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# Circus Promotion Plan 2019–2022

**COMPREHENSIVE CIRCUS PLAN**

*Press pack*

11 DECEMBER  
2019



## Circus Promotion Plan

### Comprehensive Circus Plan



Catalonia's Performing Arts have always served as an incubator for innovative initiatives and creative interests that have established Catalan culture as a tool for the maintenance of established links with European cultural contemporaneity.

In this context, and over the last twenty years in particular, Catalan circus has become a unifying element that has developed and grown in all areas.

As such, and as part of the **Comprehensive Plan for Circus** framework, a **Promotional Plan for Circus** has been developed by the Government of Catalonia's Ministry of Culture and the Catalan Association of Circus Professionals (APCC).

The programme is made up of eleven specific actions designed to reinforce a scenario which provides opportunities for the promotion and dissemination of circus activities within the region's cultural, social and economic life, as well as beyond our borders.

The Circus Promotion Plan is an initiative led by the Government of Catalonia Ministry of Culture and the APCC, and is also supported by the Barcelona City Council, the Council of Majorca's Ministry of Culture, Heritage and Language Policy and the Institut Ramon Llull. The Plan is developed in collaboration with the Rogelio Rivel Circus Arts Centre, the Ateneu Popular 9Barris, La Central del Circ, La Vela de L'Estruch, the Catalan Network of Circus Venues (XECC) and Nilak, and involves a variety of municipalities, entities and facilities across Catalonia.



## Circus Promotion Plan

### Specific measures

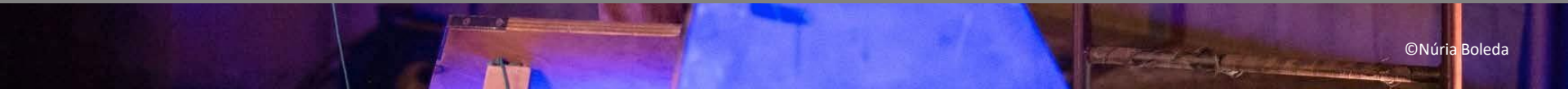
This Promotion Plan, for which an initial implementation period of 2019-2021 has been defined, consists of **eleven specific measures** comprehensively funded by the Catalan Ministry of Culture's Directorate-General for Creation, Regional Action and Libraries and the Catalan Institute for Cultural Companies (ICEC), with specific contributions from the Barcelona City Council, the Council of Majorca's Ministry of Culture, Heritage and Language Policy and the Institut Ramon Llull, as well as participation from a variety of municipalities, entities and facilities around Catalonia.

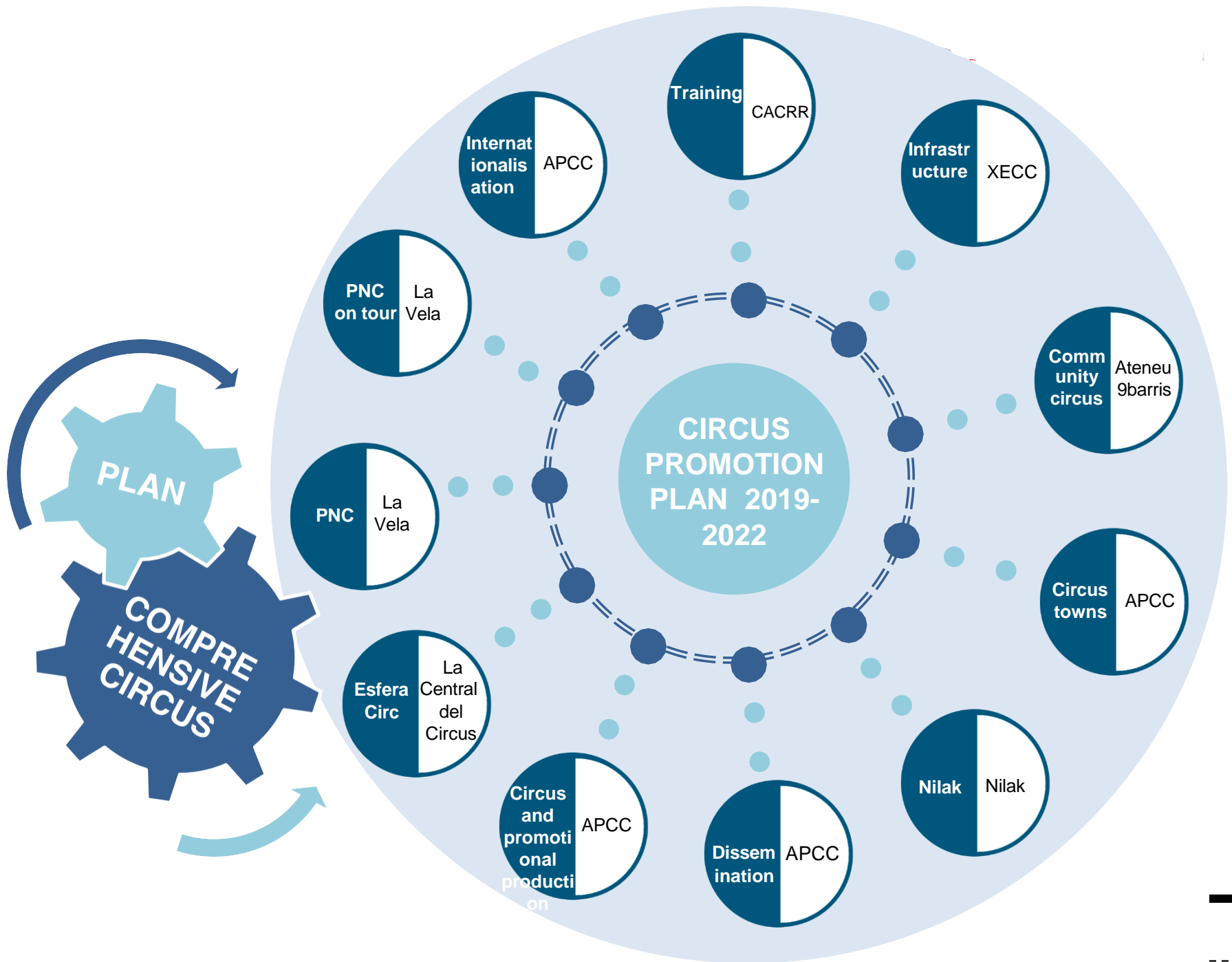
These eleven measures will complement the promotional policies for circus already being implemented as part of the Comprehensive Circus Plan corresponding to the fields of training, support for creation and production, creation of quality employment and raising the profile of circus in the public sphere.



