

RELANCE EXPORT 2021

From September 1st till October 29th 2021

Multidisciplinary

Relance Export aims to support French artists or artists living in France (mainland or overseas communities) from the cultural and creative fields, whose international projects have been impacted by the sanitary crisis, and who have the opportunity to continue or develop these activities identically, or with a new approach.

The Institut français supports live, hybrid or fully digital projects (for the French artistic teams facing difficulties regarding international mobility), as well as projects embedding digital tools in the creative or production process. Projects have to be developed in connection with the French cultural network.

This program is open to the following applicants:

- French or based in France (mainland or overseas communities) artists, curators, companies, groups or collective;
- French institutions or cultural organizations (agencies, production offices, publishers, record labels, tour managers...);
- International institutions or cultural organizations (presenters, record labels, promoters, music publishers, platforms, museums, art centers, festivals, biennals...).

This program applies to the following disciplines:

Performing arts, music, visual arts, design, architecture, digital arts.

Supported projects:

- **Circulation** (international tours, solo shows, appearance in a professional market)
 - > International tours have to include at least three performances, within a single country or across a geographic area: Asia, Oceania, North America, Latin America, Europe, Africa and Middle East.
 - > A solo exhibition is a milestone in an artist's career because it allows for the presentation of an entirely new work or a more comprehensive appreciation of a body of work. It promotes a better understanding of their work and greater recognition. Solo show projects can be supported for one or more venues.
- **Cooperation**
 - > Collaboration between French and international artistic teams, with a transmission or a common creation goal. The submitted cooperation projects have to play a structuring or consolidating role in the international strategy of the French artistic teams.
- **French highlights**
 - > Invitation of French artists, or artists living in France (mainland or overseas communities), to major venues and events for contemporary creation around the world. The aim is to support events that offer the highest visibility to the invited artists and attract a large number of international professionals and presenters to the event itself and to associated activities.

Where?

Priority shall be given to projects taking place in the 37 following countries which have a specific mission related to Cultural and Creative Industries:

Africa: Ivory Coast, Kenya, Morocco, Nigeria, Senegal, South-Africa, Tunisia

America: Argentina, Brazil, Canada, Colombia, Mexico, USA

Asia: China, India, Indonesia, Japan, Singapore, South Korea, Taiwan

Europe: Belgium, Denmark, Germany, Italy, Poland, Portugal, Romania, Russia, Spain, Switzerland, Turkey, United Kingdom

Middle East: Israel, Lebanon, Qatar, Saudi Arabia, United Arab Emirates

As well as the 11 following countries:

Algeria, Cuba, Egypt, Haiti, Iran, Madagascar, Mali, Democratic Republic of Congo, Palestinian Territories, Ukraine, Vietnam.

Outside these countries, projects may only be eligible for support, if they have a regional dimension, including partners from other countries.

Important criteria:

- Applicants are imperatively asked to get in touch with the Institut français in Paris and with the cultural service of the French Embassy or Institut français or Alliance française in the country or countries involved
- Projects must be developed with the artist's professional team in France, and with professional actors from the music industry in the countries involved (presenters, record companies, promoters, music publishers, platforms, museums, art centers, festivals, biennals...)
- The remuneration of artists (fee/royalties) is a mandatory prerequisite. It must be stated and justified.
- Projects must associate artistic productions to another type of activity, possibly with an educative or professional dimension: artistic and professional meetings with local partners (masterclasses, workshops, discussion with the audience, meetings with presenters and professionals from the local industry, artistic collaborations), conferences, professional seminars, interventions in schools or universities).

These elements must be detailed in the application and will be part of the criteria for the final selection.

Priority will be given to:

- Projects built with the French cultural network abroad (French Embassy, Institut français, Alliance française) and local partners;
- Initiatives resulting in a shared project with other partners from other countries in the same geographic area;
- Projects addressing gender equality issues (female leadership, stereotype-free or gender-balanced projects, or projects developed on the basis of equal gender representation) ;
- Projects developed in an eco-responsible approach (no one-off performances, compensation of the carbon footprint or less polluting travel options like train, sustainable materials).

Projects will be selected according to the three following criteria:

- **Accuracy:** consistency of the artistic project with regards to the artist's background, quality of the professional team, artistic contents;
- **Achievability:** financial commitment of professional partners, in France and abroad, involvement of the French cultural network (financial or in kind support);

- **Consistency:** with the Institut français' goals, with the artistic strategies of the Artistic Development and Cooperation Department, and with the French cultural network's strategy regarding Cultural and Creative Industries.

This call is closing on: October 29th 2021
Selection committee: Mid-January 2022

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