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Sound Diplomacy is a multi-lingual export, research and event production consultancy based in London, Barcelona and Berlin.

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ACTIVE EVENTS FRENCH STUDY

1. INTRODUCTION



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The French music market has decreased in the last decade: from €662 million in 2007 down to €363.7 in 2012.

According to SNEP (Syndicat National de l'Edition Phonographique), the digital music market has been constantly growing from €50.8 million in 2007 to €125 million in 2012. For the first 3 trimesters of 2013, French music incomes grew (+7.2% over a year) up to €316.8 million for the first time since 2007. The physical market is still leading with a 8.2% growth (€223 million income) and digital revenues increased 4.9% (€93.89 million). Digital incomes now represent 30% of the market. In terms of digital revenue streams, downloading remains the main source of income despite the appearance of streaming services such as Deezer or Spotify.

The French music market is particularly focused on local and francophone acts due to a quota system for radio airplay whereby 40 % of music played is francophone. The remaining 60% is to be shared between international acts and anglophilic domestic acts.

Hervé Carvalhosa (Visuel Productions) says that traditional/regional /folk music is still niche but benefits from local radio station support. France has indeed a strong network of regional media in place to help promote "world music" but until now, only Irish folk music has managed to break the French market.

Jean Chocun (Tri Yann) highlights that you need to distinguish traditional folk from modern folk music and "varité". Some traditional Celtic songs were translated into French and became strong hits throughout the 70's (including Alan Stivel, Gilles Servat, Tri Yann, Dan Ar Braz). More recently Nolwenn Leroy released an album in

both French and Breton: traditional music with a modern twist.

Tanguy Le Cras (Les Vieilles Charrues, Krismenn) states there is a small market for folk music in France though this is very much anchored in Breton, and therefore very competitive due to the amount of domestic content from the region. According to him, Folk music from Northern Europe is more difficult to work in a world music context where folk music from Africa, South America or the Middle East are more attractive to festival programmers.

Benigne Lodeho (FAMDT: Fédération des Associations de Musiques et Danses Traditionnelles) recommends to utilise TRAD Magazine, who publish a complete list of events and festivals in May each year.

All the above also agree that folk and Celtic music are mainly active in the great West of France, but generally poorly represented in national media. As a result, they have to rely on folk festivals and traditional events to exist. Some distributors and labels also specialise in folk, as it is still very much a part of French heritage.

This study, aims to give an overall picture of the folk music scene in France through looking at festivals, touring, media and labels.

ACTIVE EVENTS FRENCH STUDY

2. RESEARCH & ANALYSIS

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As stated before, Folk music is still a niche, complex market to reach and identify because the market is very disorganised and expansive. Folk music is categorised under 'world music' so it very hard to accumulate any statistics specific to this genre. The French music industry benefits from a variety of funding, both public and private, and mainly covers French productions. There is not any specific funding dedicated to Folk music.



WE SPOKE TO A FEW KEY PEOPLE AND USED ONLINE DATABASES TO CONDUCT OUR RESEARCH INCLUDING THE FOLLOWING:

Jeanne RUCET – Les vieilles charrues

Tanguy LE CRAS – Les vieilles charrue / Krismenn

Jean CHOCUN – Tri Yann (Celtic music band)

Hervé CARVALHOSA (Visual Productions : Celtic Dances, Bagad de Lann Bihoué & Fête de la Saint Patrick)

Benigne LODEHO -FAMDT : Fédération des Associations de Musiques et Danses Traditionnelles

www.famdt.com/

Conseil International des Organisations de Festivals de Folklore et d'Arts Traditionnels [http://](http://www.cioff-france.org/)

www.cioff-france.org/

World Music Network

www.zonefranche.com/

ACTIVE EVENTS FRENCH STUDY

2.1 FESTIVALS



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There are many folk, world and Celtic music festivals in France with a concentration in the west (Brittany). They take place over a weekend to a fortnight or often with music as a part of a bigger event or fair.

The starting point is the famous Festival Interceltique de Lorient which has taken place every year for the last 44 years. Each year a nation is honoured, Scotland was last in the spotlight in 2007 and 2014 is Ireland. The other main event is Festival de Cornouaille in Quimper. These are the best examples of the successful mix of both regional and international acts.