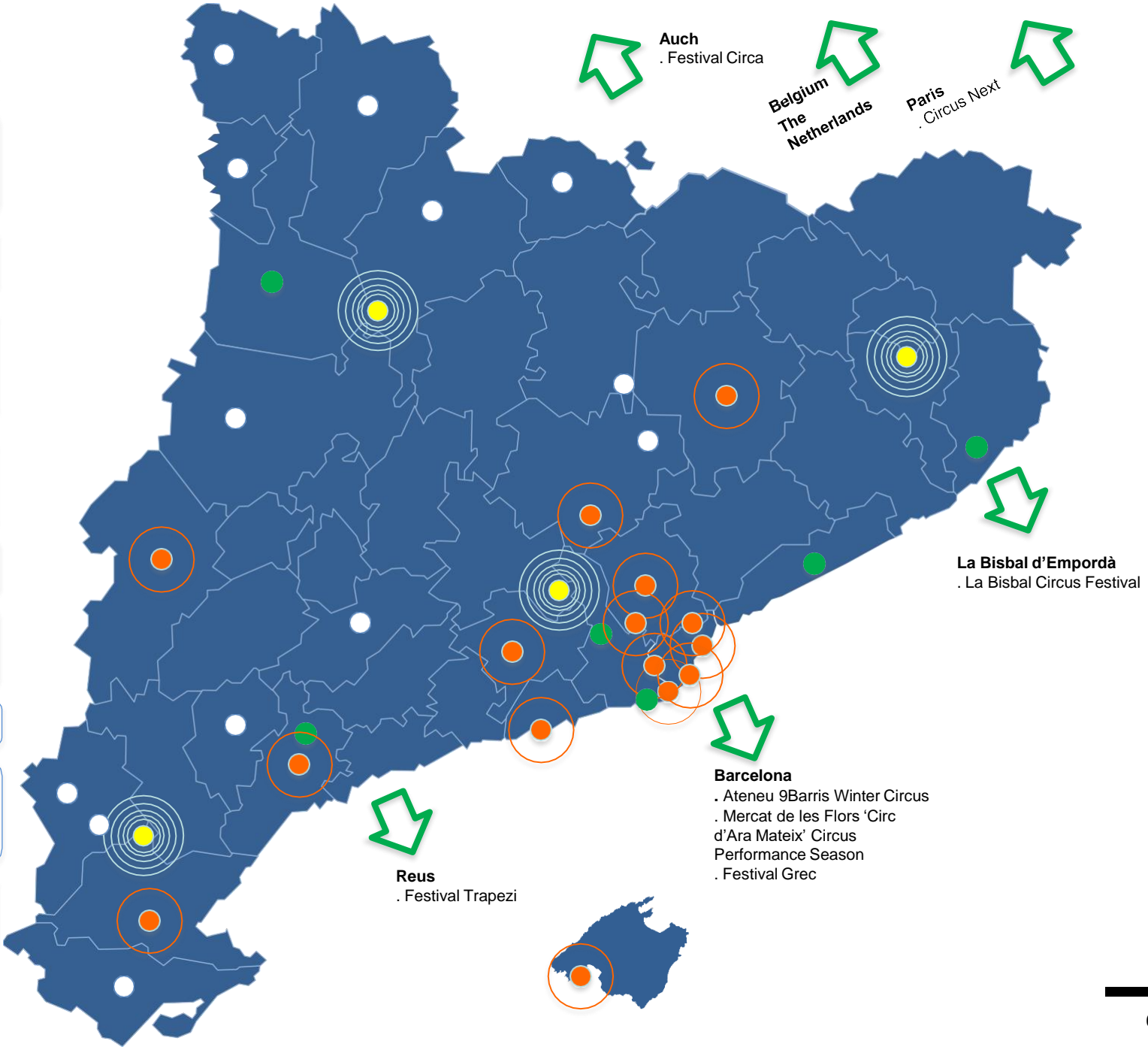


# The eleven measures





- TRAINING
- INFRASTRUCTURE (tbc)
- COMMUNITY CIRCUS
- CIRCUS TOWNS  
Min. one per demarcation
- NILAK  
Touring circus tent
- DISSEMINATION
- CIRCUS AND ADVERTISING CREATION
- ESFERA CIRC
- NATIONAL CIRCUS PRODUCTION AND TOUR
- INTERNATIONALISATION



## Participation

27 municipalities in Catalonia

7 sectoral entities

3 creative centres

8 circus venues

1 national venue

7 festivals, fairs and markets

1 vocational training centre

## Core areas of activity

Training & Qualifications

Infrastructure

Circuit

Dissemination

Audience creation

Production support

## Interadministrative cooperation

Ministry of Culture

Ministry of Education

Barcelona Institute of Culture

Council of Majorca Ministry of Culture, Heritage and Language Policy

Institut Ramon Llull

27 City councils in Catalonia



The eleven measures

1. Training

**OBJECTIVE:**

To promote the consolidation of the CACRR training project and increase the visibility of the network of circus venues.

**BRIEF DESCRIPTION:**

One measure involving two actions.

Action 1: Provide support for the Rogelio Rivel Circus Arts Centre in order to consolidate vocational circus training in Catalonia, ensuring the stability and evolution of the region's sole officially accredited circus training programme.

Action 2: Recognise and raise the profile of the important network of circus venues located throughout the region.

**PROMOTIONAL BODY WITHIN THE MINISTRY OF CULTURE:**

Directorate-General for Creation, Regional Action and Libraries

**RESPONSIBLE FOR LEADING MEASURE:**

Rogelio Rivel Circus Association.

**IMPLEMENTATION PERIOD:**

2020-2021.



