions and Circostrada Network.

#### **TBC**

Portuguese Ministry of Culture

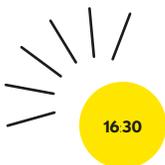
#### **EMÍDIO SOUSA**

Mayor of Santa Maria da Feira

#### **STÉPHANE SEGRETO-AGUILAR**

Head of International Relations at ARTCENA  
Circostrada Network Coordinator

DAY 3



16:30

## IMAGINARIUS FESTIVAL ARTISTIC PROGRAMME

### Town Centre

16:30

18:00

EN

## OPEN SPACE SESSION

WHAT ELSE DO WE NEED  
TO DISCUSS ABOUT STREET ARTS?

### Sala de Oficinas

**Limited capacity. Prior registration is mandatory.**

An Open Space session to give the delegates the chance to choose the topic of discussion. Has something important left out of the debate? Is there a subject you want to examine further? Have you got a burning question for everyone? This is when you set the agenda. There will be six opportunities to present original topics and then lead that discussion, free from scheduled agendas, this is a free space for open debate, idea sharing and delving more deeply into street arts issues.

#### CURATOR & FACILITATOR

##### **ANGUS MACKECHNIE**

Executive Director, ISAN - Independent Street Arts Network (United Kingdom)

# AROUND

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## FRESH STREET#2

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### **INTERNATIONAL SEMINAR FOR PUBLIC POLICY MAKERS WORKING IN THE FIELD OF STREET ARTS**

A seminar dedicated to European and international public policy makers working in the field of cultural policies will be hosted during FRESH STREET#2. Policy-makers from all over Europe and beyond will gather for two days to reflect on today and tomorrow's schemes for public policies supporting street arts. This working seminar is organised in close collaboration with the Portuguese ministry of culture, the French ministry of culture and with the support of an internal work group of Circostrada network focused on advocacy issues.

**24 - 25 May | Europarque**  
(Participation upon invitation)

### **IMAGINARIUS PRO**

Imaginarium PRO offers a space for networking and sharing opportunities for all professionals who visit the festival, to strengthen partnerships between artists, programmers, journalists and cultural players. In 2017, besides the informal contact space in the festival, Imaginarium PRO organises two events to support and promote artists and their work.

**25 May | 9:30 - 18:00 | Europarque**  
Imaginarium PRO Marketplace

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**27 May | 11:30 - 13:00**  
**Imaginarium PRO Space (at Praça da República)**  
Imaginarium PRO Showcase



25 | 26 | 27 | **santa  
maria  
da feira**  
**maio**  
may 2017

festival internacional  
de teatro de rua  
international street  
theatre festival  
[www.imaginarium.pt](http://www.imaginarium.pt)

**imaginarius**

## IMAGINARIUS FESTIVAL – MAY 25-26-27

Imaginarium – International Street Theatre Festival of Santa Maria da Feira is the Portugal's largest street arts event as well as an international reference.

For the 2017 edition, Imaginarium programme combines the opposing concepts of blindness and light, presenting artistic proposals - from all over the world - which make us reflect on society and our ways of being and behaving on the planet. A journey through social reflection and today's modus vivendi sets the tone of this edition, exploring the urban space in its multiple layers, while providing the public with differentiated experiences, through various artistic approaches and reflections.

The official programme of the festival also includes the Mais Imaginarium section, an open call for emerging artists, and Imaginarium Infantil, focussed on workshops and innovating experiences for young audience.

Imaginarium creative direction wants to highlight the following shows from an intense programme:

### **FERIDA**

A coproduction between Imaginarium and Fira Tàrrega [Spain], including artists from both countries.

### **THEATER TOL [BELGIUM]**

Pedaleando Hacia el Cielo

### **MARIA DE MELO FALCÃO & VÍTOR FONTES [PORTUGAL]**

AR-TI-FÍ-CIO

### **ARCHITECTS OF AIR [UK]** **PENTALUM - LUMINARIUM**

### **DESVIO COLETIVO [BRAZIL]**

Cegos

### **STALKER TEATRO [ITALY]** **STELI**

+ 20 projects from 13 countries, selected in the frame of Mais Imaginarium - International outdoor artistic creation competition, as well as a selection of Portuguese contemporary artistic creations for the public space.