Tangui Le Cras also recommends le Bouche à Oreille in Parthenay. This is a medium size event but very influential in terms of audience development. Outside these events, it is important to attend professional oriented events such as Womex and Babel Med.

Jean Chocun, for example, has had the experience of touring more popular festivals such as Vieilles Charrues (where there is a celtic music stage / village), as well as Francofolies and Eurockéennes who program folk acts. He insists that this is mainly prevalent for acts now part of the popular music scene, like Tri Yann, who have toured for over 40 years.

FESTIVAL INTERCELTIQUE DE LORIENT

APPLICATION/CONTACT:

Rue Auguste Nayel, 56100 Lorient, France

Guy GESTIN - Président

Lisardo LOMBARDIA - Managing Director

festival@festival-interceltique.com

Tél. : 02 97 21 24 29

Fax : 02 97 64 34 13

WEB: www.festival-interceltique.com

DATE: Once a year in August, 1-10 August 2014

EDITION: 45th in 2015

DEADLINE: closes early Jan

DE BOUCHE À OREILLE

APPLICATION/CONTACT:

Maison des cultures de Pays, 1 Rue de la Vau Saint-Jacques, 79200 Parthenay, France

Romain CHERE - Commission de Programmation

deboucheoireille@metive.org

Tél. : 05 49 94 90 70

Fax : 05 49 94 90 71

WEB: www.deboucheoireille.org

DATE: Once a year in July

EDITION: 28th in 2014

DEADLINE: closes Dec

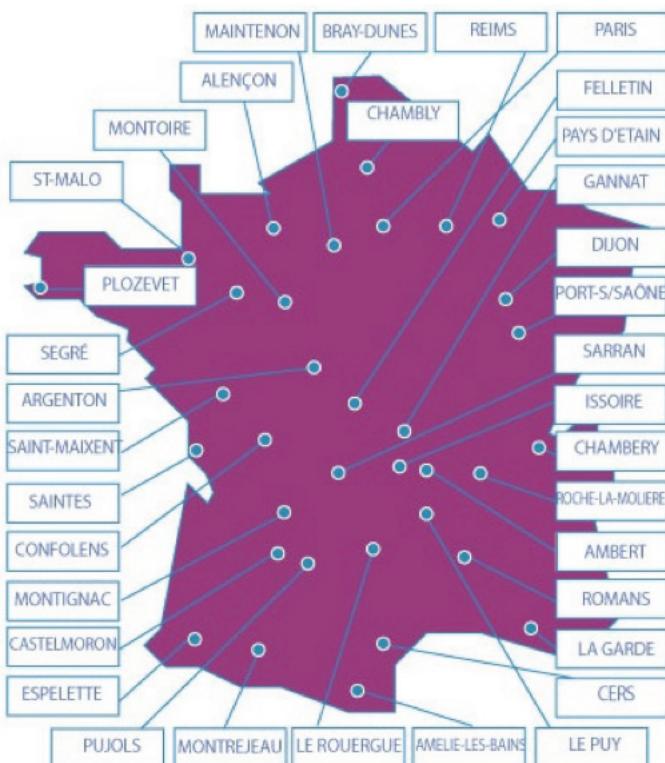
ACTIVE EVENTS FRENCH STUDY

2.1 FESTIVALS

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CIOFF (CONSEIL INTERNATIONAL DES ORGANISATIONS DE FESTIVALS DE FOLKLORE ET D'ARTS TRADITIONNELS) IS A GREAT SOURCE OF INFORMATION. IT LISTS AROUND 35 FESTIVALS THAT TAKE PLACE EACH YEAR. THOSE FESTIVALS ARE LABELLED « CIOFF » AND PRESENT QUALITY PERFORMANCES: FROM AUTHENTIC TRAD ACTS TO CONTEMPORARY FOLK ARTISTS.

