

LA NUIT

USER

GUIDE



DU CIRQUE

11 12 13

NOV 2022



The Nuit du Cirque is an international event to promote circus creation that is initiated and organized by [Territoires de Cirque](#), with the support of the French Ministry of Culture and the help of the Institut Français, Circostrada, circusnext, Buzz (Germany), and ProCirque (Switzerland).



Any public event
showcasing the
contemporary creative
circus can be part of
the Nuit du Cirque.

You are:

- a distributor and/or producer
- a local government
- a cultural service
- a theater or performance venue
- a circus school
- a self-distributed circus company
- a workshop space
- a museum...

based in France or abroad

**and you want to participate
in the Nuit du Cirque?**

**Here is a user guide to help you with
the process.**

What events to organize?
How to register?
How to communicate?

For any questions or for more information,
please contact us at:
nuitducirque@territoiresdecirque.com

Or contact the liaison organizations
in France or abroad (see Section 3)

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La Nuit du Cirque takes place over three days from Friday 11 November to Sunday 13 November.

72h
of circus during
3 days and 3 nights

more than

250
events
in France
and abroad

In 2021, close to
40 000
spectators
attended
Nuit du Cirque
events.

Since its first edition in 2019, the **Nuit du Cirque** has established itself as:

- a moment of visibility for the entire circus sector in France and abroad
- a collaborative event, an active creative period, and a time of collective international celebration that unites different stakeholders and audiences around shared values
- a tool to foster creativity and renewal: renewal of relationships with audiences, communities, local residents, and artists
- a snapshot of the diversity of circus creation that tells the story of an art form that is in permanent evolution and is fully open to the major issues that are being debated in society

To introduce the
diversity of
creative circus
shows to a wide
audience

To circulate
shows and works

To share the
values of a
popular and
socially engaged
art form

The theme of the 2022 edition of the **Nuit du Cirque** is “**À corps et à cri**”!

“**À corps et à cri**” is the French notion of raising a clamor with your body (*corps*) and your cry (*cri*) to make something possible.

The body, the essence of the circus.

The cry is both the voice and the message.

A cry of pain, of anger, of liberation, of joy, of happiness, a cry from the heart...

A circus of the body that cries out, describes, creates.....

A Nuit du Cirque as a manifesto.

A cry to break free from the consensus.

A desire to affirm that current issues and concerns resonate in bodies and in words.

Find out about the events scheduled in France and internationally on the website www.lanuitducirque.com.

The printed program is available in France at locations involved in the event.

Conditions

- All structures organizing events that highlight the creative circus and that are open to all audiences can participate in the Nuit du Cirque.
- Pricing is set independently by the participating organizations.

Examples of events

Everything is possible, whether it is held on one day, one evening, two days or over three days and three nights... this is the opportunity to invent something new and to do something different! Examples:

- shows held indoors, under a big top, or in public spaces
- a carte blanche given to artists
- events based on an urban itinerary
- impromptu events in places like metro stations or city squares
- circus workshops
- meetings, conferences, debates
- video broadcasts
- production of documentary films for online distribution

For examples of the diversity of participants and events, see the [Media Kit — Program](#) from the 2021 edition of the Nuit du Cirque.

Procedure

1. Contact the liaison organization in your area (see next page).
2. The liaison organization processes your application, opens a registration form, and sends you a link so you can fill it in with all the information relating to your event. After checking the information, your event is published online.
3. The liaison organization will send you communication materials as well as the evaluation form that you need to return the week following the event.

Contact the liaison organization for your region in France or the appropriate international organization.

Contacts in France

International contacts

For more information, please contact the coordination assistant, Sophie Raoult:
nuitducirque@territoiresdecirque.com

