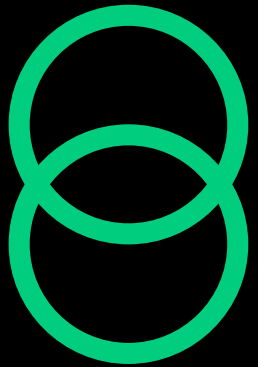
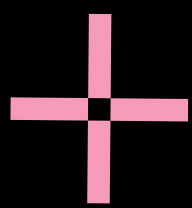
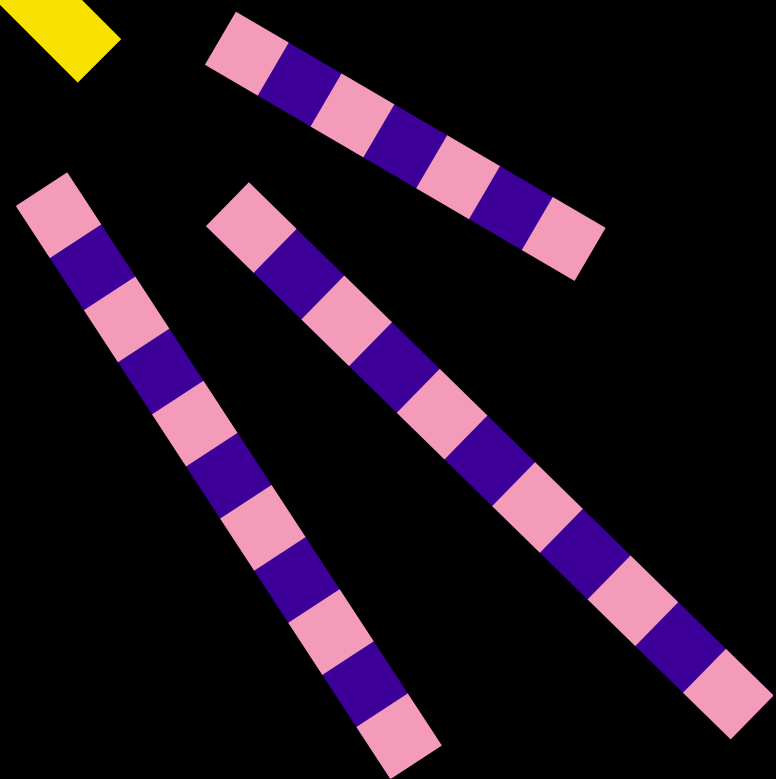
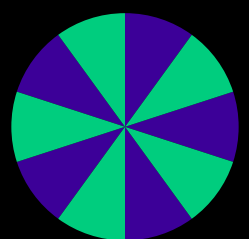


LA NUIT

DU CIRQUE



Territoires  
de  
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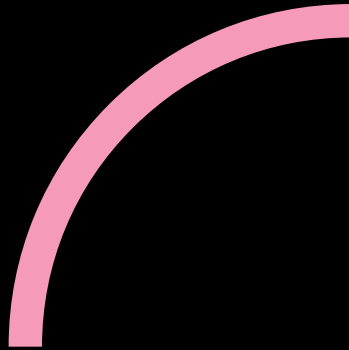


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NOV 2024



# LA NUIT DU CIRQUE

La Nuit du Cirque is an international event to promote contemporary circus creation that is initiated and organised by the [Territoires de Cirque](#) with the support of the French Ministry of Culture and in collaboration with the Institut Français and assistance from Circostrada, circusnext, ProCirque (Switzerland), BUZZ and Forum Neuer Zirkus (Germany), the Grand CIEL network, the FFEC French Federation of Circus Schools, and the FEDEC European Federation of Professional Circus Schools.

**You are:**

- a distributor and/or producer
- a local government
- a cultural service
- a city theatre
- a circus school
- a self-distributed circus company
- a workshop or residency space
- a museum...

**based in France or internationally**

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

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

What events to organise?

How to register?

How to publicise your event?

For any questions or for more information, please get in touch with us at:

[nuitducirque@territoiresdecirque.com](mailto:nuitducirque@territoiresdecirque.com)

Or contact one of the French or international liaison organisations (see Section 3).



# 6<sup>TH</sup> EDITION

For the 6<sup>th</sup> edition of La Nuit du Cirque, what if the common denominator of all the events in France and around the world was a value dear to the circus creation?

**Conviviality.** The kind that creates harmony, inspires social interactions, soothes and strengthens, and brings us together regardless of our differences.

