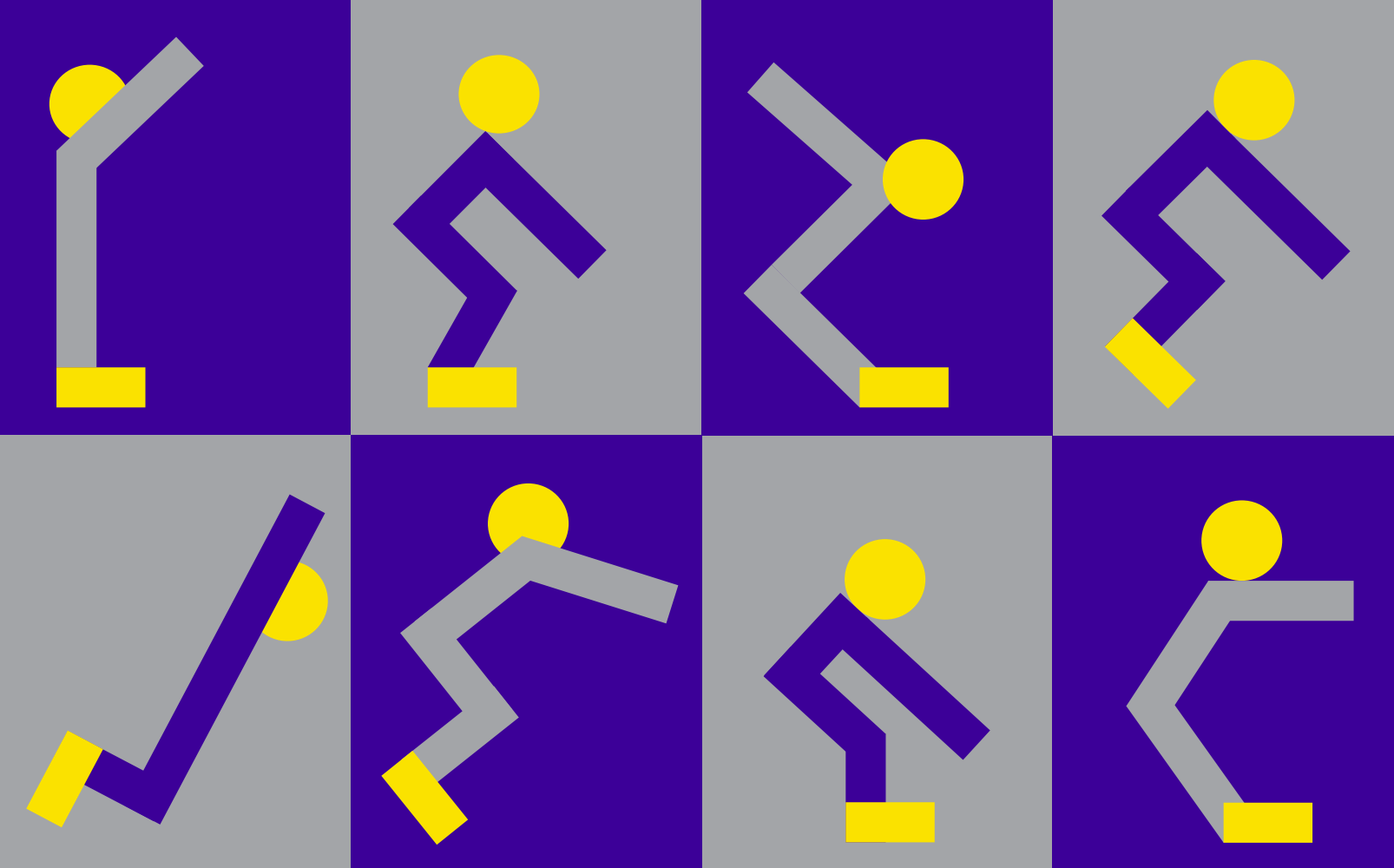




1^e édition
un événement
**Territoires
de
cirque**
lanuitducirque.com

LA NUIT DU CIRQUE

14

15

16

NOV

2025

LA NUIT DU CIRQUE

La Nuit du Cirque is an international event to promote contemporary circus creation that is initiated and organised by Territoires de Cirque in collaboration with the Institut français, Circostrada, ProCirque (Switzerland), BUZZ and Forum Neuer Zirkus (Germany), Circuscentrum (Belgium), Czech Contemporary Circus Association – Asociace nového cirkusu (Czech Republic), the Grand Ciel network, the FFEC French Federation of Circus Schools, and the FEDEC European Federation of Professional Circus Schools.

