



## **PRESS RELEASE**

For immediate release

### **CINARS 2012**

**The 15<sup>th</sup> Biennale of the International Exchange of the Performing Arts  
November 12<sup>th</sup> – 18<sup>th</sup> 2012**

Montreal, October 23<sup>rd</sup> 2012. A not-to-be missed networking event for creators and talent buyers from around the world, the 15<sup>th</sup> edition of the CINARS Biennale (International Exchange for the Performing Arts) will bring together more than 1000 performing arts professionals, hailing from nearly 40 countries, from the 12<sup>th</sup> through the 18<sup>th</sup> of November.

Lorraine Pintal, the actress, director, head of the Théâtre du Nouveau Monde and ambassador of Quebec theatre, will be the spokesperson of this 15<sup>th</sup> edition. In this era of economic instability, this edition must, more than ever, rely on solidarity and creative solutions to achieve its international cultural exchanges.

#### **What is CINARS?**

Founded in 1984 through the initiative of artistic companies and Quebec artists' agents who felt limited by the insularity of the French-speaking North American market, CINARS was the first international performing arts market in the world. Today, many similar events have seen the light of day on various continents, but CINARS has remained the largest professional networking hub in the world. Year after year, the organization has succeeded in bringing together the Americas, Europe, Asia and Oceania around a common passion for the performing arts.

Over the past 28 years, CINARS has championed the unique potential and authentic character of Quebec's and Canada's artistic companies, and has greatly contributed to raising their international profile. Each edition of the Biennale results in the sale of several international tours, the economic benefits of which are estimated at \$10 to 12 million per edition. For Alain Paré, CEO and co-founder of the Biennale, *"CINARS is a unique opportunity for local artists to be seen, to get discovered and to go on tour!"*

CINARS's mission does not stop at the organization of a networking event. Its main aim is to develop the export of the performing arts. Indeed, its initiatives take place all year round with joint performances of Quebec artistic companies at international markets, the organization of showcases abroad, the development of joint promotional tools, professional development support, as well as the providing of consulting services. During the 2011/2012 year, CINARS has participated, and has

organized 15 market-development initiatives in seven countries. Furthermore, it has offered on-site assistance to artistic companies through studies, training seminars, knowledge sharing, etc. The economic benefit of these initiatives is estimated at more than \$6 million.

It is through the constant flow of these initiatives, its recurring presence abroad and the implementation of an exceptional network of contacts that CINARS assists the export of Quebec and Canadian creations abroad, thereby ensuring their continued success.

## **CINARS 2012: 100 shows in the official and OFF programs**

With 23 official shows and 77 OFF-CINARS shows, CINARS is putting forth the largest program of its history with 150 performances during the week of the biennale. Artists in dance, music, theatre and multidisciplinary arts/circus, hailing from 14 different countries will be taking the stage, looking to win over 270 show presenters and programmers that book the most important festivals and venues of the world.

This year's rich and varied official program will shine the spotlight on up-and-coming talent. **Virginie Brunelle's** dance company has been selected by CINARS to kick off the event on Tuesday November 13<sup>th</sup>, showcasing their piece, *Complexe des genres*. **Dulcinée Langfelder** will be performing *La Complainte de Dulcinée* in its entirety on November 15<sup>th</sup>. As well, **Théâtre Terre des hommes**, under the direction of Marc Beaupré will be presenting *Caligula\_Remix* in its entirety on November 16<sup>th</sup>. Twenty shows will be showcased in the form of excerpts as part of the official program. In dance, there will be: **Mayday** (Mélanie Demers), **K&C Kekäläinen & Company** (Finland), **Cas Public** (Hélène Blackburn), **Choe contemporary Dance company** (South Korea). In theatre we will have the opportunity to discover **Compagnie Dos à deux** (France), **Nuages en Pantalon/compagnie de création**, **The Old Trout Puppet Workshop** (Alberta), **Trois Tristes Tigres** (Olivier Kemeid). In music: **La bottine souriante**, **Jorane**, **Delhi 2 Dublin**, **L'Orkestre des Pas Perdus**, **Wesli band**, **Small World Project**, **Didier Laloy** (Belgium) and **There are no more four seasons** (Sweden). In multidisciplinary arts/circus arts: **L'Aubergine**, **Okidok** (Belgium), **Compagnie Ea Eo** (Belgium) and **Cirque Alfonse**. All these shows will be presented at the Monument-National and at the Salle Pierre-Mercure.

The OFF-CINARS program will take place in more than 50 venues in Montreal. Whether it is in a *maison de la culture* (cultural centre), a rehearsal studio, a large or a small venue, Montreal will pulse all week long to the rhythm of the performing arts. There are more than 70 artistic companies, hailing from 14 different countries, which will showcase their latest creations, availing themselves of the presence of talent buyers from all around the world.

## **An exhibition hall, professional workshops and networking events**

The nerve centre of the Biennale, the large exhibition hall will bring together more than 120 booths, representing artistic companies and artist agents. Many professional workshops and networking events will offer the participants opportunities to meet one another, discuss future projects and share their passion for the performing arts.

## 4000 free passes for the general public

The CINARS 2012 Biennale is proud to renew its partnership with La Vitrine, making **4,000 free passes** available to the general public so that they may attend the 23 shows in the official program. The free passes for the general public are available at the La Vitrine counter located at 2, Sainte-Catherine Street East. Reservations and informations : [lavitrine.com](http://lavitrine.com)

### CINARS.ORG

-30-

Source : Communications Director, Anne-Laure Mathieu  
514 842 5866 poste 26  
[communications@cinars.org](mailto:communications@cinars.org)

Media relations : Communications Papineau-Couture, Julie Delorme  
514-842-3851  
[juliedelorme@papineau-couture.com](mailto:juliedelorme@papineau-couture.com)

Québec 

 Patrimoine  
canadien Canadian  
Heritage

 Conseil des arts  
du Canada Canada Council  
for the Arts

Montréal 

INTERNATIONAL  
**artsmanager**

 Solotech

LA  
VITRINE  
.COM

  
Centre PHI  
Tous les lieux de l'art

SODEC  
Québec 

Fonds  
Capital Culture  
Québec

xerox 

LMB

PSAV  
PRESENTATION SERVICES

micro  
Boutique

BELLE  
GUEULE  


greencopper  
one event, one app!

LOCATION  
**Jean Lègaré**  
AUTOMOBILES • CAMIONS • VÉHICULES SPÉCIAUX

Les Coups  
de Théâtre  
Festival international  
des Arts jeune public