Isn't it amid the openness and accessibility of this event that the circus and conviviality become one and the same?

This year, the **Territoires de Cirque** is inviting you to take this notion and transform it into a new manner of welcoming audiences and artists.

This is a call to experiment with something new and unexpected. A call to create a moment that, for the time of **La Nuit du Cirque**, goes beyond the exceptionally high level of “ordinary” conviviality that your organisation offers to create a genuinely “extraordinary” moment of sharing and interaction.

A touristic circus excursion?

Juggling karaoke?

A massage?

A dress code?

A conversation on stilts?

A shared picnic?

A shot of ginger?

A tablet-photo booth?

And endless other possibilities...

# **CONTENTS**

**1 PRESENTATION OF THE EVENT**

**2 HOW TO PARTICIPATE**

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**6 THE TEAM**

**SEE YOU SOON!**

**The Nuit du Cirque** always takes place the first weekend that follows November 11.

**72h**  
of circus during  
**3 days and 3 nights**  
  
more than  
**250**  
events  
in France  
and internationally

In 2023, close to  
**50 000**  
people attended  
La 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 and a collective international celebration that unites different stakeholders and diverse audiences with creative activities that embrace shared values.
- A tool to foster creativity and to renew relationships with audiences, public institutions, residents, and artists.
- A snapshot of the diversity of circus creation at any given moment that tells the story of an art form that is in permanent evolution and fully open to the major issues that are being debated in society.

**The Nuit du Cirque is a unifying and festive moment that takes place every autumn in order to share the vitality and diversity of this resolutely popular and demanding art form. The Nuit du Cirque is dedicated to promoting the social and environmental commitments of the contemporary circus as well as its intercultural and intergenerational dimensions.**

Find out about all the events scheduled in France and internationally at the website [www.lanuitducirque.com/en/](http://www.lanuitducirque.com/en/)

To introduce  
the diversity of  
the creative circus  
to a wider  
audience.

To help promote  
shows and events

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

# 2 HOW TO PARTICIPATE

## Conditions

- All structures organising events that highlight the creative circus and that are open to all audiences can participate in the Nuit du Cirque.
- Ticket pricing is set independently by participating organisations.

## 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!

A few examples:

- shows held indoors, under a big top, or in public spaces
- carte blanche for artists
- events structured around a city walk
- impromptu events in places like metro stations
- circus workshops
- meetings, conferences, debates
- video broadcasts
- films or documentaries made for the big screen or online distribution

To see the diverse range of participants and events, take a look at the [Media Kit — Programme](#) for 2023 edition of the Nuit du Cirque (in French).

## Procedure

1. Contact the liaison organisation in your area (see next page).
2. The liaison organisation will process your application, open a registration form, and send you a link so you can fill it in with all the information relating to your event. After checking the information, your event will be published online.
3. The liaison organisation will send you the communication materials as well as the evaluation form that needs to be completed after the event.

### LIAISON ORGANISATIONS FOR THE FRENCH REGIONS

#### HAUTS DE FRANCE

- Le Prato, PNC Lille  
→ info@leprato.fr
- Le Cirque Jules Verne, PNC et Arts de la Rue Amiens  
→ communication@cirquejulesverne.fr

#### GRAND EST

- Le Palc, PNC Châlons-en-Champagne  
→ louise.enjalbert@lepalc.fr
- Réseau Grand CIEL  
→ sg@grand-ciel.com

#### ÎLE-DE-FRANCE

- L'Azimut, PNC Antony/Châtenay-Malabry  
→ c.buono@l-azimut.fr

#### BURGUNDY-FRANCHE-COMTÉ

- CirQ'ônflex, Dijon  
→ n.jannaud@cirqonflex.fr

#### AUVERGNE RHÔNE-ALPES

- La Cascade, PNC Bourg Saint-Andéol  
→ j.millet@lacascade.org

#### PROVENCE-ALPES-CÔTE D'AZUR

- Archaos, PNC Marseille  
→ afrancin@archaos.fr

#### OCCITANIE

- La Verrerie, PNC Alès  
→ communication@polecirqueverrerie.com
- La Grainerie, Balma  
→ communication@la-grainerie.net
- Circa, PNC Auch  
→ laure.baque@circa.auch.fr

#### NOUVELLE AQUITAINE

- L'Agora, PNC Boulazac  
→ rp.com@agora-boulazac.fr
- Le Sirque, PNC Nexon  
→ communication@lesirque.com