## The eleven measures

### 2. Infrastructure for circus spaces

#### **OBJECTIVE:**

**To improve the infrastructure at circus venues in Catalonia.**

#### **BRIEF DESCRIPTION:**

A firm commitment to promote a support scheme for the renovation, adaptation, improvement and reform of circus venues in Catalonia.

#### **PROMOTIONAL BODY WITHIN THE MINISTRY OF CULTURE:**

Directorate-General for Creation, Regional Action and Libraries

#### **RESPONSIBLE FOR LEADING MEASURE:**

Catalan Network of Circus Venues (XECC).

#### **IMPLEMENTATION PERIOD:**

2020-2022.

## The eleven measures

### 3. Community Circus

#### **OBJECTIVE:**

**Creation of a resource and production of materials bank for community circus.**

#### **BRIEF DESCRIPTION:**

Creation of a meeting space for circus industry entities involved in working with communities, for the purpose of generating materials and centralising relevant information related to community circus as a tool for social transformation and empowerment in communities by means of establishing new benchmark educational models. The applied research projects will focus on social circus, circus and gender, and circus and functional diversity, carried out through laboratories in order to develop new methodologies and intervention tools.

#### **PROMOTIONAL BODY WITHIN THE MINISTRY OF CULTURE:**

Directorate-General for Creation, Regional Action and Libraries

#### **RESPONSIBLE FOR LEADING MEASURE:**

Ateneu 9Barris.

#### **IMPLEMENTATION PERIOD:**

2020-2021.



## The eleven measures

### 4. Circus towns

#### OBJECTIVE:

To bring circus to towns with fewer than 10,000 inhabitants and create links between those municipalities and the region's circus spaces.

#### BRIEF DESCRIPTION:

A new two-year circuit for circus, touring five towns with fewer than 10,000 inhabitants. The towns are distributed across all demarcations.

