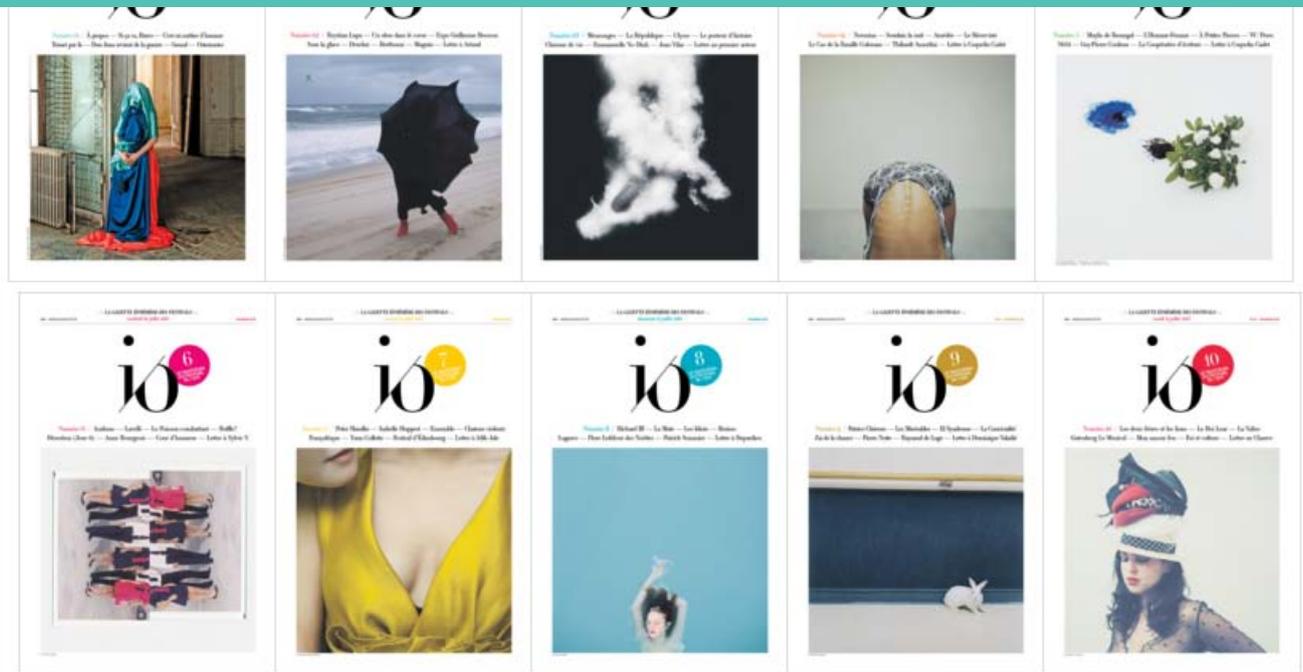


# PRESS KIT 2017





LA GAZETTE DES FESTIVALS

## IN SHORT

I/O is a free, print and web newspaper, dedicated to performing arts festivals and contemporary creation all around the world.

I/O is bimonthly publication.

I/O is an independant media.

I/O was born in July 2015 at the Festival d'Avignon.

## WHERE DOES I/O STAND FOR?

I/O comes from In et Off, the two sides of the the Festival d'Avignon. We wanted to treat them equally, without any prejudice.

In computing, I/O is also the input and the output: I/O is a tool to vehiculate artistic ideas and values from those who create them to those who receive them.

Lastly, I/O is also a nod to the cow from Greek mythology, a symbol of all metamorphosis!

## WHY DID WE CREATE 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. We also wanted to encourage new, fresh, young voices to express performing arts criticism.

## WHO ARE OUR 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, and we have today about 30 regular collaborators.



## WHAT'S INSIDE I/O?

Mainly reviews of performances, contemporary art exhibitions, but also: interviews, reports, news about festivals, columns, original drawings...

Each of our front pages is illustrated by a picture made by a contemporary art photographer.

## ADVERTISING ON I/O

I/O is a free newspaper; it is entirely financed by sponsorship and advertising.