#### PAYS DE LA LOIRE

- Le Plongeoir – Cité du Cirque, PNC Le Mans  
→ programmation@leplongeoir-cirque.fr

#### BRITTANY

- Le Carré Magique, PNC Lannion  
→ camillehenry@carre-magique.com

#### NORMANDY

- La Brèche, PNC Cherbourg  
→ developpement@labreche.fr
- Cirque Théâtre d'Elbeuf, PNC  
→ marianne.fresnel@cirquetheatre.com

#### OVERSEAS TERRITORIES

- Le Séchoir, Saint-Leu, Île de La Réunion  
→ direction@lesechoir.com
- For Guadeloupe: Métis'Gwa, Les Abymes  
→ adm.metisgwa@gmail.com

#### FRENCH CIRCUS SCHOOLS

- can also contact
- The FFEC – French Federation of Circus Schools  
→ communication@ffec.asso.fr

### INTERNATIONAL LIAISON ORGANISATIONS

- Circostrada  
→ stephane.segreto-aguilar@artcena.fr
- Institut Français  
→ vanessa.silvy@institutfrancais.com

#### EUROPEAN CIRCUS SCHOOLS

- can also contact
- The FEDEC – European Federation of Professional Circus Schools  
→ nuitducirque@fedec.eu

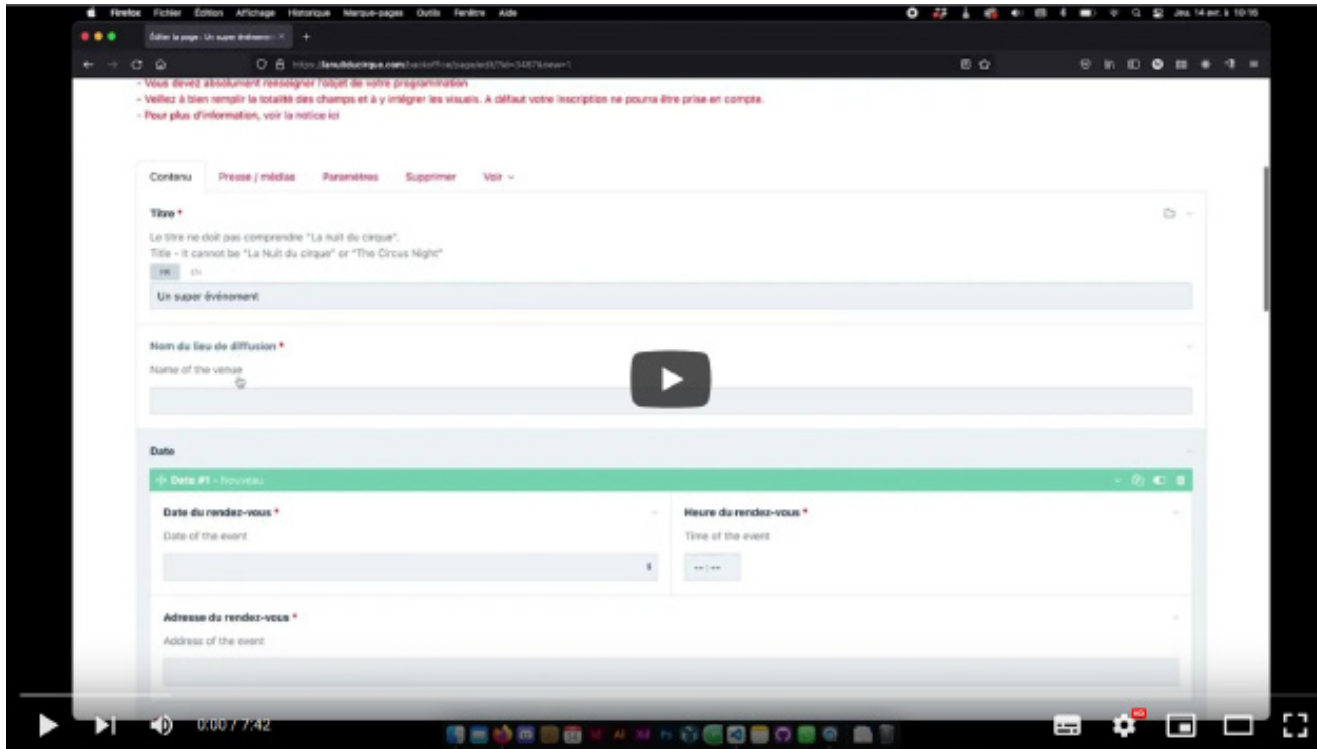
#### FOR GERMANY

- Forum Neuer Zirkus  
→ info@zeitfuerzirkus.de

#### FOR SWITZERLAND

- ProCirque  
→ nuitducirque@procirque.ch

# 4 THE REGISTRATION PROCESS



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

## REGISTRATION DETAILS

**The artistic proposal = the proposed event.** It can be a performance, a workshop, a conference, a screening, etc. It must correspond to a single entry ticket and registration form. However, this one event may involve several formats (e.g. a show + another show or a show + a screening, etc.).

