

Rencontres d'Ambronay

'Young creators and professional insertion – between European mobility and local networks'

19-21 May 2022

Along with the ACCR and its network, the Ambronay CCR will host an event to provide a space for discussion, discovery and reflection around professional changes and regional transformations highlighted by the public health crisis. Taking place during the French presidency of the European Union, the event will be held from 19-21 May 2022 in Ambronay, in the Ain *département* of France.

While artistic careers are generally viewed in terms of exhibitions and tours linking the major centres of culture, it is on an international level that they find full recognition. Today, driven by the growth in environmental awareness, the transformation of cultural practices, and greater attention being paid to wellbeing, the work of artists on a local level is more relevant and necessary than ever. Taking inspiration from other sectors of the economy, such as agriculture or entrepreneurship, they especially promote eco-responsibility and local supply and distribution networks. Rural and suburban spaces are clearly promising starting points for the professional careers of artists and creatives.

The *Rencontres d'Ambronay* will examine the role of local and international mobilities in the launching of careers. It will explore the conditions which encourage the establishment of young creatives who contribute to the quality of life beyond the metropolitan centres. If ways of thinking and working coexist within a region, how do we encourage a reciprocal relationship that inspires local and sustainable creativity? How can rural areas participate in a European dynamic?

Speakers will include a range of people living and working across the area, including local residents, artists, culture professionals, craftspeople and agriculturalists, who will share their experiences and take part in discussions with researchers looking at questions of rurality, professional insertion and the international perspective.

The aim of these meetings is to devise new methods of cooperation, inspire new approaches, innovate and exchange good practice – alongside a programme of concerts and artistic performances.

The programme will be based on three key themes:

Theme 1) Young artists and rural settings, specific needs, reciprocal relationships

Locating in a rural area can be a driving force for the professional insertion of young artists. When working in rural areas, they examine the space and forge a special relationship with local inhabitants, who are a source of inspiration and a key element in the creative process.

The work of artists revitalises the delicate relationship between people and their surroundings, helps to develop shared ambitions and encourages local development. These positive reciprocal interactions between place, inhabitants and artists therefore form a virtuous circle.

Theme 2) Encouraging, supporting and guiding emergence through cooperation between fields of activity

Links based on proximity already exist between the various players in a region. The networks and good practices from the fields of agriculture, education and innovation can serve as a model for the artistic field to enable it to respond to the cultural needs of local residents. Encouraging communication between these different professional areas can help to create an ecosystem which enhances creativity for all local players as well as benefitting young creatives at the start of their career.

Theme 3) Linking the European and local scales to nourish artistic careers and the cultural life of regions

Rather than opposing each other, European and local dimensions can work together to enrich creative activity. The European dimension transcends the local, enabling everyone, locally, to work with a European outlook. Local players come together and construct projects around shared challenges – ecology, innovation, inclusion or digital – while expressing a plurality which already exists at a local level. These scales of work combine to enrich local areas and offer opportunities to young artists. This theme also examines the obstacles to European mobility in a low-carbon vision of culture.

On the Friday, participants will be able to discover sites of artistic creation and agricultural production in Ambronay's local area. The Saturday will be dedicated to discussions, workshops and presentations of projects based on themes such as the contribution of young creatives to local areas, hospitality in the rural setting, the promotion of local cultures and the trans-local, and new synergies to be discovered within local regions. During the evenings, artistic projects that resonate with the themes of the day will be presented. Part of the programme will be open to the public.

Around a hundred participants are expected to attend, including artists, culture professionals, councillors, agriculturalists and craftspeople. Particular attention will be paid to the environmental impact of the event.