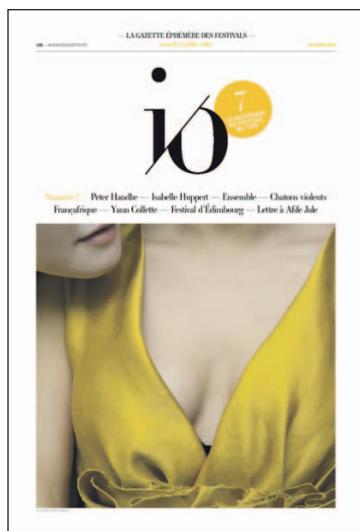
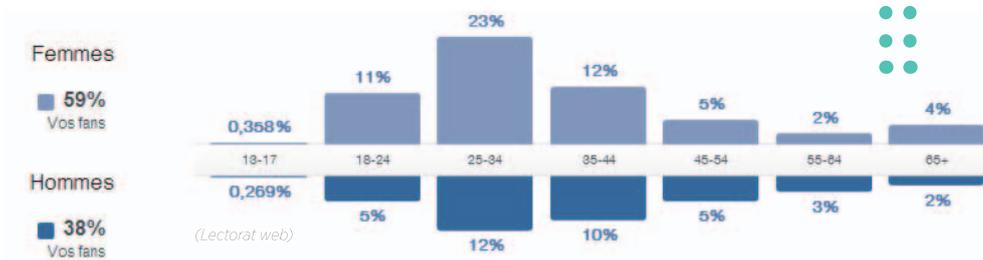
We have decided to dedicate no more than 30 % of our pages to ads, and to have only full and half-page formats, in order to ensure a maximum visibility to each of our partners.

## OUR READERSHIP

We have a very targeted readership which can be divided in two main categories:

- Upscale professionals, 35-60 year-old, working city-dwellers;
- 18-35 year-old nomads, studying or working in the cultural and hype sectors of big cities.

Our readership is very receptive, being huge consumers of cultural goods and events. They are eager to receive advice on art creations.



## DIFFUSION

I/O is distributed in all the cultural venues contributing to the festivals covered. All year long, it is 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](http://www.iogazette.fr), and articles are also published in-between festivals and publicized on social media (Twitter and Facebook).

# FESTIVALS COVERED IN 2016-2017

## REPORTS & SPECIAL EDITIONS

### I/O all around the world

- Biennale de Venise (August 2016)
- Festival d'Edimbourg (August 2016)
- Mladi Levi Festival, Ljubljana (August 2016)
- Zürcher Theater Spektakel, Zürich (August-sept. 2016)
- International Festival Theater, Pilsen, (September 2016)
- Bitef, Belgrade (September 2016)
- Tbilissi International Festival of Theater, Géorgie (October 2016)
- MESS, Sarajevo (October 2016)
- Romaeuropa, Rome (November 2016)
- Interferences, Cluj, Roumanie (November 2016)
- Drama Festival, Budapest (December 2016)
- Isradrama, Tel Aviv (December 2016)
- Boska Komedia, Cracovie (December 2016)
- Genève Danse (February 2017)
- Mala Inventura, Budapest (February 2017)
- En Marche, Marrakech (March 2017)
- Abu Dhabi Festival (March 2017)
- BoCa Bienal, Lisbonne (March 2017)
- Oslo Internasjonale Teaterfestival (March 2017)
- Budapest Spring Festival (April 2017)
- Golden Mask, Moscou (April 2017)
- Kyoto International Dance Workshop Festival (April 2017)
- Croatian Theatre Showcase, Zagreb/Rijeka (April 2017)
- Festival Feedback TWQ, Vienne (April 2017)
- Kunstenfestivaldesarts, Bruxelles (May 2017)\*
- Festival TransAmériques, Montréal (May/June 2017)\*
- Festival de Sibiu (June 2017)
- Festival de Théâtre Grec, Syracuse (June 2017)
- Ravenna Festival (June 2017)
- Festival d'Israël, Jérusalem (June 2017)
- Festival d'Almada, Lisbonne (July 2017)

...

### I/O in France

- Biennale de danse, Lyon (September 2016)
- Francophonies du Limousin, Limoges (September 2016)
- Festival d'Automne de Paris (September-December 2016)\*
- Festival des Arts de Bordeaux (October 2016)
- Les Boréales, Caen (November 2016)
- Festival Parallèle, Marseille (January 2017)
- Vagamondes, Mulhouse (January 2017)\*
- Suresnes Danse (January 2017)\*
- Faits d'hiver, Paris (January 2017)\*
- Vivat la danse !, Armentières (January 2017)\*
- Dijon Danse (January 2017)\*
- Les Rencontres de la forme courte, Bordeaux (January 2017)
- Reims Scènes d'Europe (February 2017)\*
- DañsFabrik, Brest (février/March 2017)
- Etrange Cargo, Paris (March 2017)
- MARTO !, Ile-de-France (March 2017)\*
- Festival SPRING, Normandie (March/April 2017)
- Festival de Pâques, Aix-en-Provence (April 2017)
- WET°, Tours (April 2017)
- Chantiers d'Europe, Paris (May 2017)
- Festival Ambivalence(s), Valence (May 2017)
- Théâtre en May, Dijon (May 2017)
- Latitudes Contemporaines, Lille (June 2017)
- Nuits de Fourvière, Lyon (June-July 2017)\*
- Printemps des Comédiens, Montpellier (June 2017)
- Festival de Marseille (June 2017)\*
- Montpellier Danse (June 2017)\*
- Festival d'Aix-en-Provence (July 2017)
- Rencontres d'Arles (July 2017)\*
- Festival d'Avignon (July 2017)\*