Any
public event
that showcases
contemporary circus
can be part of
La Nuit du Cirque.

You are:

- **a distributor and/or producer**
- **a local government**
- **a cultural service**
- **a city theatre**
- **a circus school**
- **a circus company booking its own shows**
- **an organisation of the French cultural network abroad**
- **a workshop or a residency space, a museum, etc...**

based in France or internationally

**and you want to participate
in La 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 :

contact@territoiresdecirque.com

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

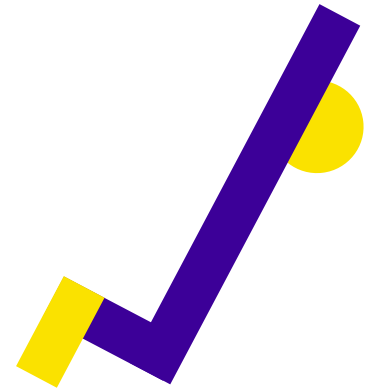
Artists, venues, schools and all those who promote the art of circus, curious and passionate audiences : join us for a night where anything is possible.

Circus is a breath, an escape. It crosses boundaries, challenges balance and shakes up reality. It captures people's attention and unites their souls through emotion.

In a troubled world, it creates a space of freedom, movements and encounters.

This Night is yours : a night where circus brings people together beyond their differences, a night of freedom without concessions. An art without walls.

Join us, and together we'll make
La Nuit du Cirque vibrate !



TAKE OVER THE NIGHT!

a show,

a workshop

a screening

a carte blanche

or...

a moonlight stroll

a juggling karaoke

a clownish DJ set

a chat on stilts

a pyjama party

a circus costume ball...

CONTENTS

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 - II PROMOTIONAL MATERIALS
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- 6 THE TEAM

La Nuit du Cirque, always takes place the first weekend that follows November 11.

72h
of circus during
3 days and 3 nights

+370
events
in France
and internationally

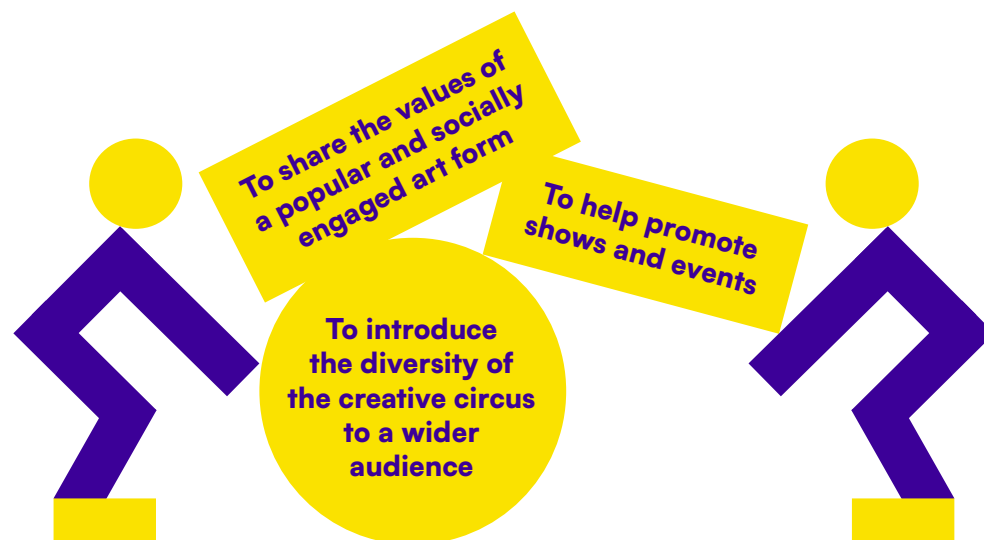
In 2024, close to
60.000
people attended
La Nuit du Cirque
events.

Since its first edition in 2019, **La 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.

La 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. **La 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 in 2024 at the website www.lanuitducirque.com/en



2 HOW TO PARTICIPATE

Conditions

- All structures organising events that highlight the creative circus and that are open to all audiences can participate in La 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 2024 edition of La 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.