An **“event”** has a set time, day, and place. There can be multiple events for a proposal, these are registered on the same form.

When registering, the first page is only in French but afterwards there are English translations. A few clarifications about French terms may be helpful.

A **“titre”** is the title event. To avoid repetition or confusion in listing events, it should not include “Nuit du Cirque,” so please avoid titles like “Nuit du Cirque in New York”. If you do use this type of title for local communication about an event (e.g., “Nuit du Cirque in Biscarosse”), during the registration process, it should only be indicated in the description section.

Once you have entered your title, you can save the page and continue the registration process by clicking **“Enregistrer”**.



### Graphics and Images

Once registered, we provide the participants 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 attach to all the communication materials for your events.

The 2024 graphic charter for La Nuit du Cirque (like the ones for the 2021, 2022, and 2023 editions) is the creation of Aéro Club's designers (Magali Brueder & Pierre Tandille). For all distribution of the images, please credit ©**Aéro Club** and mention the account @**aeroclubstudio** for Instagram posts.

**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 La Nuit du Cirque, an international event organised by the Territoires de Cirque with the support of the French Ministry of Culture.”



**Territoires  
de  
cirque**

### International Events

- Use the official graphics for La Nuit du Cirque 2024.
- Be sure to feature the French La Nuit du Cirque logo.
- Include the following tagline: “Part of La Nuit du Cirque, an international event organised by Territoires de Cirque (France)” (keep “La Nuit du Cirque” and “Territoires de Cirque” in French).
- For specific websites created by participants that are dedicated to the event: use the **Nuit du Cirque** and **Territoires de Cirque** logos, use the official event images that have been provided (banners, graphics...), and include a reference and active link to the official website [www.lanuitducirque.com](http://www.lanuitducirque.com)

