



## **PRESS RELEASE**

For immediate release

# **CINARS 2012: A SUCCESSFUL BIENNALE!**

Montreal, November 28th 2012 – For its 15th edition, which took place from November 12<sup>th</sup> through November 18<sup>th</sup> 2012, CINARS (International Exchange for the Performing Arts), welcomed more than 1300 performing art professionals, including 281 presenters from 41 countries. Once again, the Biennale has proven itself as the largest international performing arts gathering, representing various disciplines: dance, theatre, music and multidisciplinary arts.

### **The most extensive program in the history of the Biennale**

The official program's scope and diversity have been key elements this year. The same can be said of the OFF-CINARS program. More than 100 different shows from 15 countries were showcased during the week, for a total of 150 performances in 50 venues throughout Montreal. The number of shows has increased by 25% compared to CINARS 2010.

The attendance of the shows and activities offered by CINARS was also on the increase. The opening and closing shows in the official program were filled-to-the-rafters performances. The free passes that were offered to the general public were snatched up in a matter of days. There was a 30% increase in the attendance of OFF-CINARS shows, while the attendance more than doubled for activities such as the conference and workshops.

### **A 25% increase in the number of professionals attending from abroad**

281 presenters (programmers and artistic directors for venues and festivals) hailing from Europe, Asia, the Americas, and Asia-Pacific were present at CINARS 2012. Furthermore, there were many agents, companies and foreign institutions in attendance. More than 60% of the participants this year came from abroad. In total, the number of participants had increased by 25% since the last edition.

## Spotlight on up-and-coming talent

“The 2012 edition stood out in terms of the quality of the shows presented, as well as by the fact that up-and-coming Quebec and Canadian talent, such as Virginie Brunelle, Marc Beaupré and Mélanie Demers, were part of the official program. We are proud that we were able to present their creations before the programmers for the most important show venues in the world.” says Alain Paré, CINARS’s CEO. “For the first time, we also organized a contest amongst up-and-coming Quebec talent to give 6 agents, show presenters and artists the opportunity to experience their first CINARS and guide them through the process.”

## A tribute and several awards

This 15<sup>th</sup> Biennale paid tribute to Suzanne Lebeau, the co-founder of the Carrousel theatre company. This playwright has had an impact on theatre for young audiences here and abroad. Therefore, CINARS has taken upon itself to highlight her important contribution to Quebec culture’s international profile.

CINARS has also designated Anita Mathieu as the recipient of the first-ever Best International Presenter Award. As director of the Rencontres chorégraphiques de Seine-Saint-Denis in France, she has, for more than 10 years, championed Quebec and Canadian artists by programming them in her festival, thereby increasing their exposure in Europe. The Biennale has also given a Recognition Award to John Lambert and Paul Tanguay, two of the most important agents in Canada, who, for two decades, have been assisting the international development of many Quebec companies.

CINARS is celebrating the success of this edition, which has been an exceptional opportunity for Quebec and Canadian companies to build relationships with professionals from abroad, as well as to develop their medium-term and long-term international activities. In a few months, we will be better able to evaluate the economic impact of this 15<sup>th</sup> Biennale, as the various deal negotiations generated by CINARS will be closer to reaching agreements.

Looking forward to celebrating the 30<sup>th</sup> anniversary of our organization with you in November 2014!

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