#### PROMOTIONAL BODY WITHIN THE MINISTRY OF CULTURE:

Directorate-General for Creation, Regional Action and Libraries

#### RESPONSIBLE FOR LEADING MEASURE:

Catalan Association of Circus Professionals (APCC).

#### IN COLLABORATION WITH:

Various city councils around Catalonia.

#### IMPLEMENTATION PERIOD:

2020-2021.

## The eleven measures

### 5. Nilak

#### OBJECTIVE:

**Creation of a performing arts venue by bringing a touring circus tent to the regions of Catalonia that lack their own theatre facilities.**

#### BRIEF DESCRIPTION:

Bringing contemporary performing arts to those Catalan regions that have no theatre facilities by means of a travelling circus tent that serves as a theatre for Catalan circus companies.

#### PROMOTIONAL BODY WITHIN THE MINISTRY OF CULTURE:

Directorate-General for Creation, Regional Action and Libraries

#### RESPONSIBLE FOR LEADING MEASURE:

Nilak.

#### IMPLEMENTATION PERIOD:

2020-2021..

## The eleven measures

### 6. Dissemination



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#### **OBJECTIVE:**

**To increase the media profile of the circus.**

#### **BRIEF DESCRIPTION:**

Generating information and awareness tools and actions on the attributes of the modern circus for media professionals, providing data related to the current status of the circus in Catalonia and raising its profile within the media (production and distribution of circus-themed video clips: programme, professional discussions, technique).

#### **PROMOTIONAL BODY WITHIN THE MINISTRY OF CULTURE:**

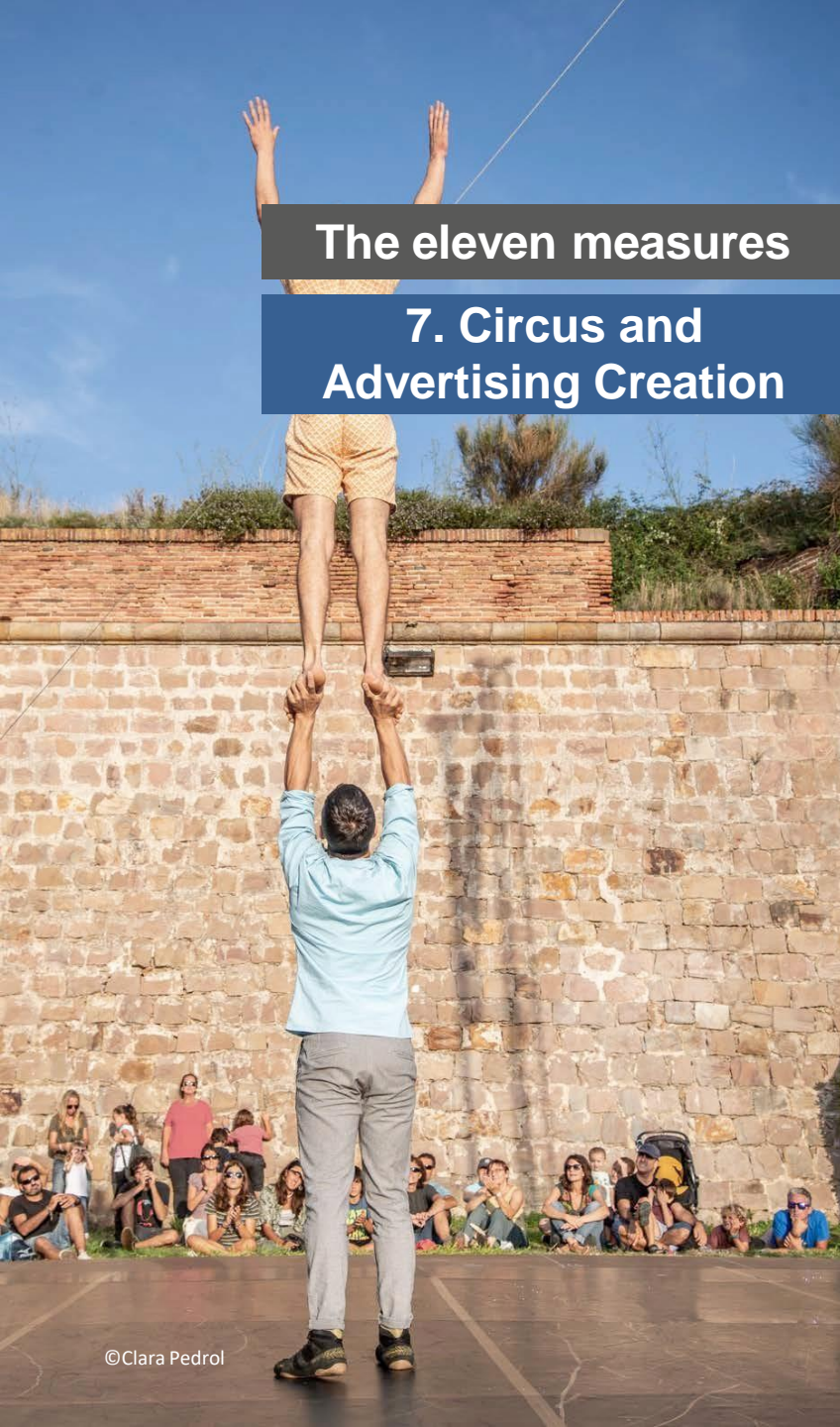
Catalan Institute for Cultural Companies (ICEC).

