Beat: Entertainment

"THE FACTORY OF THE TIME" Mixes ARTISTIC CREATION And SOCIAL COMMITMENT

FROM MAY 12, 2023 @ LA GAÏTE LYRIQUE

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USPA NEWS - The Project, entitled "The Factory of the Time", between Creation and Commitment, responds to the Cultural, Social, Democratic and Climatic Urgency of the Time. It invites you to Move from Idea to Action, from Narrative & Impact. "The Factory of the Time" encourages Artistic Creation and the Circulation of Ideas, emancipates and decompartmentalizes the Public, jostles and sets in Motion.

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Creation, and in particular Music, is at the Heart of this Project. It aims to infuse All the Formats, Spaces and Programs of the Place: from Talent Spotting to Incubation, from Production to Sharing and Dissemination. This Factory of the Time is Thought of as a Toolbox, at the Service of Artists, Actors and Actresses of Change.

The Factory of the Time is Part of the Long Term, and brings the Galte Lyrique to the Horizon of the Next Five Years. The First Programming Sequence, from May to July 2023, is a Phase of Deployment and Experimentation, during which Certain Developments of the Site continue. Open with Concerts, Meetings, Debates, Screenings and Bar & Café Spaces, The Galté Lyrique and its Teams are preparing for a Period of Meeting and Prototyping with the Public.

Photo Left
- Vincent CAVAROC - Artistic Director - La Gaîté Lyrique
- Juliette DONADIEU - General Director - La Gaîté Lyrique
Photo Right
- Hélène BINET - Communication Director - Make Sense
- Benoit HAMON - General Director - Singa

Following a Call for Applications launched in April 2022 by the City of Paris, The Galté Lyrique opens a New Chapter in its History with this Project carried by an Unprecedented Alliance of Four Associated Structures:
* The Cultural Association Arty Farty
* The Mobilization Association makesense
* International Citizen NGO SINGA
* The European Media ARTE (ARTE France)
* Major Editorial Partner: The publishing House Actes Sud

1) - Living The Current Times

A Place of Everyday Life Open Daily From May 12, The Gaîté Lyrique wants to be a "Lived In" Place Day and Night, Weekdays and Weekends, offering Everyone a Living Space where they can Feels Good. This Place located in the Heart of Paris pursues the Objective of Animating and Decompartmentalizing Communities from Multiple Horizons and Territories which mingle, interact and are, therefore, able to Create a Collective. La Fabrique of the Time, from its Work In Progress Phase, asserted itself as a Real Antidote to Withdrawal and Dark Ideas.

Photo Left
- Benoit ROUSSEAU Artistic & Danse Director - La Gaîté Lyrique
Photo Right

- Vincent CARRY CEO La Gaîté lyrique

La Gaîté Lyrique, a Place Open to Everyone to meet the Expectations and Needs of the Different Audiences who inhabit the Place on a Daily Basis, the Gaîté Lyrique is considerably extending its Opening Hours and its Rhythm to the Year, starting in May 2023. Soon Open to the Public 48 Weeks Per Year, from 9 a.m. to 11 p.m. from Tuesday to Friday and from 11 a.m. to 7 p.m. on Weekends - and even more so During Concerts and Festivals - the Place aims to be a Permanent Meeting Place between Visitors, Artists, Thinkers, Entrepreneurs, Actors of the Solidarity, Students, Residents of the Neighborhood... We meet there to Share a Drink, a Meal, a Conference, a Concert, a Workspace, but also to Watch a Film, Listen to a Podcast, Play a Game or Live a Social or Immersive Experience.

2) - Creating The Era, A Place Of Celebration And Commitment

The Artistic Vision of the Factory Of The Time is Plural. Like a Partition With Several Voices, it is composed around Each Associated Partner. It feeds on their Uniqueness while relying on a Base of Common Values, foremost among which are Decompartmentalization, Depolarization and Commitment. The Polyphony Specific to this Story about Our Time is Necessary Today to embrace its Complexity and bring out its Unity.

Photo Left
- Boris RAZON - Editorial Director - Arte France
Photo Right
- Carine ROLLAND - Deputy Mayor of Paris in charge of culture

For the Project to be Readable and Understood by a Large Number of People, The Gaité Lyrique - The Factory Of The TIme Manufactures a Very Clear Programming Mechanism, Program Schedule, with its Appointments and Habits. Each Year is broken down into 3 Seasons and 4 Months. Each Season is marked by a Theme. Each Theme is thought in Close Connection with Invited Collectives.

Since its Opening in 1862, The Galté Lyrique has never ceased to embody Its Era: from the Temple Of Operetta to that of Digital, from Jacques Offenbach to Silvia Monfort, passing by Jean Chalopin and his Magic Planet, each and everyone has, in his Own Way, remodeled the Place according to the Vision of "his" Time then. Today, this New Chapter in the History of the Galté Lyrique does not place it at the Place of the Observation of Upheavals of the Time, but hoists to the Place of Action.

La Galté Lyrique is Parisian, Ile-de-France, French, European and draws the Contours of a World Culture. Each of these Scales is taken into account in the Day-To-Day Programming of the Place. For 30 Years, the European Cultural Channel ARTE has been brilliantly proving that it is Possible to reconcile Local and Global, Demand and Audience, Knowledge and Pop Cultures.

This Inspiration for The Galté Lyrique is located precisely there, in these small and which seem so obvious... These and which create a Link where you do not necessarily expect it, between Entrepreneurship and Civic Engagement as promoted by SINGA and Makesense, between Debate of Ideas and Musical Creation as defended by Arty Farty, and finally, between Culture and Citizenship as the Appearance of a Single Voice by the Five partners of this Project.

To implement this Vision, No Disciplinary Limits are set. The Galté Lyrique wants All Artistic Fields to dialogue with the Social Sphere, Thought, Gastronomy, Media, Sport, Ecology, Creative Industries, Childhood and Adolescence. It is at the Crossroads of all these Fields that Popular Cultures are born, Markers of Our Time.

3) - Sharing The Era: A Place Of Amplification

La Gaîté Lyrique - The Factory of the Time is preparing to accompany and connect those who act on a Daily Basis to positively transform Our Lives. Artists, Cultural Organizations, Activists, Scientists, Social and Solidarity Economy Companies and Communities come to The Gaîté Lyrique to strengthen Their Projects, enrich themselves with Perspectives and Diverse Skills and cooperate, all while making Culture and Arts Levers to widely mobilize and concretely change Things.

It is more Important than Ever to support the New Generations, to develop their Capacity to undertake, to put them in a Network, to enable them and to forge Cooperation. Today, it is Crucial to value their Commitments as well as their Environmental, Social and Societal Responsibilities.

4) - A virtuous Ecosystem

La Factory Of The Time is therefore the Alliance of the Skills of All the Partners and their Ecosystems to offer
* 1. An Open and Siversified Program
* 2. A services and Orientation Counter at the Service of Culture
* 3. Specific Support Programs
* 4. In Dedicated Spaces

This is the Whole Point of the Formula, which is aimed at All Our Communities
* The residents on the Two Floors of Workspaces
* The Culture and Media Projects" incubated
* The Movements and Collectives of Action ("Activists") accompanied
* The Artists Present to Create and Perform
* The Culture and Arts Professionals who will Come to Train
* Staff of The Galte Lyrique
* Projects supported by Own Structures Outside the Walls of The Gaîté Lyrique (Artists, Social and Environmental Entrepreneurs, Media, Intercultural Entrepreneurs, etc.) all those who are Interested in the Programming

Source: La Gaïté Lyrique, Presentation on April 12, 2023

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