HERE IS A MAP TAKEN FROM THEIR WEBSITE:



AND HERE IS A SELECTION FROM THEIR WEBSITE:

REIMS

33rd Sacres du Folklore

APPLICATION/CONTACT:

Les Sacres du Folklore

BP 61307 - 51061 REIMS Cedex

Tel : +33 3.26.03.16.31

bailla@sacresdufolklore.fr

WEB: www.sacresdufolklore.fr

DATE: June 20-24 2014

PARIS REGION

Cultures Croisées en Île-de-France

APPLICATION/CONTACT:

Cultures Croisées en Île-de-France

Tel : + 33.1.53.38.4.720

Fax : + 33.1.53.38.85.95

WEB: [culturescroisees.idf@gmail.com](http://cultures-croisees.idf@gmail.com)

DATE: June 28 to July 4th 2014

SAINT MALO

19th Festival Folklores du Monde

APPLICATION/CONTACT:

Folklores du Monde

Maison des associations

35 rue Ernest Renan - 35400 SAINT MALO

Tel : +33.2.99.40.42.50

Fax : +33.2.99.56.39.45

mda@ville-saint-malo.fr

WEB: www.ville-saint-malo.fr

DATE: June 29 to July 6th 2014

ACTIVE EVENTS FRENCH STUDY

2.1 FESTIVALS

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ROMANS SUR ISÈRE

37th Festival International Echanges, Cultures et Traditions du Monde

APPLICATION/CONTACT:

Empi et Riaume - Festival de Folklore

Parc François Mitterrand - 26100 ROMANS SUR ISERE

Tel : +33.4.75.02.30.52

info@empi-et-riaume.com

WEB: www.empi-et-riaume.com

DATE: July 2 -6 2014

SEGRÉ

12th FOLIKLORES

Festival Intercontinental de musiques et danses populaires

APPLICATION/CONTACT:

Les Foliklores

36 rue des frères Lumière

49500 Segré

contact@foliklores.fr

WEB: www.foliklores.fr

DATE: July 10-14 2014

ISSOIRE

27th Festival d'Issoire Danses et Musiques du Monde

APPLICATION/CONTACT:

Festival d'Issoire

Maison du festival

6 place de la république - 63500 ISSOIRE

Tel./Fax : +33.4.73.89.92.85

fifi63@wanadoo.fr

WEB: www.festival-issoire.fr

DATE: July 15-20 2014

GANNAT

41ème Festival "Les cultures du monde"

APPLICATION/CONTACT:

Maison des Cultures & Traditions

BP 58 - 03800 GANNAT

Tel : +33.4.70.90.12.67

Fax : +33.4.70.90.66.36

informations@cultures-traditions.org

WEB: www.gannat.com

DATE: July 19-29 2014

LE PUY EN VELAY

Interfolk

50th Festival folklorique international du Velay

APPLICATION/CONTACT:

Interfolk

Ancienne Ecole Jules Ferry

29 rue Raphael - 43000 LE PUY EN VELAY

Tel. +33.4 71 02 02 84

interfolk@gmail.com

WEB: www.interfolk.fr

DATE: July 20-27 2014

AMÉLIE-LES- BAINS

72ème Festival Folklorique International

Danses et Musiques du Monde

APPLICATION/CONTACT:

Festival Folklorique International

22, Avenue du Vallespir

66110 Amélie-les-bains

Tel. : +33.4.68.39.20.76

WEB: www.ville-saint-malo.fr

DATE: August 4-10 2014

ACTIVE EVENTS FRENCH STUDY

2.1 FESTIVALS



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CONFOLENS

57th Festival de Confolens

Arts et traditions populaires du Monde

APPLICATION/CONTACT:

Festival de Confolens

3, place Emile Roux

16500 CONFOLENS

Tel : +33.5.45.84.00.77

info@festivaldeconfolens.com

WEB: www.festivaldeconfolens.com

DATE: August 12-17 2014

PLOZÉVET

32nd Mondial'Folk

Chants, Danses et Musiques du Monde

APPLICATION/CONTACT:

Mondial'Folk de Plozevet

BP1 - 29710 Plozevet

Tél. +33.2.98.91.45.45

info@mondialfolk.org

WEB: www.mondialfolk.org

DATE: August 15-20 2014

DIJON

64th Fêtes de la vigne

Festival International de Musiques et de Danses

Populaires

APPLICATION/CONTACT:

Association F.M.D.P – Festival Les Fêtes de la Vigne de Dijon

Cellier de Clairvaux – 27, boulevard de la Trémouille – BP 12556 - 21025 DIJON Cedex

Tel.: +33.3 80 30 37 95

Fax : +33.3 80 30 23 44

folkloriades@orange.fr

WEB: www.fetesdelavigne.fr

DATE: August 25-31 2014

ACTIVE EVENTS FRENCH STUDY

2.2 TOURING IN FRANCE

AS SEEN IN THE FESTIVAL SECTION, THE MOST IMPORTANT FOLK MUSIC FESTIVALS AND EVENTS ARE BASED IN REGIONS WITH A STRONG 'FOLKLORIC' IDENTITY ON THE WEST COAST OF FRANCE.

In France, the roots and folk audiences are varied. Most festivals quoted above happen in the summer and mostly in touristic areas. They are part of summer events that appeal to both locals and tourists which means there isn't a typical 'folk' audience. It is difficult to define such an audience in France, outside of those generally interested in live music.

All interviewees for this study highlight the fact that it is best to tour amongst festivals at first.

When approaching a booking agent, festival or venue it is useful to bear in mind the following:

- Having a biography/history of artist (ideally translated into French).
- Collating press history and reports.
- Physical supports to send out to festivals who are highly solicited.
- Collating artist tech specs and backline requirements.
- Look into possible opportunities for a twinning programme between French and Scottish towns, this can help with the first few steps.
- If an artist manages to work with a French booking agent, they can then access to some funding or subsidies as long as it is a French production.

BOOKING AGENTS

There are different ways to approach the French market. For a band like Tri Yann, they built their own network and deal directly with promoters and venues to book their shows. However, they can also decide to work with an agent or producer for a particular event.

As for new bands trying to develop the French market,

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they recommend to work closely with a record label and a booking agent for better results.

Tangui Le Cras and Jeann Rucet recommend to work with a booking agent (see below) as it is a niche market.

FAMDT & ZONE FRANCHE websites offer a good database to start with:

FAMDT : Fédération des Associations de Musiques et Danses Traditionnelles
<http://www.famdt.com/>

Zoner Franche: World Music Network
<http://www.zonefranche.com/index.php>

HER ARE SOME OF THE MAJOR BOOKING AGENTS:

LENN PRODUCTION

CONTACT:

Jean Philippe Mauras (former Festival de Cornouaille managing director)
20 chemin de Kernivinan
29000 QUIMPER
Tel: +33.6 42 09 99 57
WEB: <http://www.lennproduction.fr/>

NAÏADE PRODUCTION

CONTACT:

3 rue de Lorraine
35000 Rennes
Tel. +33.2.99.85.44.04
Jacques Antoine Pinel (Director)
prod@naiadeproductions.com
WEB: <http://www.naiadeproductions.com/en/>

DAKTARI MUSIC

CONTACT:

24, rue Jean Corre

ACTIVE EVENTS FRENCH STUDY

2.2 TOURING IN FRANCE

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29470 Plougastel
Tél. : +33(0)2 98 43 56 50
Catherine le Bihan
catherine@daktari-music.com
WEB: <http://www.daktari-music.com/>

CLUB VENUES

France offers a large selection of venues, regional theatres and a contemporary music network of venues (SMAC Scène de Musiques Actuelles).

Interviewees recommended utilising the secondary network of venues such as local cultural centres and theatres that often depend on local administration. This can ensure good fees, as the venues are booked by local authorities. Another good option is to go through the SMAC network mentioned. These venues focus on contemporary music but can also offer places to book a folk and trad acts. For major artists (Riverdance, Breizh connection), there is the Zenith franchise of venues, with its main hub in Paris (4000-8000 capacity).