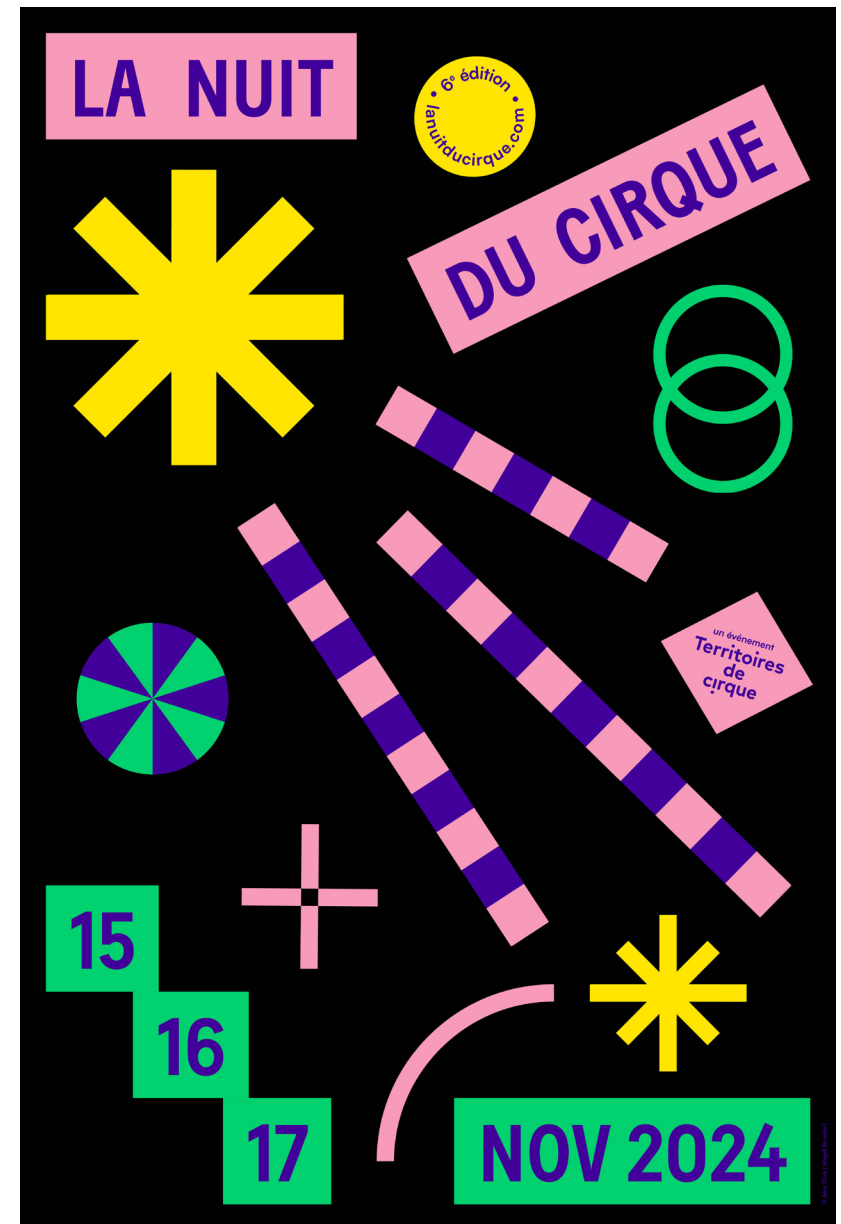
# 5.1 STANDARD POSTER

## Standard Poster

This poster is printed and then distributed to the liaison organisations while certain participants also receive it in a programme-sized format.

You can print this poster yourself using the files provided.

Always remember to display this poster in parallel with those for your specific event.



# 5.II PROMOTIONAL MATERIALS

## 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.



# 5.III SOCIAL NETWORKS

## Instagram

Add the Nuit de Cirque graphic to your photos. 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.

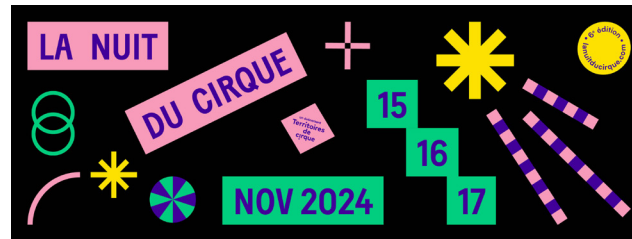


If your post contains several photos, use the official image to introduce or conclude the series.



## Facebook

Consider sharing the official image for the Nuit du Cirque 2024.



## Credits and Hashtags

In order to enhance our mutual visibility:

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

# 5.IV COMMUNICATION STRATEGY

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

## **2024 Media Partners**

*La Terrasse, La Scène, Cult.news, L'Œil d'Olivier, Scènweb, Les Trois Coups, Télérama, and Le Monde* (pending confirmation).

[Media coverage of 2023 edition \(in French\)](#)

## **Digital communication strategy**

Facebook, Instagram, X (Twitter).

[2023 digital communication results \(in French\)](#)

## **Website**

[lanuitducirque.com](http://lanuitducirque.com)

## **Customisable communication materials provided to participants**

Different formats of La 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 to the media**

Posters, flyers, media kit, media review, call for participation (FR and EN), media release (FR and EN).

# 6 THE TEAM

## La Nuit du Cirque team

### **Delphine Poueymidanet**

Secretary general of Territoires de Cirque, editorial direction, and coordination of the Nuit du Cirque  
[d.poueymidanet@territoiresdecirque.com](mailto:d.poueymidanet@territoiresdecirque.com)

Supported by

### **Tania Reyes**

Coordination and administration assistant for the Territoires de Cirque. For any information about registration, you can reach her at:  
[nuitducirque@territoiresdecirque.com](mailto:nuitducirque@territoiresdecirque.com)

Graphic design

**Aéro Club** (Pierre Tandille & Magali Brueder) — [a-e-r-o.club](http://a-e-r-o.club)

Website (design and code)

**Salomé Macquet** — [salomemacquet.com](http://salomemacquet.com)

Online communication

**Annelise Guitet** — [scened.fr](http://scened.fr)

National media relations

**Carine Mangou** — [carine.mangou@gmail.com](mailto:carine.mangou@gmail.com)

## 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 around sixty organisations — including the 14 official national circus centres 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 specialised arts, and they include creative research laboratories, national or nationally recognised performance venues, city theatres, cultural services, festivals, heritage sites, production facilities, and other organisations.

[www.territoiresdecirque.com](http://www.territoiresdecirque.com)

**SEE YOU SOON!**