#### **RESPONSIBLE FOR LEADING MEASURE:**

Catalan Association of Circus Professionals (APCC).

#### **IMPLEMENTATION PERIOD:**

2021.



The eleven measures

## 7. Circus and Advertising Creation

### OBJECTIVE:

To promote the potential of the circus within the marketing and advertising business sector.

### BRIEF DESCRIPTION:

Seminar to promote the circus' evocative potential to creative professionals in advertising and business marketing heads: determination, trust, risk...

Emphasising the power of using circus imagery to convey universal values and repositioning the aesthetic perspective of the circus to increase its visibility and seek new sources of funding.

### PROMOTIONAL BODY WITHIN THE MINISTRY OF CULTURE:

Catalan Institute for Cultural Companies (ICEC).

### RESPONSIBLE FOR LEADING MEASURE:

Catalan Association of Circus Professionals (APCC).

### IMPLEMENTATION PERIOD:

2020-2021.

## The eleven measures

### 8. Esfera Circ

#### OBJECTIVE:

The provision of guidance and information in relation to the circus sector for cultural agents.

#### BRIEF DESCRIPTION:

Training itinerary for programmers, journalists, policy makers, cultural prescribers with regard to the realities of circus: the profession, technical aspects, audiences and creative spaces.

#### CONFIRMED ACTIONS FOR 2019 – 2021:

Festival Circa (Auch); Ateneu 9Barris Winter Circus (Barcelona); 'Circ d'Ara Mateix' Season (Mercat de les Flors, Barcelona); Festival Grec (Barcelona), Nilak (touring), Circus Next (Paris), Festival Trapezi (Reus), La Bisbal Circus Festival (La Bisbal d'Empordà).

#### PARTICIPATING AGENTS, 2019 – 2020:

Barcelona City Council; DG for Creation, Regional Action and Libraries; Teatre Artesà; Tremp City Council; Martorell City Council; Mataró City Council; Núvol; TV3.

#### PROMOTIONAL BODY WITHIN THE MINISTRY OF CULTURE:

Catalan Institute for Cultural Companies (ICEC).