3 LIST OF LIAISON ORGANIZATIONS

LIAISON ORGANISATIONS FOR THE FRENCH REGIONS

HAUTS DE FRANCE

For the Nord and
Nord Pas-de-Calais regions

- Le Prato, PNC Lille
→ celia.nourine@leprato.fr

For the Somme, Oise
and Aisne regions

- Le Cirque Jules Verne,
PNC Amiens
→ c.duval@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

BOURGOGNE-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
→ sarah.lemene@agora-boulazac.fr
- Le Sirque, PNC Nexon
→ communication@lesirque.com

PAYS DE LA LOIRE AND CENTRE VAL DE LOIRE

- Le Plongeur –
Cité du Cirque, PNC Le Mans
→ programmation@leplongeur-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
- Métis'Gwa, Les Abymes, Guadeloupe
→ 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
→ alice.brunot@artcena.fr
- Institut Français
→ vanessa.silvy@institutfrancais.com

EUROPEAN CIRCUS SCHOOLS can also contact

- La FEDEC – Fédération
Européenne des Écoles
de Cirque professionnelles
→ nuitducirque@fedec.eu

FOR GERMANY

- BUZZ
→ mail@bu-zz.de

FOR SWITZERLAND

- ProCirque
→ nuitducirque@procirque.ch

FOR FLANDERS AND BRUXELLES

- Circuscentrum
→ hilke@circuscentrum.be

FOR CZECH REPUBLIC

- Czech Contemporary
Circus Association
(Asociace nového cirkusu)
→ anna@czechcircus.cz

4 THE REGISTRATION PROCESS

The screenshot shows a web browser window with the URL <https://lanuitducirque.com/backoffice/page/edit/7fd-3457&new=1>. At the top, there are three red error messages: '- 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'. Below these, there are tabs for 'Contenu', 'Presse / médias', 'Paramètres', 'Supprimer', and 'Voir'. The 'Contenu' tab is active. The form has several sections: 'Titre *' with a note 'Le titre ne doit pas comprendre "La nuit du cirque". Title - It cannot be "La Nuit du cirque" or "The Circus Night"', a language selector for 'FR' and 'EN', and a text input field containing 'Un super événement'. Below this is a section for 'Nom du lieu de diffusion *' with a note 'Name of the venue' and a video player showing a play button. The 'Date' section has a green header 'Date #1 - Nouveau' and contains two sub-sections: 'Date du rendez-vous *' with a note 'Date of the event' and a date picker, and 'Heure du rendez-vous *' with a note 'Time of the event' and a time picker. At the bottom is the 'Adresse du rendez-vous *' section with a note 'Address of the event' and a text input field.

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

A FEW THINGS TO REMEMBER TO FACILITATE THE REGISTRATION PROCESS:

- **An artistic proposal** corresponds to your proposed event, whatever the format : performance, workshop, screening, etc. It must correspond to a single entry ticket and a single registration form. However, an artistic proposal may involve several formats : an evening consisting of a show + another show + a dinner.
- If they take place in the same place you can propose more than one artistic proposal in the same form. For example, a show on Friday evening and a workshop for kids on Saturday and Sunday.
- **The proposed event** or events (that we call “rendez-vous”) must have a time, a day, and a location. There can be several for the same artistic proposal, in the same day or more. If a rendez-vous takes place in more than one location, you have to fill one form per location.
- **The title** of your event must correspond to your specific event proposal, meaning the exact name of the show, screening, workshop, etc. A general title such as “La Nuit du Cirque in New York” should not be the name of your event. If you have such an event title that you use locally (e.g., La Nuit du Cirque in Biscarrosse) it should only be indicated in the “Description” section.

→ **Look out!** Once the title of your event is registered, you will not be able to change it on the URL.

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 2025 graphic charter for La Nuit du Cirque (like the ones for the 2021, 2022, 2023 and 2024 editions) is the creation of Aéro Club's designer (Magali Brueder). For all distribution of the images, please credit ©**Aéro Club** and mention the account @aeroclubstudio for Instagram posts.

The elements of the poster must be used in accordance with the graphic charter.

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 2025.
- 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 **La 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.