...

*\*special edition / Not exhaustive listing*

## KEY METRICS BY SEASON (SEPTEMBER TO JULY)

- **40 editions**
- **More than 500 000 copies** distributed
- **40 festivals** covered in France and all around the world
- **Between 10 000 and 15 000 downloads** of each PDF on our website
- **More than 1 000 articles** including 700 reviews of performances

They trust us by advertising on our pages...

**THEATERS & FESTIVALS**

**Paris & Ile-de-France**

104  
 Académie équestre de Versailles  
 La Briqueterie  
 Centre national de la danse  
 L'Echangeur de Bagnolet  
 La Ferme du Buisson  
 Maison de la musique de Nanterre  
 Maison des Métallos  
 Ménagerie de verre  
 Le Monfort  
 Le Montansier  
 Nanterre-Amandiers  
 Odéon-Théâtre de l'Europe  
 Orchestre Colonne  
 Paris-Villette  
 Philharmonie de Paris  
 Le Tarmac  
 Théâtre 95  
 Théâtre national de la Colline

Théâtre de l'Athénée  
 Théâtre de la Bastille  
 Théâtre du Châtelet  
 Théâtre de la Cité internationale  
 Théâtre de la Colline  
 Théâtre des Mathurins  
 Théâtre national de Chaillot  
 Théâtre de la Reine Blanche  
 Théâtre Gérard-Philippe  
 Théâtre de Poche  
 Théâtre de la Porte Saint-Martin  
 Théâtre du Rond-Point  
 Théâtre de Saint-Quentin-en-Yvelines  
 Théâtre du Soleil  
 Théâtre de Suresnes  
 Théâtre de Vanves  
 Théâtre de la Ville  
 La Villette

**Regions**

Actéon  
 Le Bateau Feu  
 CCN de Caen  
 CDN d'Orléans  
 Chorégies d'Orange  
 La Comédie de Clermont-Ferrand  
 La Comédie de Valence  
 Eclats de rue  
 Festival le Goût des autres  
 Festival de Marseille  
 La Filature  
 Francophonies en Limousin  
 Le Grand Bleu  
 Maison de la Danse (Lyon)  
 MC Amiens

MC Bourges  
 Opéra de Lille  
 Le Radiant Bellevue  
 Scène nationale de Perpignan  
 Le Tandem  
 TNBA  
 Théâtre des Carmes  
 Théâtre des Doms  
 Théâtre Gilgamesh  
 Théâtre Liberté  
 Théâtre de Nîmes  
 Théâtre National de Strasbourg  
 Théâtre de l'Union  
 Vaison Danses  
 Villeneuve-en-scène

**Abroad**

Charleroi Danse  
 deSingel  
 Kaiitheater  
 La Monnaie / De Munt

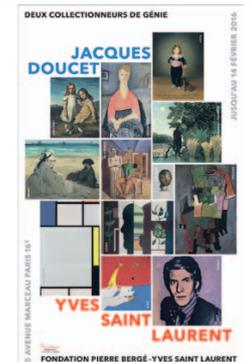
Théâtre Royal des Galeries  
 Théâtre Sevelin  
 Théâtre des Tanneurs  
 TKM

**MUSEUMS**

FRAC Nord-Pas-de-Calais  
 RMN - Grand Palais  
 LAAC  
 Musée des Mathématiques  
 Musée des Beaux-Arts de Saint-Etienne  
 Musée Fabre  
 Musée du Havre  
 Musée de l'Homme  
 Palais des Beaux-Arts de Charleroi  
 Palais de Tokyo

**MISC.**

ARTE  
 Centre Wallonie Bruxelles  
 ESC Dijon  
 Fondation Yves-Saint-Laurent  
 Mairie de Lyon  
 Maison du Japon à Paris  
 La Manufacture (Lausanne)  
 Région PACA  
 RFI  
 Thalys



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