The full artistic programme of Imaginarium is available on [www.imaginarium.pt](http://www.imaginarium.pt)

# PRACTICAL INFORMATION

## CONTACT

### Imaginarium Festival

[pro@imaginarius.pt](mailto:pro@imaginarius.pt)  
+351 926 664 746  
[www.imaginarium.pt](http://www.imaginarium.pt)

### Circostrada Network

[marion.marchand@artcena.fr](mailto:marion.marchand@artcena.fr)  
+ 33 1 44 61 84 96  
[www.circostrada.org](http://www.circostrada.org)

## REGISTRATION

Free entrance upon registration on Circostrada website (within the limit of the number of places available)

Deadline for registration: May 10<sup>th</sup>, 2017

## VENUES

### May 24-25 (DAY 1 + 2)

#### **EUOPARQUE**

Main venue of FRESH STREET#2, Europarque is an international congress centre of recognised importance and also the scene of a dynamic annual cultural programme.

[www.euoparque.pt](http://www.euoparque.pt)  
40°56'06.5"N 8°34'38.0"W

### May 26 (DAY 3)

#### **ANTÓNIO LAMOSO THEATRE**

António Lamoso Theatre is a multidisciplinary cultural centre in Santa Maria da Feira with a strong focus on audience development programmes.

[www.cineteatro.cm-feira.pt](http://www.cineteatro.cm-feira.pt)  
40°55'36.2"N 8°32'53.2"W

## HOW TO GET TO FRESH STREET#2 VENUES?

During FRESH STREET#2, a free shuttle service is organised between the partner hotels, Europarque and the Imaginarium festival site. Get in touch with the coordination team to receive practical information about shuttles and timetables, including how to get to your hotel from Porto Airport and Porto town centre.

## WELCOME PACK

Upon arrival at Europarque, please come to the reception desk in order to get your FRESH STREET#2 welcome pack. Inside you will find the full programme of the seminar, the list of participants, a map as well as many practical information.

## EAT & MEET

A list of recommended restaurants around the venues of FRESH STREET#2 as well as in Santa Maria da Feira town centre is available inside your welcome pack to help you find the best places to taste the local cuisine.

## TRANSLATION

The working language of FRESH STREET#2 is mainly English. A Portuguese/English simultaneous translation is available during the plenary and overview sessions.

Remember to take your headphones at the entrance of the room and hand them out to the technician after the sessions.

## FRESH STREET#2 MEDIA

Picture gallery and videos of FRESH STREET#2 will be available online on [www.circostrada.org](http://www.circostrada.org)

# ORGANISERS & PARTNERS

## ORGANISERS

**CIRCOSTRADA**

Since 2003, Circostrada Network has been working to develop and structure the fields of circus and street arts in Europe and beyond. With more than 90 members from over 30 countries, it helps building a sustainable future for these sectors by empowering cultural players through activities in observation and research, professional exchanges, advocacy, capacity-building and information.

[www.circostrada.org](http://www.circostrada.org)

**ARTCENA**

Coordinator of the network, ARTCENA is the French National Centre for Circus Arts, Street Arts and Theatre, born from the alliance between HorsLesMurs and Centre national du Théâtre. Founded in 2016 by the French Ministry of Culture and Communication, it works towards the development of these fields through activities of documentation, the creation of resources, and counselling for both professionals and the general public.

[www.artcena.fr](http://www.artcena.fr)

**imaginarius**  
www.imaginarium.pt

Imaginarium - International Street Theatre Festival is Portugal's largest street arts event as well as an international reference. The festival takes over the streets of Santa Maria da Feira each year at the end of May to occupy and reinvent the public space. Since its creation in 2001, Imaginarium has been investing in major international productions and in the development of original creations to be premiered as part of its programming, thus supporting experimentation and the imagination of the local artistic community.

[www.imaginarium.pt](http://www.imaginarium.pt)

## PARTNERS

 Co-funded by the Creative Europe Programme of the European Union

 **REPÚBLICA PORTUGUESA**  
CULTURA

 **TURISMO DE PORTUGAL**

 **santa maria da feira**  
câmara municipal

 **Cultura Comunicação**

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## A BIG THANKS TO

### THE FRESH STREET#2 WORK GROUP

Rémy Bovis - Coopérative De rue et De cirque (France), Maggie Clarke - XTRAX (UK), Bruno Costa & Daniel Vilar - Festival Imaginarium (Portugal), Jordi Duran & Mike Ribalta - FiraTàrrega (Spain), Jens Frimann Hansen - Passagefestival (Denmark), Alfred Konijnenbelt - Spoffin (The Netherlands), Angus MacKechnie - ISAN (UK), Lucy Medlycott - ISACS (Ireland), Goro Osojnik - Ana Desnetica (Slovenia), Tanja Ruiter & Huub Heye - HH Products (The Netherlands), Federico Toso - FNAS (Italy), Celine Verkest - MiramirO (Belgium)

