

PRESENTATION

BORDEAUX OPEN AIR 2019



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INTRODUCTION

*Bordeaux Open Air :
a breath of music in the Bordeaux summer air*

Thanks to the uniting power of electronic music, our festival brings together crowds of 4,000 to 16,000 for free Sunday events. Here you'll find activities and discoveries for the young and the old, artist and audience alike. From here, there, and everywhere.

What began as a two-person operation has grown into a team of ten dedicated individuals, motivated by this passion project and the value it represents. They are supported by over 120 volunteers per event.

Driven by an open-minded audience, Bordeaux Open Air offers a moment for people to come together, meet, discover, dance, and celebrate connections made between vast and varied cultures. Bordeaux Open Air prioritizes the creation of social links and the coming together of individuals in a cultural and artistic environment.

This free, open-air event, dedicated to music and open to all, is the first of its kind in Bordeaux.

*Our strength lies in our ability to break
barriers and bring together a diverse public.*



CONCEPT



Throughout the summer, the festival offers its stage to a line-up of DJs, electronic musicians, and artists from all around the world. But that's not all. We also present activities designed for children, but open to all ages. Sports, break dance instruction, oriental dance instruction, computer-assisted music workshops, participative frescoes, making music with fruits and vegetables...all supervised by professionals.



Bordeaux Open Air is a committed cultural actor, working with local collaborators and suppliers in order to promote the local economy. As an eco-responsible event, we do our part to respect our venues, use recycled materials, and dispose of waste properly. In doing so we are able to promote our rich heritage and benevolent citizens.



As an ambassador of culture as well as music, Bordeaux Open Air hosts off-site conferences covering themes related to contemporary music and culture. These livestreamed events are hosted by prominent cultural actors in unique, patrimonial sites. Thanks to gracious local partners, the festival is able to bring electronic music to places it's never been before.



Partner of Bordeaux summers, thanks to its partners, Bordeaux Open Air brings music in places where it's not always expected.

CONCERTS

For its fourth edition, Bordeaux Open Air 2019 aims to reinforce its founding philosophy: music brings people together, and we have a deep need to be together. The festival invites a different city for each event to celebrate the unifying power of electronic music. The Bordeaux Open Air DNA is all about transcending borders and knocking down social walls.

We've put passion into researching the histories that connect Bordeaux with cities in France, Europe, and around the world. As a result, we've pinpointed a handful of cities with existing ties to Bordeaux. Counted among these cities are existing alliances, twin towns, and other locales that share our affinity for electronic music.

It is our will to continue using music as a gathering tool to prevent us from insular navel-gazing, all while celebrating both the newfound and the historic closeness of our respective people and cultures.

By breaking social and geographical barriers, we're extending an invitation that is as indulgent as it is accessible, both in its hospitality and in what it has to offer.



2019 EDITION PROGRAM

In 2019, Bordeaux Open Air will take place at:

Jardin Public
Square Dom Bedos
Parc du Château des Arts
Parc de Mussonville
Parc Palmer
Parc aux Angéliques

30 June - Square Dom Bedos - Bordeaux = **Brussels**

7 July - Jardin Public - Bordeaux = **Johannesburg**

14 July - Square Dom Bedos - Bordeaux = **Corsica**

28 July - Parc aux Angéliques - Bordeaux = **Mauritius**

11 August - Square Dom Bedos - Bordeaux = **Budapest**

18 August - Parc du Château des Arts - Talence = **New-York**

25 August - Parc de Mussonville - Bègles = **Melbourne**

8 September - Jardin Public - Bordeaux = **Munich**

15 September - Square Dom Bedos - Bordeaux = **Tokyo**

29 September - Parc Palmer - Cenon = **Sao Paulo**



CONFERENCES

Outside the public sphere, Bordeaux Open Air presents a series of off-stage events, including livestreamed conferences. These conferences, which garnered over 13,500 viewers in 2018, open the floor for discussion to professionals and personalities of the French cultural scene.

The aim of these conferences is to debate contemporary cultural topics, exchange perspectives, and create a dialogue around the businesses, associations, and artists that give life to industry. It's because of these actors that our social, cultural, and entrepreneurial heritage thrives.

Broadcasting our conferences online, Bordeaux Open Air gives life to the land it represents, highlighting locations that are emblematic to the city. In 2018, these locations included the CAPC Contemporary Art Museum, the Cap Science Museum, and the terrace of Club Pernod in Cenon.

For our forthcoming edition, the festival promises to continue livestreaming conferences from even more incredible monuments of the Bordeaux region.



2019 conferences in preparation...

SPECIAL OPERATIONS

Local Engagement & Value-Sharing



During our events, Bordeaux Open Air offers a wide range of cultural activities, from painting to DJing workshops. At first, these activities were reserved for children, but we opened them up to everyone in 2017. From an audience-participative performance by the Drywet collective during an event at Jardin Public to a computer-assisted music workshop at an assisted living facility, these moments have helped to elevate the local electronic music community.