IN FRANCE

HAUTS DE FRANCE

Le Prato, Lille

GRAND EST

Le Palc, Châlons-en-Champagne

ÎLE-DE-FRANCE

L'Azimut, Antony/Châtenay-Malabry

BOURGOGNE-FRANCHE-COMTÉ

CirQ'ônflex, Dijon

AUVERGNE-RHÔNE-ALPES

La Cascade, Bourg-Saint-Andéol

PROVENCE-ALPES-CÔTE D'AZUR

Archaos, Marseille

OCCITANIE

La Verrerie, Alès

La Grainerie, Balma

CIRCa, Auch

NOUVELLE AQUITAINE

L'Agora, Boulazac

PAYS DE LA LOIRE

Le Plongeur - Cité du Cirque, Le Mans

BRITTANY

Le Carré Magique, Lannion

NORMANDY

La Brèche, 2 Pôles Cirque in Cherbourg Normandy

Cirque-Théâtre d'Elbeuf, 2 Pôles Cirque in Normandy

OVERSEAS

Le Séchoir, Saint-Leu, Reunion Island

INTERNATIONAL

Institut Français

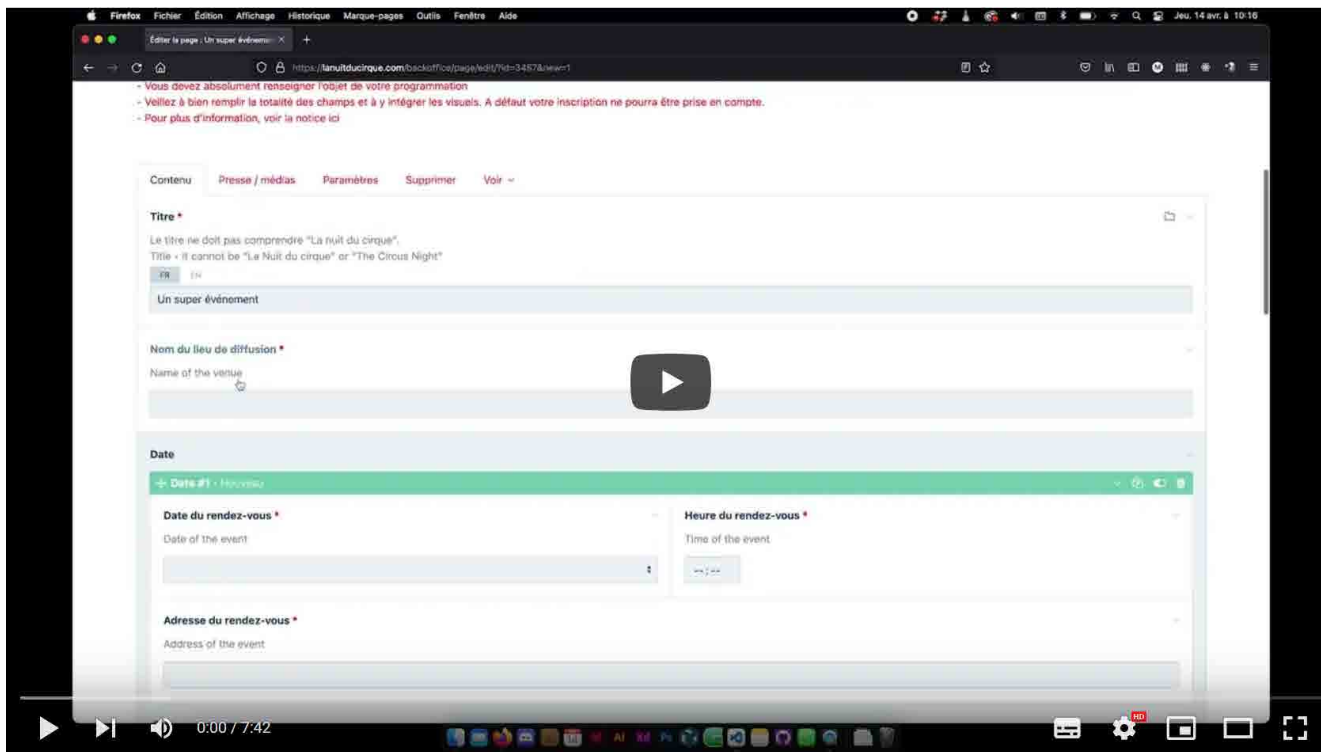
Circostrada

circusnext

Buzz (Germany)

ProCirque (Switzerland)

4 FILL OUT YOUR REGISTRATION FORM

A screenshot of a web browser displaying the registration form for 'la nuit du cirque'. The browser is Firefox, and the URL is 'https://lanuitducirque.com/backoffice/page/ledit/?id=3457&view=1'. The page has a dark header with navigation links: 'Contenu', 'Presse / médias', 'Paramètres', 'Supprimer', and 'Voir'. Below the header, there are instructions in French: 'Vous devez absolument renseigner l'objet de votre programmation', 'Veuillez à bien remplir la totalité des champs et à y intégrer les visuels. A défaut votre inscription ne pourra être prise en compte.', and 'Pour plus d'information, voir la notice ici'. The form fields include: 'Titre *' (Title) with a note 'Le titre ne doit pas comprendre "La nuit du cirque", Titre * Il cannot be "La Nuit du cirque" or "The Circus Night"', 'Nom du lieu de diffusion *' (Name of the venue), 'Date' (Date) with a sub-section 'Date #1 * Nouvelles' containing 'Date du rendez-vous *' (Date of the event) and 'Heure du rendez-vous *' (Time of the event), and 'Adresse du rendez-vous *' (Address of the event). The video player interface at the bottom shows a play button and a progress bar at 0:00 / 7:42.

