



LA GAZETTE DES FESTIVALS

WHAT IS I/O ALL ABOUT?

I/O is an innovative print & online newspaper dedicated to performing arts festivals worldwide.

It is a collective, independent and ephemeral publication. It follows the festival lifecycle: we launched a daily publication during Avignon Festival in July 2015, and bimonthly release for Paris Autumn Festival in October-December 2015, a three-weekly publication in Avignon in 2016.



WHAT DOES I/O STAND FOR?

It is the “In/Off” of the Avignon Festival: the “In” being the official event and the “Off” its unofficial version. We treat both sides of the Festival, just as the public moves between both spheres.

I/O refers also to “Input/Output”: it is conceived as a communication tool between those who perform the arts and those on the receiving end.

I/O is also a reference to Greek mythology and to its polymorphism!

WHY WE LAUNCHED I/O?

I/O is an antidote to the corrosive effects the economic crisis has on culture. We show how lively and undefeated festivals are. We bring together the artists and their audience, by encouraging an honest and free dialogue between them. We kick off debates about performing arts confronting clashing points of views.

I/O is a free newspaper.

I/O is ephemeral, following the festival lifecycle.

I/O encourages creation and innovation in performing arts.

WHO ARE I/O CONTRIBUTORS?

I/O is a collaborative newspaper, founded by art bloggers and theatre lovers who met on social networks.

One day, they decided to share their passionate dialogue with a larger audience. Recognized journalists and academics joined them.

WHAT ARE I/O METRICS?

I/O has received a warm welcome both by the public and by the professionals.

- Almost 200.000 copies have been distributed during the last 2 Avignon Festivals (29 issues)
- More than 25.000 copies have been distributed during the Autumn Festival in Paris (5 issues).
- 900 articles published online, among which 600 reviews of performances.

HOW IS I/O FUNDED?

We are still looking for new patrons and partners. There are numerous opportunities to get involved. Be it through financial or in kind contributions, we will create bespoke, mutually beneficial partnerships, tailored to your needs and aspirations. We limit advertisement to our back cover and second page. We also carefully select the companies and cultural events we advertise for. Please contact our dedicated team, if you are interested in being promoted in our newspaper.

WHERE TO FIND I/O?

I/O is distributed in all the cultural venues contributing to the festivals covered.

All year long, it also distributed in all major Parisian cultural venues (main theatres, Beaubourg Modern Art Museum, Carreau du Temple...).

Parallel to the print copy, a PDF version is available on our website: www.iogazette.fr, and articles are also published in-between festivals.

I/O EXPANDS!

In 2017, we will cover, among others, the D-CAF (Cairo, in March), Kunstenfestivaldesarts in Bruxelles (Belgium, in May), Les Nuits de Fourvière (Lyon, June), Festival de Marseille (June), Festival d'Avignon / Festival d'Aix-en-Provence / Rencontres d'Arles (France, in July), the FestivalTransAmériques (Montréal, June), Biennale in Venice (Italy, August), and Festival d'Automne in Paris (France, September-December 2016). Contact us to discuss publishing a tailored and dedicated I/O for your cultural event!



THE TEAM

Director of Publication and Editor-in-Chief

Marie Sorbier | marie.sorbier@iogazette.fr | +33 6 11 07 72 80

Development Director and Vice-Editor-in-Chief

Mathias Daval | mathias.daval@iogazette.fr

Vice-Editor-in-Chief

Jean-Christophe Brianchon | jc.brianchon@iogazette.fr

Partnerships and Advertisement:

India Bouquerel | india.bouquerel@iogazette.fr

CONTACTS

contact@iogazette.fr

www.iogazette.fr

Twitter : [IoGazette](https://twitter.com/IoGazette)

Facebook : [/iogazette](https://www.facebook.com/iogazette)

I/O Gazette

Mairie du 3e

2 rue Eugène Spuller

75003 Paris

FRANCE