

LA NUIT



DU CIRQUE

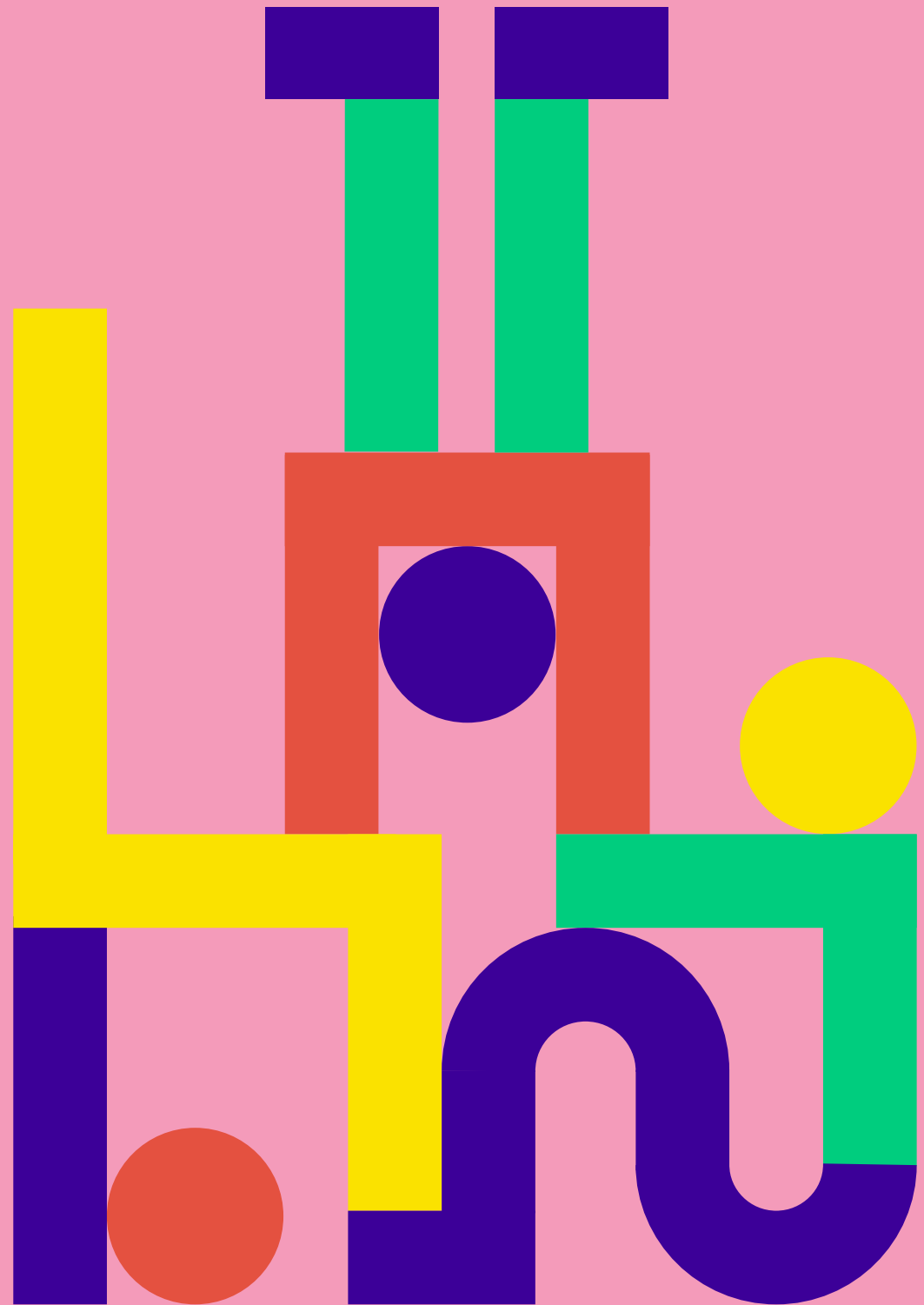
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NOV 2023

un événement
Territoires
de
cirque



LA NUIT DU CIRQUE

La Nuit du Cirque is an international event to promote contemporary circus creation that is initiated and organized 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 (Germany), the Grand CIEL network, the FFEC French Federation of Circus Schools, and the FEDEC European Federation of Professional Circus Schools.