An online video tutorial is available in French and English to help you fill out your registration form: [Tutoriel en FR](#) / [Tutorial in EN](#)

DETAILS

Once you receive your registration link, the site offers an English interface and is easy to navigate. A few details about the key terms:

An “**artistic proposal**” is your event, whatever its format: show, workshop, conference, projection, etc. It corresponds to an entry ticket (or a free entry) and a single registration form. It can combine several formats (e.g., an evening composed of a show + another show + a projection + a dinner...).

For the “**event**” information, enter the time, date, and location of the event. There can be multiple times for the same event. They must be filled out in the same form.

The “**title**” of the event should not include the term “Nuit du Cirque” to avoid repetitions, so a title such as “Nuit du Cirque in New York” is not useful. If you do use this type of title for an event (e.g., “Nuit du Cirque in Biscarosse”) it should only be indicated in the description section.

Graphics and images

Once a participant is registered on the platform, we provide them with:

- the main Nuit du Cirque image in different formats for print and web
- templates for all your publications on social networks
- a logo in a format that is easy to use for all the communication materials for your events

The 2022 graphic charter for the Nuit du Cirque (like that for the 2021 edition) is the creation of Aéro Club's designers (Magali Brueder & Pierre Tandille). Whenever the images are used, please credit ©**Aéro Club** and mention the account **@aeroclubstudio** on Instagram.

The elements of the image may not be deleted, modified, or moved under any circumstances.

Logos and credits

At a minimum, the following must appear on your communication materials :

- the Nuit du Cirque logo
- the line "Part of the Nuit du Cirque, an international event organized by the Territoires de Cirque with the support of the French Ministry of Culture."
- for international communication, the Territoires de Cirque logo must be added.