#### RESPONSIBLE FOR LEADING MEASURE:

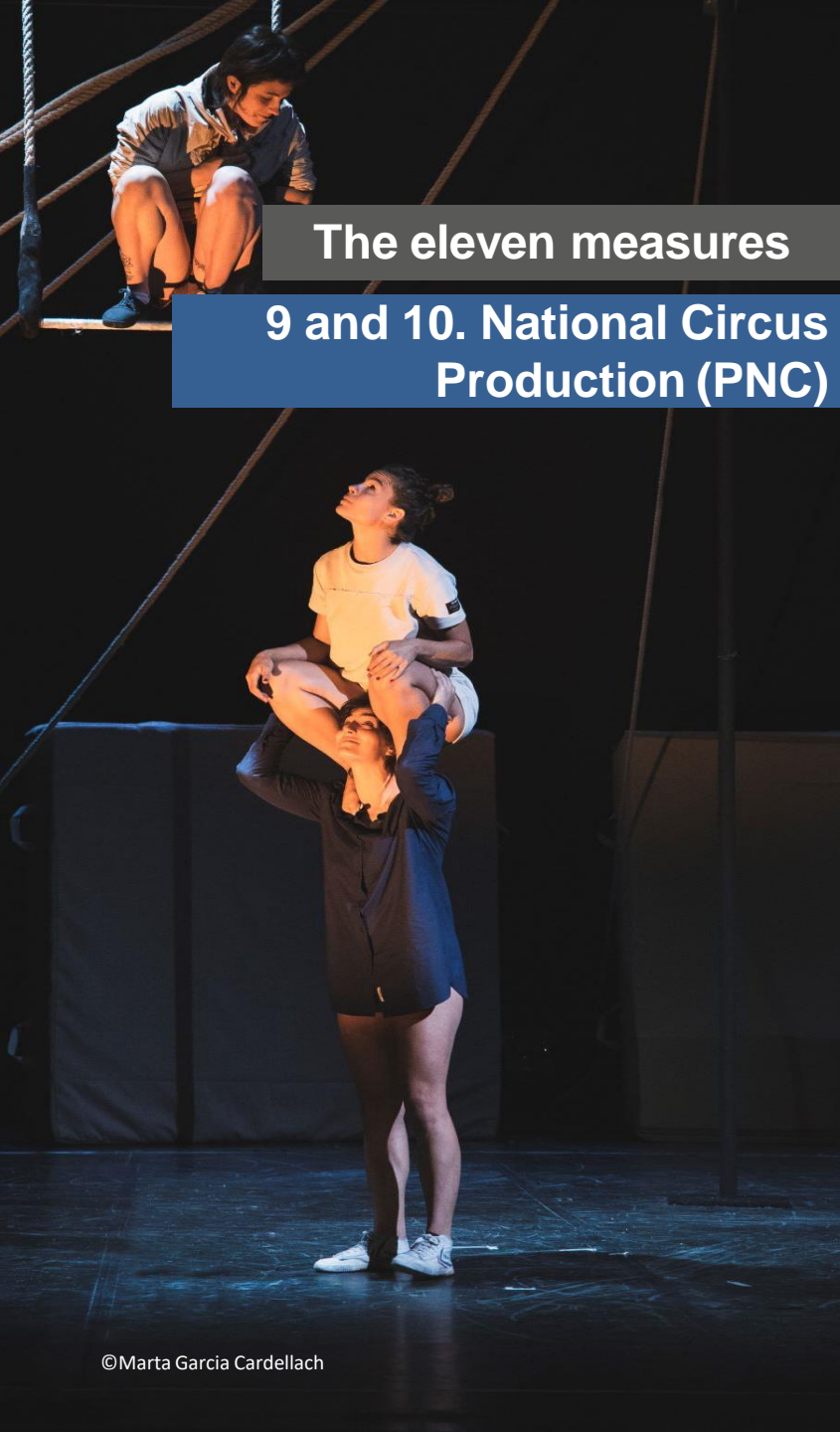
La Central del Circ.

#### WITH THE SUPPORT OF:

Institut Ramon Llull.

#### IMPLEMENTATION PERIOD:

2019-2021.



## The eleven measures

### 9 and 10. National Circus Production (PNC)



#### OBJECTIVE:

To provide support for emerging Catalan creators and artists for the creation of medium/large format circus productions of national scope and to support their staging at municipal facilities across the region.

#### BRIEF DESCRIPTION:

*Estat d'emergència* [State of Emergency] is a medium-large format production directed by Marta Torrents and Joan Ramon Graell with a cast principally made up of emerging artists that is set to premiere at the 2020 Festival Grec.

#### COPRODUCERS:

Catalan Institute for Cultural Companies, Teatre Principal de Palma Foundation, Barcelona Festival Grec, La Vela de l'Estruch and Directorate-General for Creation, Regional Action and Libraries.

#### RESPONSIBLE FOR LEADING MEASURE:

La Vela de l'Estruch, creative factory run by the Sabadell City Council.

#### IN COLLABORATION WITH:

Municipal performing arts facilities in Badalona, El Prat de Llobregat, L'Hospitalet de Llobregat, Lleida, Manresa, Reus, Sabadell, Sant Cugat del Vallès, Santa Coloma de Gramenet, Tortosa, Vic, Vilanova i la Geltrú and Vilafranca del Penedès.

#### IMPLEMENTATION PERIOD:

2019-2021.





## The eleven measures

### 11. Internationalisation

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#### **OBJECTIVE:**

To promote the booking and increase the visibility of Catalan circus productions on the international stage, establishing new links with major European agents.

#### **BRIEF DESCRIPTION:**

To consolidate the international exposure and positioning of Catalan circus. Developed around a central deployment action for Catalan circus, the action is accompanied by a programme of professional activities to be organised at the main national circus events, beginning with the Circ d'Ara Mateix productions.

#### **PROMOTIONAL BODY WITHIN THE MINISTRY OF CULTURE:**

Catalan Institute for Cultural Companies (ICEC).

#### **WITH THE SUPPORT OF:**

Institut Ramon Llull.

#### **RESPONSIBLE FOR LEADING MEASURE:**

Catalan Association of Circus Professionals (APCC).

#### **IN COLLABORATION WITH:**

Mercat de les Flors.

