



**PIEMONTE
DALVIVO**



PRESSE RELEASE

ARTINSTRADA – Il Piemonte dal Vivo

At the Chalon dans la rue Transnational Festival of Street Artists,
the testimony of a pioneering scheme in Italy

From 17 to 20 July 2008

c/o Cour de la Maison des Associations
30 rue St Georges - 71100 Chalon sur Saône

IN VIAGGIO CON I FESTIVAL ALLA SCOPERTA DI UNA REGIONE



If we analyse the situation of street arts in Italy, it is immediately clear that in Piedmont people are reaping the benefits of a pioneering scheme begun five years ago, to work towards its gradual recognition, supported decisively, concretely and effectively by **Regione Piemonte** and by a **network of festivals, entertainment and events that is rapidly taking hold in the territory**. Carrying a backpack of wonders, since 2003 the Piedmont Regional Council has been supporting artistic expression in the street, thanks to a **specific law** – the result of continuous feedback from operators in this sector – which does not only support the quality of the artistic creation, but also looks to the future, and aims to intervene **in support of the whole sector**, promoting the creation of an organic system that is rooted in the territory, and experimenting with direct production. **The loyal artists are still there**: from the historical companies to the new generations, they work together with force, tenacity and good humour to guide an entire artistic community towards a rebirth of this genre.

It is no coincidence that the Regional Council, which is always focused on promoting the region abroad, will be a guest at the **Chalon dans la rue** Transnational Festival of Street Artists, from July 17 to 20, 2008. This invitation to France, to a dedicated venue, is due recognition of the constant work to promote street artists and art performed by the Council in recent years, and the theatre courtyard of the event **ARTINSTRADA – IL PIEMONTE DAL VIVO** is a precious opportunity to present a sector that is growing constantly, made possible thanks to the artistic direction and coordination of the **C'era L'acca Association** and to the collaboration of **Zelig**. For Piedmont, participation in the festival directed by Pedro Garcia is another step towards the rest of Europe in an innovative, creative artistic territory, where numerous languages intersect. The fruit of a common effort that creates unique events born from the emotion of close contacts, often triggered by a casual meeting with people on the move. Then suddenly, applause and a hat that fills up rapidly. **And it is like a Thank you.**

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THE PROGRAMME

Theatre, dance, music, circus, mime, manipulation of objects, video but also design: different languages intermingle in Artin strada – Il Piemonte dal Vivo. From talented individuals to the artistic collaboration of 4 festivals to prepare a single performance, from the most traditional flea circus to the nouveau cirque, art as a whole is redrawing its boundaries, diversifying its forms of expression, signs and writing, and the programme for this four-day event is tangible proof.

It starts at 12 noon and it draws to a close after midnight, with spaces dedicated to meetings between the public and the artists. During the day there are a number of proper **performances** and **Intermezzi**, oases dedicated to passers-by, to people who like to stop here and there, and to those who think nothing is happening, but it does. **From 1 to 3 pm**, for example, you only have to put your eye to the single small hole in **Chiara Trevisan's** magic box to enjoy a Flea Circus handled with incredible skill. And while you wait for your turn, you are certain to come across the absurd actions of a jester, **Nespolo Lo Giullare**, maybe as a prince turned into a frog, or a buzzing bee, who will win you over with his disarming comedy.

At 3 pm, to counteract the after-lunch drowsiness, the volume is raised by a vortex of comic situations and hilarious coups de théâtre halfway between cabaret and the traditional circus, proposed by **Los Fabulosos**. Immediately afterwards, at **4 pm**, you will be transported by the **Bandaradàn**, a small gypsy orchestra with its crooked rhythms, playing music for your eyes only, with a decidedly unusual style.

At 5 pm everyone moves to Place de l'Hôtel de Ville to enjoy the performance by the tightrope artist **Andrea Loreni** and the aerial acrobatic duo of **Le Baccanti**: the urban architecture provides a special backdrop. **At 6 pm, back to the Maison des Associations** for a performance by **Flic – the Circus School of the Reale Società Ginnastica of Turin**: jugglers, balancing acts and acrobatics, a letter, a rope and some cushions become part of a circus that has taken the shape of everyday items, and if we look closely, little else is needed to lose oneself and to rediscover the secret enjoyment of childhood games.