### THE COORDINATION TEAM

Bruno Costa (Imaginarium), Laura Gérard (Circostrada), Marion Marchand (Circostrada), Stéphane Segreto-Aguilar (Circostrada), Daniel Vilar (Imaginarium)

## CREDITS

### COVER

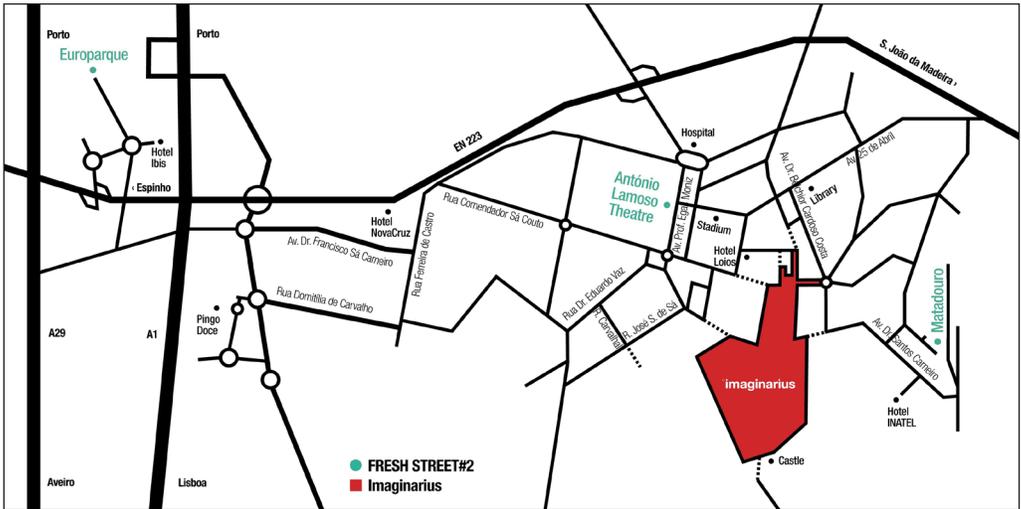
Marzio Mirabella

### GRAPHIC DESIGN

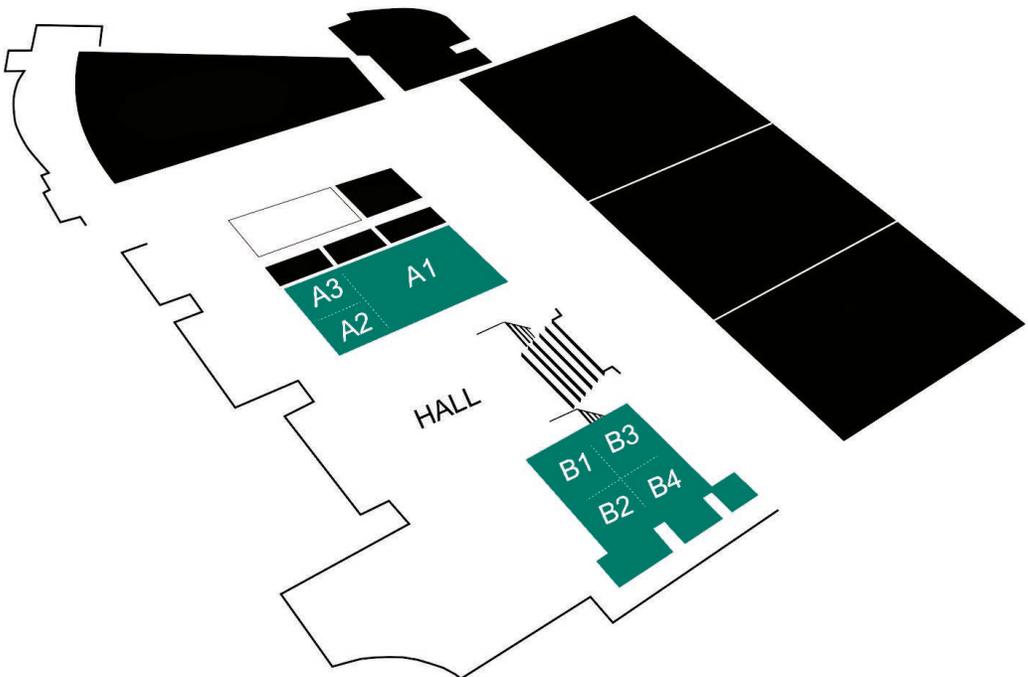
Frédéric Schaffar

# MAPS & TIMETABLE

## Santa Maria da Feira town centre | FRESH STREET#2 Meeting Venues



## Europarque | FRESH STREET#2 Meeting Rooms | Day 1 & Day 2



DAY 1  
**WEDNESDAY MAY 24<sup>TH</sup>**

 **Europarque**  
**Santa Maria da Feira**

12:00

**WELCOME PACKS  
& ACCREDITATION**

14:00 - 14:30

**FRESH STREET#2  
OFFICIAL OPENING**

 **Main Room - A1**

14:30 - 14:50

**WE ARE MORE THAN CELEBRATION,  
STREET ARTS CONNECT!**

 **Main Room - A1**

14:50 - 16:15

**PLENARY SESSION #1**  
GOOD PRACTICES IN PUBLIC  
POLICIES FOR PUBLIC SPACE:  
A STATEMENT OR A QUESTION?

 **Main Room - A1**

17:15 - 19:15

**TAILOR SESSIONS#1**

THE GLOBAL WORLD -  
COPYRIGHT AND STREET ARTS

 **Room A2**

INNOVATION TAKES THE RISK -  
SAFETY PLANS IN STREET ARTS SECTOR

 **Room A3**

NEW MODELS SUPPORTING  
THE ARTISTIC CREATION  
FOR THE PUBLIC SPACE

 **Room B1**

BE INSIDE - PARTICIPATION  
PROGRAMMES IN STREET ARTS

 **Room B2**

BREAKING BORDERS -  
INTERNATIONAL PARTNERSHIPS  
FOR THE STREET ARTS SECTOR

 **Room B3**

AUDIENCE DEVELOPMENT -  
ARE STREET ARTS ABLE  
TO RETHINK CONCEPTS?

 **Room B4**

22:00 - 01:00

**FRESH STREET#2 WELCOME NIGHT**

 **Matadouro**

DAY 2  