#### **IMPLEMENTATION PERIOD:**

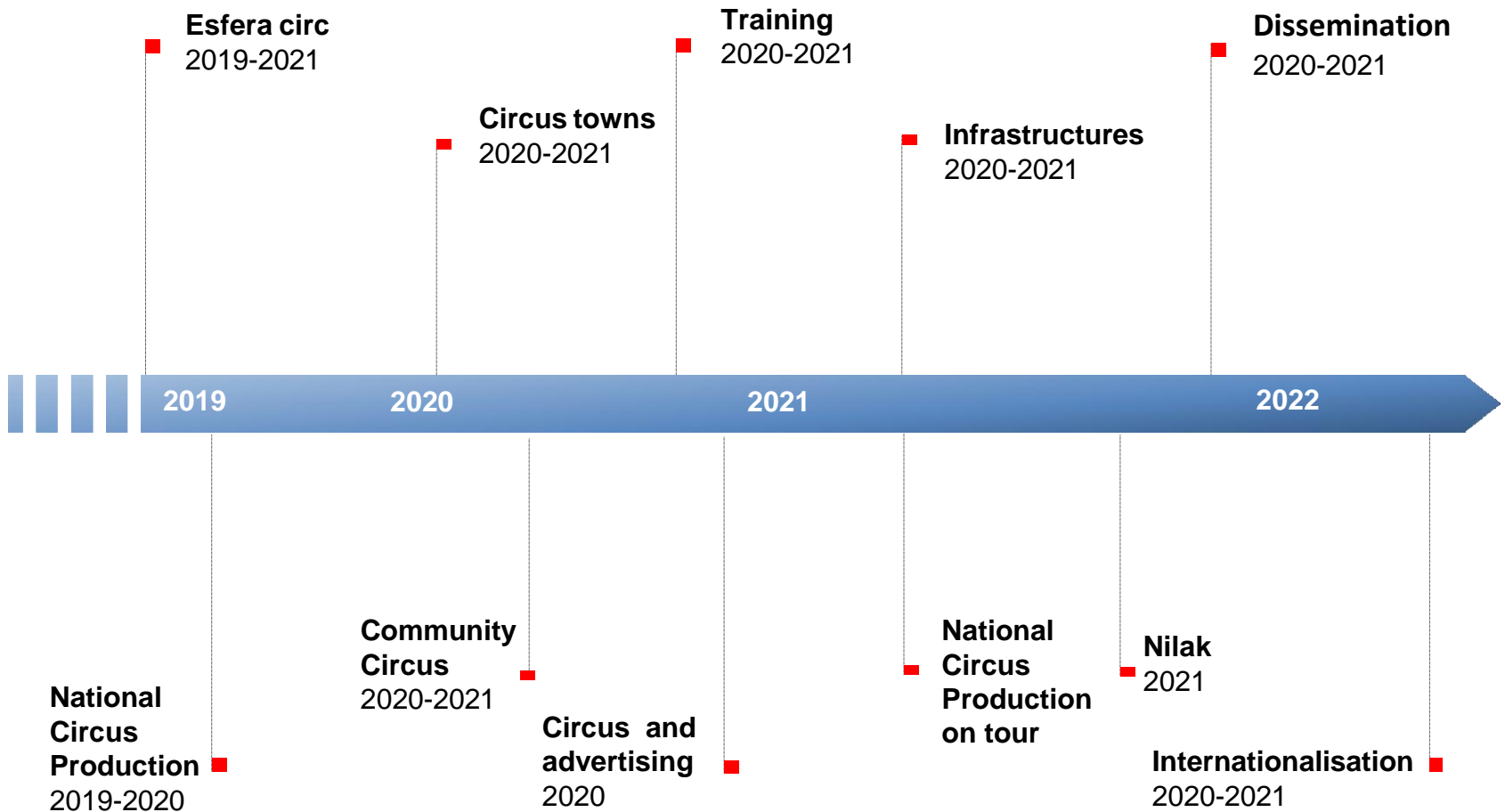
2021-2022.



# Calendar

# Circus Promotion Plan

## Calendar





# Budget





# Participating entities



## Circus Promotion Plan

### Participating entities

The Circus Promotion Plan is an initiative developed by the Government of Catalonia's Ministry of Culture and the Catalan Association of Circus Professionals (APCC), with the support of Barcelona City Council, the Council of Majorca Ministry of Culture, Heritage and the Language Policy and the Institut Ramon Llull, in collaboration with the Rogelio Rivel Circus Arts Centre, Ateneu Popular 9Barris, La Central del Circ, La Vela de L'Estruch, the Catalan Network of Circus Venues (XECC) and Nilak and involving a variety of municipalities, entities and facilities around Catalonia.

The joint responsibility and cooperation from all these agents will help strengthen the region's creative fabric and enhance its connections with the general public; it will facilitate the renovation of circus performance spaces and ensure regional balance, as well as promoting mainstreaming and the adaptation of all the relevant interlinked structures in a changing performing arts reality. The 2019-2021 Circus Promotion Plan aims to serve as a tool that allows participating agents to continue their commitment to working towards the consolidation of Catalan circus with a fresh approach.