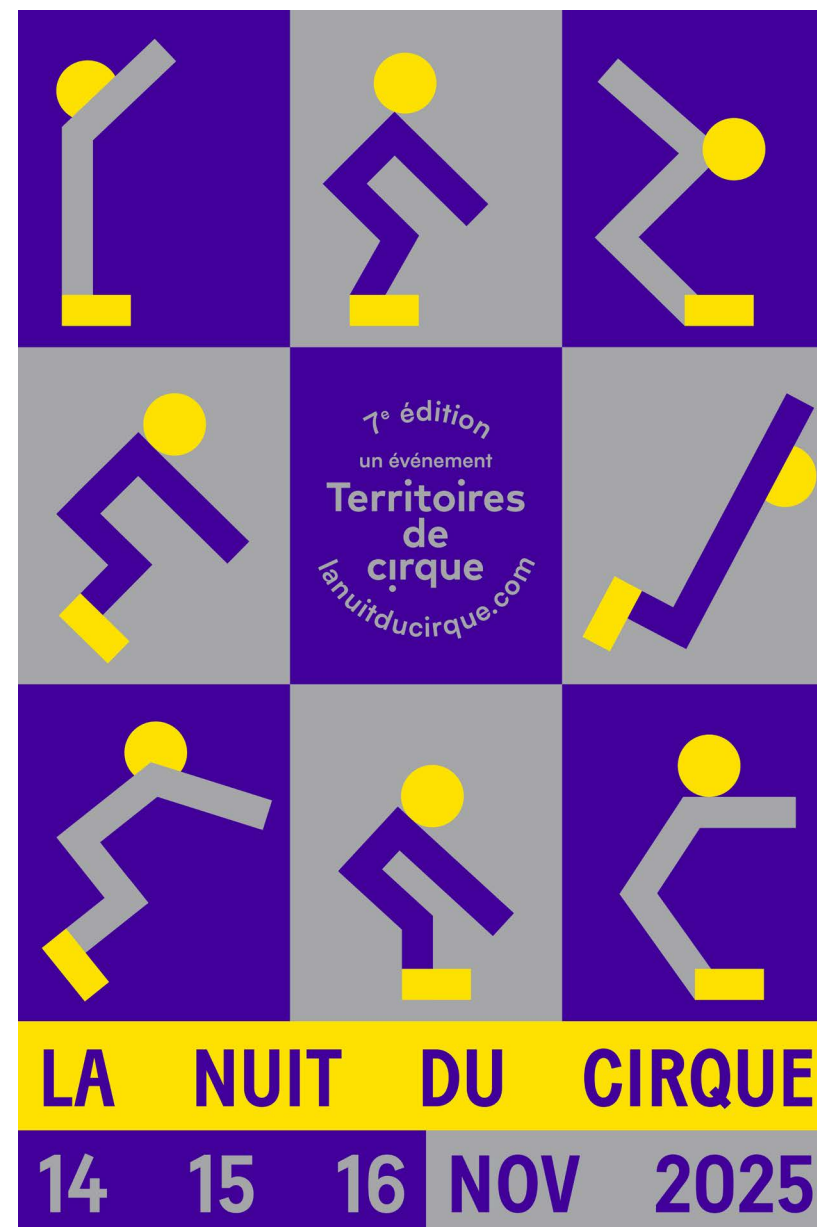
5.1 STANDARD POSTER

Standard Poster

The standard visual for the 2025 edition is available in various display formats.

You can print this visual yourself to suit your communication needs, 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 it 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 **La Nuit du Cirque 2025**.



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) 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 partners or participating venues and artists to mention the account Territoires de Cirque (on Facebook and LinkedIn) and La Nuit du Cirque (on Instagram) 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.

2025 Media Partners

La Terrasse, La Scène, Cult.news, L'OEil d'Olivier, Scènweb, Les Trois Coups. Téléràma (pending confirmation).

[Media coverage of 2024 edition \(in French\)](#)

Digital communication strategy

Facebook, Instagram, LinkedIn.

[2024 digital communication results \(in French\)](#)

Website

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.

The materials are printed and/or sent to the participants and to the media

Postcards, notebooks, media kit, media review, call for participation (FR and EN), media release (FR and EN).

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

Supported by

Tania Reyes et Arthur Sarron

Coordination and administration assistants for
Territoires de Cirque. For any information
about registration, you can write to :
contact@territoiresdecirque.com

Graphic design

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

Website (design and code)

Salomé Macquet — salomemacquet.com

National media relations

bureau nomade – Carine Mangou & Estelle Laurentin
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

SEE YOU SOON!