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

Are you:

- a distributor and/or producer
- a local government
- a cultural service
- a city theater
- 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?

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 if you want more information, please get in touch with us at: nuitducirque@territoiresdecirque.com

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

CONTENTS

- 1 PRESENTATION OF THE EVENT**
- 2 HOW TO PARTICIPATE**
- 3 LIST OF LIAISON ORGANIZATIONS**
- 4 FILL OUT YOUR REGISTRATION FORM**
- 5 HOW TO COMMUNICATE**
 - I STANDARD POSTER**
 - II PROMOTIONAL MATERIALS**
 - III SOCIAL NETWORKS**
 - IV COMMUNICATION STRATEGY**
- 6 THE TEAM**

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 2022, close to
40 000
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/

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

To distribute shows
and works.

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

2 HOW TO PARTICIPATE

Conditions

- All structures organizing 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 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!

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 – Program](#) for the 2022 edition of the Nuit du Cirque (in French).

Procedure

1. Contact the liaison organization in your area (see next page).
2. The liaison organization 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 organization will send you the communication materials, as well as the evaluation form that needs to be completed after the event.

Contact the liaison organization for your region in France or the appropriate international organization if you are outside of the country.

Contacts for liaison structures in France

Contacts for international liaison structures

For more information, please contact the coordination assistant, Tania Reyes: nuitducirque@territoiresdecirque.com

HAUTS DE FRANCE

Le Prato, Lille
Le Cirque Jules Verne, Amiens

GRAND EST

Le Palc, Châlons-en-Champagne
Grand CIEL network, Verdun

ÎLE-DE-FRANCE

L'Azimut, Antony/Châtenay-Malabry

BURGUNDY-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
Le Sirque, Nexon

PAYS DE LA LOIRE

Le Plongeur - Cité du Cirque, Le Mans

BRITTANY

Carré Magique, Lannion

NORMANDY

La Brèche, Cherbourg
Cirque Théâtre d'Elbeuf, Elbeuf

OVERSEAS TERRITORIES

Réunion Island: Le Séchoir, Saint-Leu,
Guadeloupe: Métis'Gwa, Les Abymes

CIRCUS SCHOOLS can also contact:

FFEC — French Federation of Circus Schools

INTERNATIONAL LIAISON ORGANIZATIONS

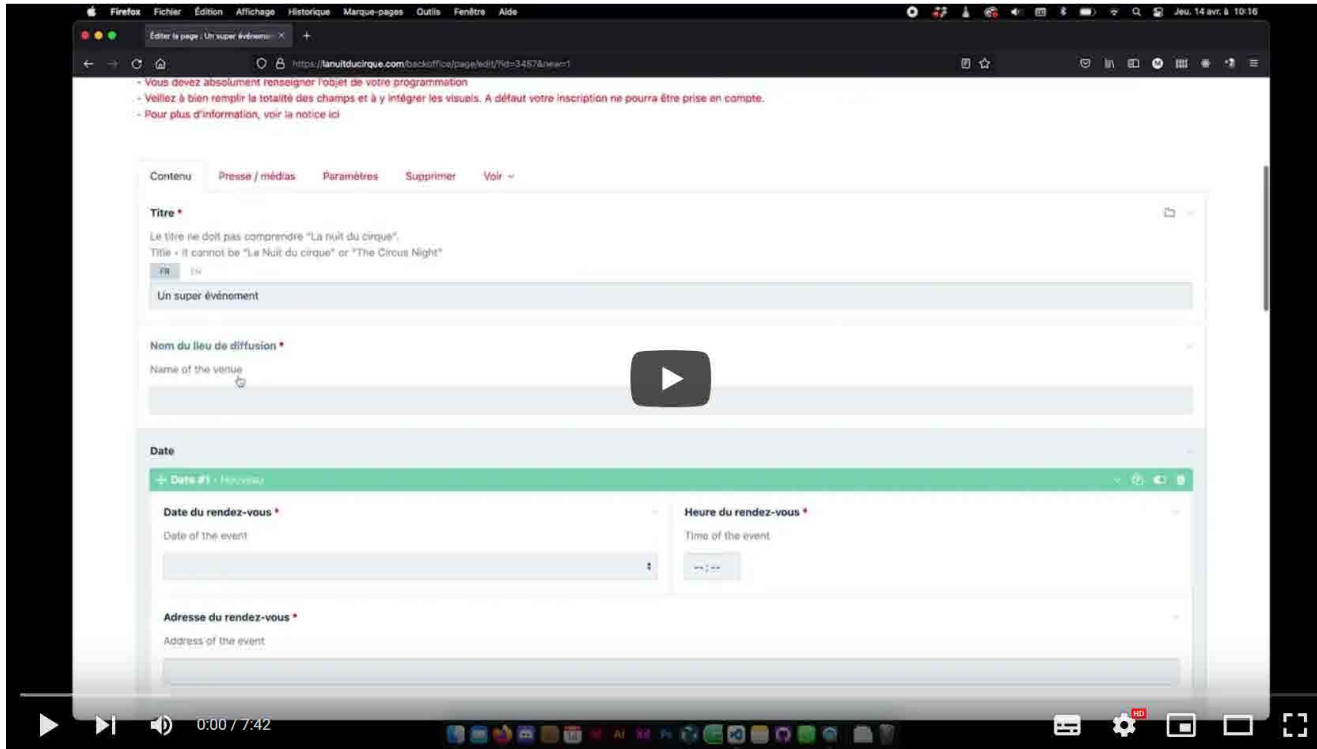
Institut Français
Circostrada
circusnext
BUZZ (Germany)
ProCirque (Switzerland)

EUROPEAN CIRCUS SCHOOLS can also contact:

FEDEC — European Federation of Professional
Circus Schools

4

FILL OUT YOUR REGISTRATION FORM



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](#)

Details

When registering, the first page is only in French, but afterward there are English translations that facilitate navigation. A few clarifications about French terms on the initial page 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 move ahead with the registration process by clicking “**Enregistrer**”.

If your group is not part of the Territoires de Cirque network, the registration page will be opened by a liaison organization, and you will be sent a link to complete the process. These pages will also have English translations.

5 HOW TO COMMUNICATE

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 2023 graphic charter for the Nuit du Cirque (like the ones for the 2021 and 2022 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** 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.”



**Territoires
de
cirque**

International Events

- Use the official graphics for the Nuit du Cirque 2023.
- Be sure to feature the French Nuit du Cirque logo.
- Include the following tagline: “Part of the Nuit du Cirque, an international event organized by Territoires de Cirque (France)” (keep “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

5.1 STANDARD POSTER

Standard Poster

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

Limited edition silk-screened posters are available.

You can print this poster yourself from the files provided.

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



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 du 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 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 2023.



Credits and Hashtags

In order to enhance 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, and 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 mention 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.

5.IV COMMUNICATION STRATEGY

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 circus among professionals and the general public.

2023 Media Partners

La Terrasse, La Scène, Toute la Culture, L'Œil d'Olivier, Scènweb, Les Trois Coups. Télérama et Le Monde, sous réserve.

[Media coverage of the 2022 edition](#)

Digital Communication Strategy

Facebook, Instagram, Twitter.

[2022 communication results](#) (in French)

Website

lanuitducirque.com

Customizable communication materials provided to participants

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

Printed materials sent to participants and to 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

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

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

Graphic design

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

Website (design and code)

Salomé Macquet — salomemacquet.com

Online communication

Annelise Guitet — scened.fr

National media relations

Carine Mangou — 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 60 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

SEE YOU SOON!

5^e édition •
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17

18

19

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