ASSOCIACIÓ DE PROFESSIONALS DE CIRC DE CATALUNYA

## Catalan Association of Circus Professionals (APCC)

The Catalan Association of Circus Professionals (APCC) is a private non-profit organisation founded in 2004 that brings together professionals from the different branches of Catalan circus (artistic, business, management, direction, dramaturgy, scenography, choreography, theory, teaching,...).

The APCC aims to publicise and promote the circus in all its forms, positioning it, as an intrinsically cultural element, on a level with the other performing arts disciplines.

The APCC works closely with government administrations to improve cultural policy in relation to circus, it promotes debate and cohesion within the sector and addresses its relevant demands and issues; providing professionalisation tools and working with circus entities on circus promotion projects at regional, national and international levels.

### CONTACT:

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Generalitat de Catalunya  
Departament de Cultura







## La Central del Circ

La Central del Circ is a research, training, rehearsal and continuous development space for circus arts professionals.

The 3,000 m<sup>2</sup> facility located in Barcelona's Parc del Fòrum provides support for these professionals in all areas and phases of their work, including daily training, residential production workshops, ongoing development, international mobility and artistic support throughout the different stages of show development.

La Central del Circ is a Barcelona City Council initiative supported by the Government of Catalonia and managed by the Catalan Association of Circus Professionals.

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## Circus School Rogelio Rivel

Named after Rogelio Rivel (acrobat, clown and teacher), the Circus School was set up in 1999 with the aim of providing training for future professionals. It has been a member of the European Federation of Professional Circus Schools (FEDEC) since 2004 and provides a training programme aimed at young people aged between 16 and 25.

The centre is now officially accredited by the Government of Catalonia's Ministry of Education and teaches a Preparatory Diploma course (as of 2015) and a Professional Diploma course (as of 2018). With highly qualified teaching staff and first class facilities, it provides an optimum environment for training future circus artists and is the only centre of its kind in Catalonia.

Aside from the official courses, it also offers recreational and professional training courses.

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## Ateneu Popular 9Barris

The Ateneu Popular de Nou Barris is a community-managed cultural facility and instrument of political activism which, through participation, enjoyment and the critical spirit of culture, promotes social transformation by means of collective practices, understanding culture as the intrinsic right of each and every community. The Ateneu is managed by the non-profit association Bidó de Nou Barris which, over the last 40 years, has developed a unique project that uses circus as a central cross-disciplinary axis spanning all of its grass-roots activities.

The Ateneu promotes the creation and production of professional contemporary circus shows, including its large-format production, *the Winter Circus*, which has now been running for 24 years, and the *Combinats de Circ* residential technical workshops. It promotes the distribution of national and international proposals with specific contemporary circus and paratheatrical arts programming and collaborating with different companies. It also promotes circus training projects such as the Children and Youth Circus School, the training of social circus teachers, as well as organising community circus projects in schools and with specific identity groups and hubs.

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## La Vela de l'Estruch



Open in 2016, La Vela is a circus space located on the Ca l'Estruch site, a creative factory for live arts run by Sabadell City Council. With agreements in place with various administrations, La Vela has established itself as a circus arts production, performance and training space which each season hosts a large number of local companies and artists and professional groups from all around Spain and Europe.

The project is structured around five operational areas: *EscenaEstruch*, dance, circus and theatre programming; *NauEstruch*, dedicated to the visual arts and performance practices; *MediaEstruch*, which promotes new technologies as artistic creation tools; *EstruchMusic*, which has three music rehearsal boxes and runs an *Educational Programme*, which capitalises on its access to professional companies to offer activities for primary and secondary school students.

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## Catalan Network of Circus Venues - XECC

Promoted by the Catalan Association of Circus Professionals, the Catalan Network of Circus Venues includes 25 public and private spaces that offer resources for circus creation, training, development, production, performance and/or distribution.

The aim of the XECC is to publicise and promote circus, increase the visibility of its relevant specific spaces, facilitate communication between network members, share and optimise resources and provide circus projects with greater stability.

### CONTACT:

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[www.facebook.com/laXECC](http://www.facebook.com/laXECC)



## Nilak

Nilak aims to bring contemporary performing arts to those areas of Catalonia that lack their own theatre facilities.

Nilak puts the big top at the heart of the project as a central symbol representing the circus, while using it to transform the space and bring new dramatic compositions to the whole region by mean of a programme of activities that include workshops, shows, exhibitions and creative productions...

With its most recent project, *Cabaret Delicatessen*, the aim is to promote the regional infrastructure that already exists in the form of heritage spaces, using art as a means of revealing their value as spaces that strengthen the social fabric and as historical conduits.

### CONTACT:

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# CIRCUS PROMOTION PLAN 2019-2021

## Comprehensive Circus Plan

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