RUN PRODUCTION

CONTACT:

44 Grand' Rue
BP 34
86470 LAVAUSSEAU
Tel. +33 (0)5 49 59 10 10
Fax +33 (0)5 49 54 24 10
run@runprod.com
WEB: <http://www.runprod.com>

VISUEL PRODUCTIONS

CONTACT:

2A, rue Flin des Olivuers
51100 REIMS
Tel : +33 3 26 02 64 64
Fax : +33 3 26 88 19 40
Hervé Carvalhosa
visuelorg@visuelproductions.fr
WEB: <http://www.visuelproductions.fr>

ZAMAN PRODUCTION

(though more oriental music oriented)

CONTACT:

14, rue de l'Atlas
75019 PARIS
Tel. +33.1 42 02 00 03
Ananda Garcia
ananda@zamanproduction.com
WEB: <http://www.zamanproduction.com/>

ACTIVE EVENTS FRENCH STUDY

2.3. MEDIA



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.....
**UNFORTUNATELY, THERE IS A BIG GAP IN THE MEDIA
WHEN IT COMES TO TRADITIONAL AND FOLK MUSIC
SCENES. HERE ARE THE MAJOR ONES:**

MAGAZINES:

Mondomix

<http://www.mondomix.com>

Circulation 100 000

Trad Magazine

<http://www.tradmag.fr/>

Bretons

<http://bretons-mag.com/>

Bretagne Magazine

<http://www.bretagnemagazine.com/>

DAILY NEWSPAPERS:

Ouest France (largest local newspaper in France)

<http://www.ouest-france.fr/>

Circulation 750 000

Le télégramme

<http://www.letelegramme.fr/>

circulation 201 000

Libération

Music section

www.liberation.fr

Circulation 101 000

Le Monde

Music section

www.lemonde.fr

Circulation 275 000

RADIO/TV

Folk music is mostly promoted through regional TV and radio. Mostly through Radio France and France Television.

RADIO FRANCE NETWORK:

France Musique

<http://www.francemusique.fr/>

RFI (Radio France International)

www.rfi.fr

France Culture

<http://www.franceculture.fr/>

France Bleu

Local stations everywhere in France with a focus in the west with France Bleu Armorique

<http://www.francebleu.fr>

Ronan Manuel and Glenn Jegou are specialized in Breton/Celtic music

France Télévision

Run through France 3 regional network can also help with promoting an act. They often support festivals such as Interceltique de Lorient and are present in all major events throughout the year

ACTIVE EVENTS FRENCH STUDY

2.4 LABELS & DISTRIBUTION



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There are a few labels which focus on folk and Celtic music in France. Most of them focus on French traditional artists and some tend to offer a variety of genres and release some international artists as they grow bigger (Keltia for instance).

It can vary from local labels to entities inside major labels such as Sony Music or Universal music, for the more popular artists (Dan Ar Braz, Tri Yann). The same applies to big independent labels such as Naïve, Wagram and Harmonia Mundi. Some independent distributors such as Coop Breizh offer their services to local labels and can also distribute international acts. This is a good option to consider. Below are the key contacts:

KELTIA MUSIQUE

Founded in 1978 in Quimper (Brittany) Keltia music is a label, distribution company and world music specialist of Celtic music.

Alan Stivell, Droug, Vélia, Diskan, Lug Productions...

CONTACT:

1 place au Beurre

29 000 Quimper

Tel. +33.2 98 95 45 82

Fax +33.2 98 95 73 19

keltiamusique@wanadoo.fr

WEB: <http://www.keltiamusique.com/>

COOP-BREIZH

Coop Breizh was founded in 1957 by Kendalch confederation and one of the main Breton producer and distributor. It specialises in music and book production, publishing and distribution. They own stores throughout Brittany.

CONTACT:

Kerangwenn

29540 Spézet

Tel. +33.2 98 93 83 14

info@coop-breizh.fr

WEB: www.coop-breizh.fr

L'ÖZ PRODUCTION

L'ÖZ Production was founded by Gilles Lozachmeur in 1993, and was first to specialise in event production. In 1995, they introduced a label division to help with artist development, then a publishing company in 1996.

Didier Squiban, Siam, Dan Ar Braz, Arvest, le Bagad Men Ha Tan, l'Orchestre Symphonique de Bretagne...