As a socially responsible institution, the festival intends on cooperating with other local cultural actors, like hospitals and schools, to extend its outreach to locations all around the Bordeaux Metropole.

To broaden the experience of our Sunday events, we plan on incorporating fun and artistic activities inspired by each of the cities invited. This is in addition to the activities we will continue to offer, such as sports, painting, DJing, computer-assisted music workshops, and dance, to name a few.

In 2018, we also organized a hackathon in associated with Epitech, during which we tackled the problematic of web accessibility for the visually impaired. This unique and innovative event took place from September 21-22.



COMMITMENTS & ECO-RESPONSIBILITY



Values and Commitments

Bordeaux Open Air advocates the respect of the planet and others, and has made it a mission to organize sustainable events, backed by local and organic producers. We are also intent on limiting waste production and vow to properly collect, sort, and dispose of what waste remains.

We employ recycled materials in our set designs whenever possible and prioritize reused and donated materials.

Our mission statement includes the pillars of the UN's Agenda 21, which we pledge to uphold in addition to our commitments to the public.



Positive Points

In the name of constant improvement, we have been working in close collaboration with AREMACS, an association that has continued to help us establish eco-responsible practices at each of our events. With their help we have continued to improve each year and intend to keep improving.

Here are some of the positive points from our 2018 edition:

- Waste production decreased to 30g per person (39.7g in 2017 and 107.2g in 2016)
- Reduced presence of glass at events (6x less than in 2016)
- The recycling of 630kg of glass prevented 328kg of CO2 emissions
- The recycling of 630kg of paper, plastic, cardboard, and aluminum cans prevented 2,892kg of CO2 emissions
- Compostable utensils were made available
- Smoking zones as well as the distribution of waste bags and pocket ashtrays promoted awareness of cigarette butt pollution

OBJECTIVES

2019 EDITION



CONCLUSION

In 2019, Bordeaux Open Air is continuing to grow its DNA on the backs of its three foundational editions by putting the invited cities at the center of the event-organizing process. It's our goal to make connection the subject of gathering and to celebrate a pluralistic culture that unites, reunites, and overcomes boundaries.

We wish to continue bringing our vision to life and to supplement the opportunities offered at each event. This means increasing the number of events in Bordeaux and the broader Metropole, extending our local anchoring and promoting our beloved region and its heritage.

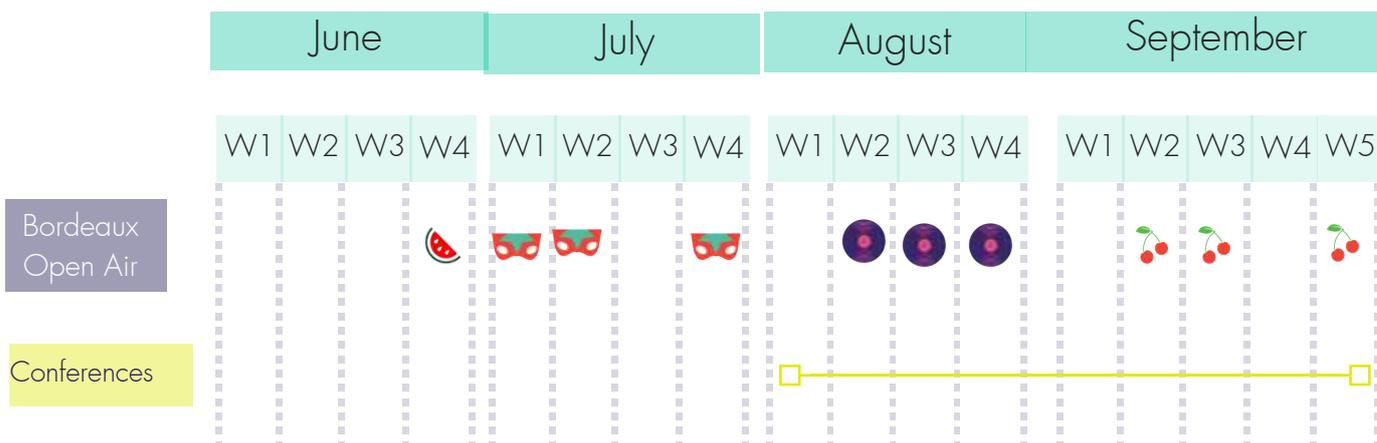
It's in this sense that we wish to invite new cities each Sunday, continuing to celebrate the ties of yesterday, today, and tomorrow that connect Bordeaux with numerous other cities, both culturally and through electronic music.

Devoted as we are to our local ecosystem, Bordeaux Open Air wishes the utmost success to our local producers, musicians, and craftsmen. It's both our pleasure and our goal to continue advocating for the homeland that has served as our inspiration and afforded us such success.



SEASON CALENDAR

Season timeline





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