**Territoires
de
cirque**



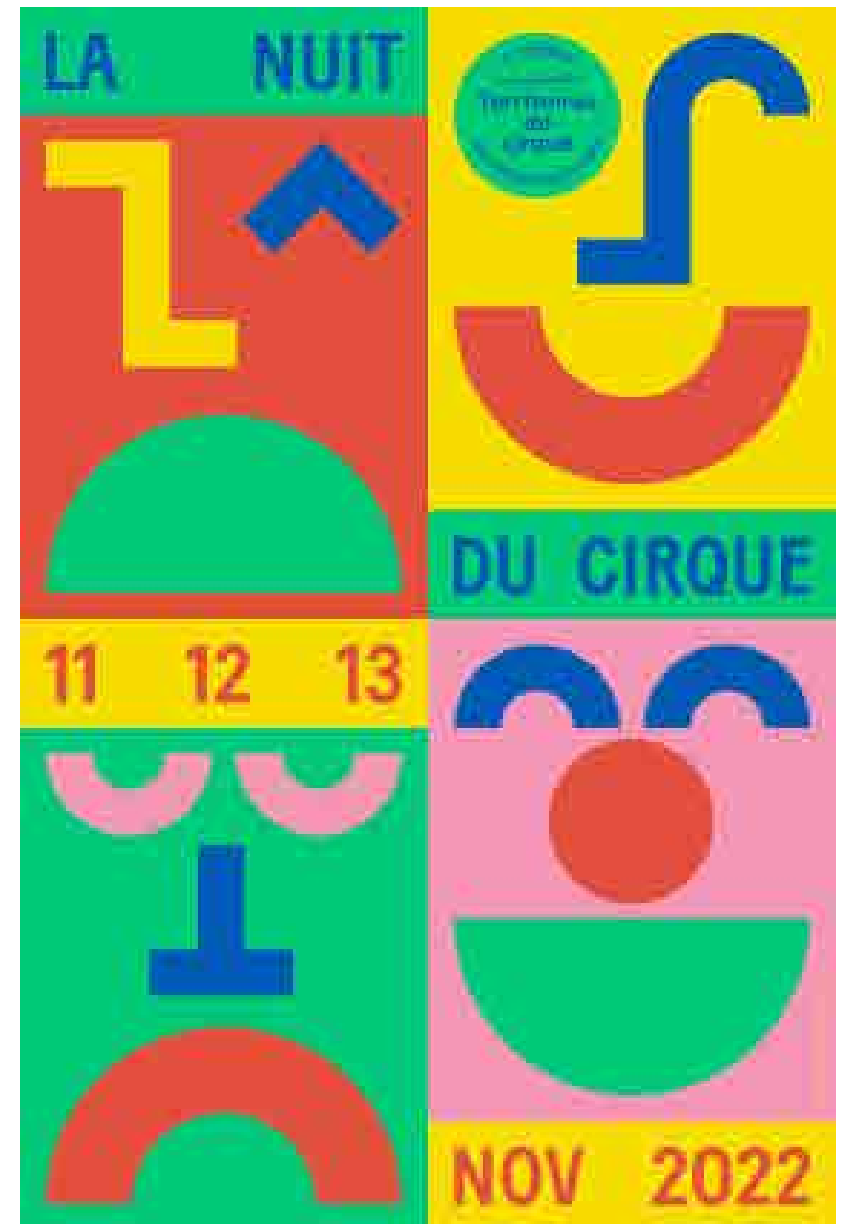
Standard poster

This poster is printed and distributed to liaison organizations while certain participants also receive it in program-sized format.

Limited edition silk-screened posters are also available.

You can print this poster yourself from the files provided.

Always remember to display this poster in parallel with those of your events.

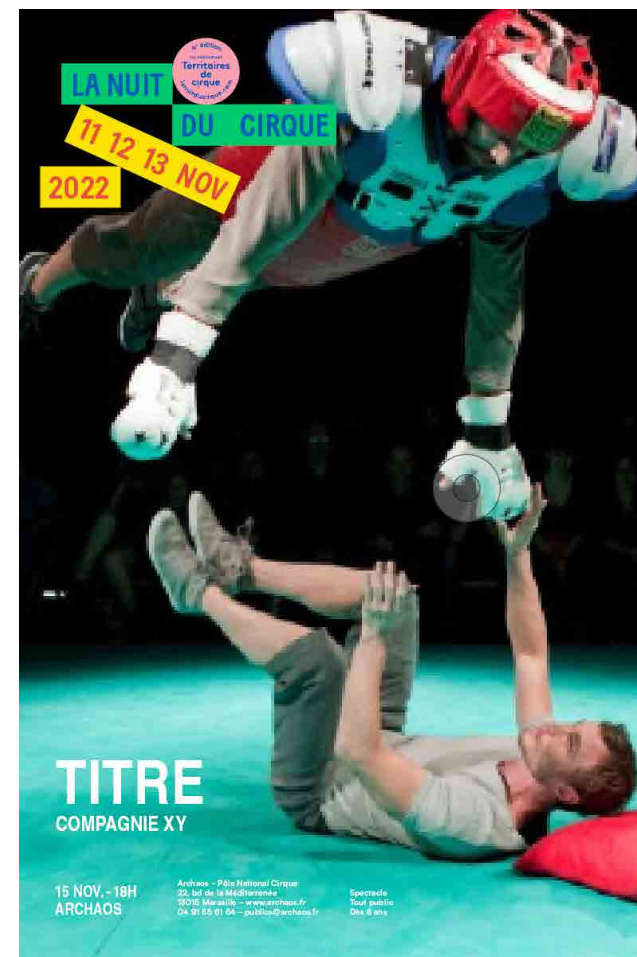
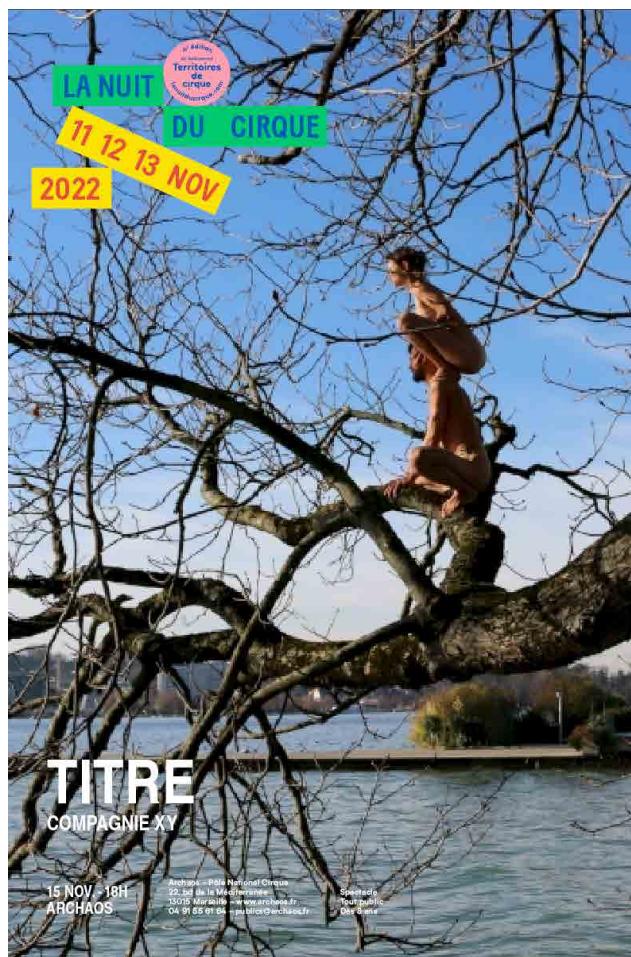