CONTACT:

1 rue Chaumieres

29340 RIEC SUR BELON

Tel : +33.2 98 06 50 55

info@lozproduction.com

WEB: <http://www.lozproduction.fr/>

ACTIVE EVENTS FRENCH STUDY

3. CONCLUSION



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Who are the important players in the French folk market?

Traditional/regional /folk music is niche in France but benefits from strong local support. It is anchored mostly in Breton music. Visual, Naïade and Lenn Production are the main booking agents. Festival Interceltique de Lorient or Festival de Cornouailles are the most important events and in terms of media, France benefits from a strong network of regional radios and TV stations.

Actions to undertake:

- Tour amongst festivals at first.
- Invest in promotion and marketing when touring.
- Aim at big and medium sized festivals.
- Refer to CIOFF (Conseil International des Organisations de Festivals de Folklore et d'Arts Traditionnels).
- Approach regional key labels and booking agents.

What are the opportunities in France for Traditional / Folk Scottish content / artists / acts?

The French music market has been in decline for the last decade and seems to now be stabilizing. Although it is particularly focused on local acts there are little opportunities for newcomers, as there are protectionist cultural policies that favour local content, similar to Canada or Denmark. However, France offers a wide range of folk music festivals to apply to, but acts need to stand out and spend time in the territory in order to break the market.

For instance, Irish folk music has managed to break into the French market. This took a long time, commitment and hard work to become part of the folk music landscape. It is important to develop a band's profile with strong promotional tools: demos, EPK, video footage, biography and online presence. These tool are especially important when soliciting festivals which act as a key entry point to the French music market.

The success of long lasting folk music festivals and Celtic music acts (Tri Yann, Dan Ar Braz) shows that this is part of French heritage. The folk scene appeals a varied audience and has continued to grow and develop over the last 30 years.

SOUND DIPLOMACY TEAM



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SHAIN SHAPIRO MANAGING DIRECTOR

Originally from Toronto, Canada, Shain Shapiro has worked in the music industry for over 15 years, including 3 years as the European representative of the Canadian Independent Music Association. During this time, he negotiated over 600 business deals for over 300 bands, helping develop the Canadian Blast brand across Europe. Before that, he was the UK press manager for One Little Indian and FatCat Records. He is finishing his PhD at Birkbeck, university of london, analysing popular music and public funding and holds an MA from the University of Amsterdam. He guest lectures at universities in three countries and has coordinated and/or moderated panels on funding, state involvement in popular music and export development at SxSW, Womex, eurosonic, canadian music Week and over 20 other festivals and conferences. He was awarded The Hospital Club and British Council's h100 award in 2013 where he was nominated in the Creative Entrepreneur Category.

KATJA HERMES DIRECTOR, GERMAN OFFICE

Katja Hermes has been working in the music business for more than 8 years. She has worked in various fields in the industry including at Proton Booking & Management, Mutek Festival, Popkomm and Ableton. After she had finished her diploma in tourism, economics and anthropology she became the project manager at Initiative Musik, the German music funding organization. Responsible for export projects, she worked on the implementation of the German "Short Tour Support", and created projects like a press trip to and through Germany for the Foreign Ministry. She also organized the German presentation at SXSW for 4 years for the German Ministry Of Economics And Technology and various showcases at international festivals, such as Reeperbahn Festival or MIDEM. Katja lives in Neukölln, Berlin and designs and produces clothes and furniture in her spare time.

JORDI PUY DIRECTOR, BARCELONA OFFICE

Jordi Puy has more than fifteen years of experience in the cultural management arena. For four years, Jordi directed the Catalan! Arts export office in the UK and Ireland, working on the creation and implementation of music and arts export strategies for the Catalan government. In April 2011 he moved back to his hometown, Barcelona, and started working for the international music festivals SonarPro and Mercat de Musica Viva de Vic as an international business development consultant, as well as for international clients such as Music Export Norway, the Canadian Independent Music Association and Phonofile. Jordi also participates as a guest lecturer and contents consultant for arts management and music export strategy courses at the Universidad de Antioquia in Medellín, Colombia. He holds degrees from Barcelona University (Law), Stockholm University (IP Law) and Birkbeck University in London (Arts Management).

CONTACT

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Shop/Bodega, Barcelona, 08012
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