**THURSDAY MAY 25<sup>TH</sup>**

 **Europarque**  
**Santa Maria da Feira**

10:00 - 11:30

**OVERVIEW SESSION #1**  
OVER THE SEAS - STREET  
ARTS BEYOND EUROPE

 **Main Room - A1**

12:00 - 13:30

**PLENARY SESSION #2**  
ART FOR PEOPLE, WITH PEOPLE  
OR BY PEOPLE?

 **Main Room - A1**

15:15 - 17:15

**TAILOR SESSIONS#2**

THE GLOBAL WORLD -  
COPYRIGHT AND STREET ARTS

 **Room A2**

INNOVATION TAKES THE RISK -  
SAFETY PLANS IN STREET ARTS SECTOR

 **Room A3**

NEW MODELS SUPPORTING  
THE ARTISTIC CREATION  
FOR THE PUBLIC SPACE

 **Room B1**

BE INSIDE - PARTICIPATION  
PROGRAMMES IN STREET ARTS

 **Room B2**

BREAKING BORDERS -  
INTERNATIONAL PARTNERSHIPS  
FOR STREET ARTS SECTOR

 **Room B3**

AUDIENCE DEVELOPMENT -  
ARE STREET ARTS ABLE  
TO RETHINK CONCEPTS?

 **Room B4**

17:45 - 19:15

**OVERVIEW SESSION #2**  
NOT SO FAR AWAY - STREET ARTS  
IN SOUTH AND EAST EUROPE

 **Main Room - A1**

19:30 - 24:00

**OPENING NIGHT**  
**IMAGINARIUS FESTIVAL**

DAY 3  
**FRIDAY MAY 26<sup>TH</sup>**

 **António Lamoso Theatre**  
**Santa Maria da Feira**

10:30 - 12:00

**PLENARY SESSION #3**  
A STREET OF OPPORTUNITIES -  
STREET ARTS AS  
A TRANSFORMATIVE INFLUENCE

 **Auditorium**

14:00 - 15:30

**OVERVIEW SESSION #3**  
WHAT ABOUT PORTUGAL? -  
PORTUGUESE CONTEMPORARY  
ARTISTIC CREATION  
FOR PUBLIC SPACE

 **Auditorium**

15:30 - 16:15

**FRESH STREET#2 CONCLUSIONS  
& OFFICIAL CLOSING WORDS**

 **Auditorium**

16:30 - 18:00

**OPEN SPACE SESSION**  
WHAT ELSE DO WE NEED TO DISCUSS  
ABOUT STREET ARTS?

 **Sala de Oficinas**

**IMAGINARIUS FESTIVAL**

 **Town Centre**