Graphic–logo

Use the graphic–logo on your posters, flyers, and other promotional materials, preferably in the top left corner and across 50% of the width of the document. If the constraints of your venue's graphic charter do not allow it to be used in this way, do your best and keep in mind that a clear identification of the event benefits everyone.

Subtitle

You can customize the graphic by adding a subtitle, for example, “Nuit du Cirque in Elboeuf” or “Nuit du Cirque in Brussels”.



Instagram

Add the Nuit de Cirque graphic to your photos. Please place it in the top left corner across 50% of the width. If the photo doesn't allow for this, use the bottom left corner.



If your post contains several photos, use the generic image to introduce or conclude the series.



Facebook

Add the provided graphic as a banner on your event visuals. Also consider sharing the generic image for the Nuit du Cirque 2022.



Credits and hashtags

In order to develop our mutual visibility:

- share local media articles: each organization publishes them on its own social networks while mentioning the accounts **@territoiresdecirque** (Facebook) and **@lanuitducirque** (Instagram and Twitter) in the publication or in comments, along with the hashtag **#LaNuitduCirque**
- on Facebook: create an official event on your organization's page for each event and be sure to tag **@territoiresdecirque** as the co-organizer
- in a more general manner, invite partner or participating venues and artists to tag the account Territoires de Cirque (on Facebook) and La Nuit du Cirque (on Instagram and Twitter) in publications concerning the event so we can spot them and also share them on our accounts
- use the hashtag **#LaNuitduCirque** in all publications

Participating in the Nuit du Cirque also means **contributing to the visibility of the creative circus** within both the specialized and mainstream media in France and internationally. This will raise awareness about the event and the contemporary circus among professionals and the general public.

2022 media partners

La Terrasse, La Scène, Toute la Culture, L'Œil d'Olivier, Scènweb, Les Trois Coups, Télérama, and Le Monde (subject to change).

[Media Coverage for 2021 edition](#)

Digital communication strategy

Facebook, Instagram, Twitter

[2021 communication results](#)

Public website

lanuitducirque.com

Customizable communication materials provided to participants

Different formats of Nuit du Cirque posters, visuals for social networks, graphics for posters for shows that are part of the program, logo.

Printed materials sent to participants and the media

Posters, flyers, limited-edition silk-screened posters, media kit, media review, call for participation (FR and EN), media release (FR and EN).

The Nuit du Cirque team

Secretary general of Territoires de Cirque,
editorial direction and coordination of the Nuit du Cirque

Delphine Poueymidanet — contact@territoiresdecirque.com

Assisted by

Sophie Raoult, through the “Our Audiences” program.

For information on registration, you can reach her at:

nuitducirque@territoiresdecirque.com

Graphic design

Aéro Club (Pierre Tandille & Magali Brueder) — a-e-r-o.club

Internet site (design and code)

Salomé Macquet — salomemacquet.com

Online communication

Annelise Guitet — scened.fr

National media relations

Carine Mangou — carine.mangou@gmail.com

In collaboration with

Virginie Ferrere

and **Guillaume Alberny**

Territoires de Cirque

Founded in 2004 after the success of the Année des Arts du Cirque [Year of the Circus Arts], today the Territoires de Cirque network brings together 55 organizations — including the 13 official national circus centers in France — that are committed to supporting the emergence, creation, and distribution of the contemporary circus. The members of the network are open to all types of aesthetics in the performing or specialized arts, and they include research laboratories, national or nationally recognized performance venues, city theaters, cultural services, festivals, heritage sites, production facilities, and other organizations.

www.territoiresdecirque.com

Contact

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LA

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DU CIRQUE

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