The second Intermezzo is **from 7 to 9 pm**: the programme matches the slower rhythm of the dinner break. If you have not yet decided what to eat, maybe you should meet **Pepita Baguette**: two sandwiches are her chimera and her mirage, her dream and our enchanted delight. Mime, dance and clowning, all perfectly balanced, for a real coup de coeur. She alternates with Lara Quaglia, one of the **Fratelli Ochner** troupe, carrying a chest that is an ark, a house that contains endless unexpected items, a small mad circus that overturns every-day uses and meanings.

In the hope that you are not tired yet, we guarantee an unforgettable evening: after the well-earned success at last year's Avignon Festival Off, at **9 pm Milo and Olivia** propose an unusual game of acrobatic ladders, aerial patterns and vertical tricks, and offer the euphoria of a precariously balanced love story to break the predictable rhythms of daily life. Immediately after that, at **10.15 pm**, it is the turn of **Paola Chiama** and Amaducci: "I will be as you want me. I am your real doll!" This is the provocation of an act in which dance and video-projections are more interconnected than ever. Before handing over to the "après-festival" entertainment, the programme ends at **11 pm** with **Tripodi. 3 points between heaven and earth**: an act born out of the collaboration between four Piedmontese festivals, a highly effective theatrical experiment, that focuses on the relationship between theatre and the visual arts, with original music played live.

Friday, July 18, at 1 pm there will be a **conference by Regione Piemonte** on the state of street art in Italy and Piedmont. The speakers will be the Regional Director of Culture Daniela Formento, and the Artistic Director of Artin strada – Il Piemonte dal Vivo, Ariane Bieou.



THE PIEDMONTESE REGIONAL LAW

Regional Law no. 17, July 15, 2003. Promotion of expressions of street art

Five years ago the Piedmont Regional Council was the first in Italy to draft a suitable law that underlined the "desire to consider Piedmont as a territory ready to welcome all types of musical, theatre, figurative and expressive activities performed freely by artists in the street, in areas that are open to the public", as outlined in Regional Law no 17 of July 15, 2003, amended in 2007. This **important and long awaited political recognition** of a growing artistic ferment, that recognises expressions of street art, initially took the shape of the organisation of small or large festivals, the purchase of entertainment by local administrations and the awarding of prizes to deserving artists. **At the end of its third year of life, Regione Piemonte amended a number of fundamental points**, drawing on the experience gained and of feedback from experts in the field. Today the annual prizes for single artists or associations that stand out for their particular talent are confirmed, but the prize previously awarded to Municipalities now becomes an annual contribution which can also be granted to private entities (in the form of non-profit-making legal associations) that "promote expressions of street art on a continuous basis by organising events, reviews and festivals, and support activities to draw attention to, promote and spread street art": this is the real novelty. **The new forms of support aim to boost and improve the quality of artistic creations, to activate distribution channels and to create research, information and documentation centres**: another step forward towards more advanced European societies.

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INFO: www.regione.piemonte.it/spettacolo/strada/index.htm

PIEMONTE DAL VIVO

Piemonte dal Vivo is a project created by Regione Piemonte in 1996 to raise the profile of Piedmont in two fields, culture and tourism. Today, it covers a network of 93 festival for a programme of top quality entertainment that embraces music, theatre, cinema, circus and dance in a proposal that links arts with locations. Over the years, the creation of a programme lasting **365 days a year** in spectacular locations, has been joined by other objectives and experiences that together convey the **pioneering spirit** of a constantly evolving project: a working and collaborative network between the organisers (training seminars and working groups), a project with a live vocation (animated press conferences, Livedays, a Livenight, the "Non ci manca che il mare a risplendere forte" production – all we need is the sea to shine strongly), publishing experience (the catalogue, a printed newsletter, the website).

C'ERA L'ACCA E ZELIG

The artists and companies are coordinated in the Artinstrada courtyard by two important Piedmontese organisations, which have been working in the context of cultural projects for the research, development and promotion of live entertainment **for over ten years**. The C'era l'acca association which also provides the artistic direction, and Zelig, which is involved in the organisation, have always supported efforts to raise the profile of street art, and welcome its most contemporary concept, which has evolved from the traditional figure of the juggler to an idea of artistic performances in public spaces. In this scenario **they outline a creative and artistic chain that develops with production and dissemination activities**. Since 2006, the **C'era L'acca Association** is a partner of **IN SITU**, European network for artistic creation in public areas (Culture 2000 Programme), organising international relations and exchanges. In 2007 **Zelig** created Bazar, Italy's first shop-window dedicated to the contemporary circus and street art, seen as a place for hospitality and encounters, a crossroad of artists, operators and the public.