**PRESS RELEASE**

LE BATACLAN • 16 SEPTEMBER 2019

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BATACLAN

# LE BATACLAN UNVEILS ITS NEW ARTISTIC PROJECT AND A NEW VISUAL IDENTITY

This September, **Bataclan is unveiling a new artistic project and a new visual identity**, after a change in its artistic direction, now carried out by Florence Jeux and a new team.

« Le Bataclan is a Parisian theatre with an artistic history spanning almost 160 years and which has always had a strong identity, **defending values of openness, tolerance and freedom. It has long been a hub of "Parisian Freedom,"** showcasing all musical styles and promoting free artistic expression. It is this history that inspires us to build a future », says Florence Jeux

# THE ARTISTIC PROJECT

"**We want this new project to be collaborative**, so that artists, event producers and the public can make the space their own and participate in building this new momentum. As part of this dynamic, besides hosting outdoor productions that will continue to be the theatre's main activity, **we would like to promote artistic creativity in our project by supporting artists and proposing a new outlook, particularly with a multidisciplinary approach**", she added.

The aim is to offer spectators as well as artists a renowned exhibition centre, in a welcoming environment, as well as **a place with convictions and a spirit of social commitment, making it an essential meeting place.** "

Le Bataclan, **a meeting place for free expression, a bridge between different disciplines** a place of encounters and dialogues between the public and artists, both local and international... **Le Bataclan is now launching an open and multidisciplinary project.**

## A MULTIDISCIPLINARY CENTRE FOR SHOWCASINGAND CREATING ART

We wanted to imagine a place that reflects the artists of today, who are inspired by several disciplines in their creations, with which they break barriers. Many artists are simultaneously musicians and authors as well as dancers, photographers, directors, painters, etc., and they form collectives by developing their skills and diverse talents.

**We would like to offer a meeting place for these creators, where they can exhibit all of their talents,** whether in a concert, an exhibition, a conference, a dance show, or a creation of any kind.

The Bataclan has thus become a flexible space that can be used by all and is open to various disciplines :

MUSIC | HUMOUR | CONFERENCES | PODCASTS

FASHION | FILMS | SPORTS | EXHIBITIONS | DANCE

# THE ARTISTIC PROJECT

## ARTISTS AND ASSOCIATED COLLECTIVES

As part of this dynamic, we also want this place to become a truly welcoming and accessible house of artists. These associated artists are individual artists or collectives who share our values and artistic vision. The Bataclan has become a place for them to create and meet their audiences over several months.

These collaborations reflect the artistic project of the theatre and are based on several disciplines: music, dance, video, photography, urban art, podcasts, etc.

The artists will participate in several events throughout the year:

- **FESTIVAL / WALK IN PARIS COLLECTIVE**
  Walk Festival at Bataclan on 26 and 27 October 2019
- **DANCE / LÉO WALK & LA MARCHE BLEUE**
  Creative residency and event venue in early 2020
- **PHOTO / JÉRÔME LOBATO**
  Gallery of artist's portraits to discover all year round
- **PODCAST LIVE / 2 HEURES DE PERDUES ET FRÉQUENCE MODERNE**
  New live show on 21 September 2019 (SOLD OUT); other dates to follow.

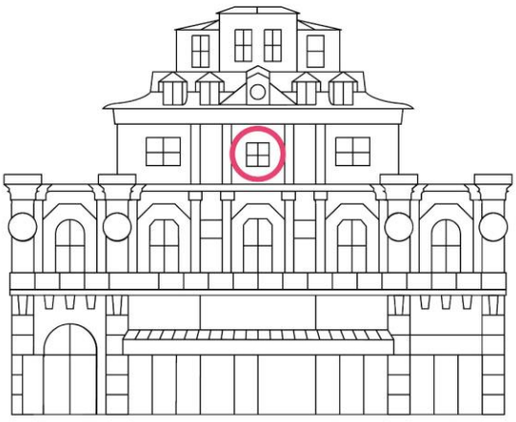
Other collaborations will be added to the programming soon.

# VISUAL IDENTITY

## A SIGNATURE IN MOTION

This change has emerged in a graphic universe **that hadn't changed in 20 years.** Naturally, the place needed to root itself in the present with a more contemporary design.

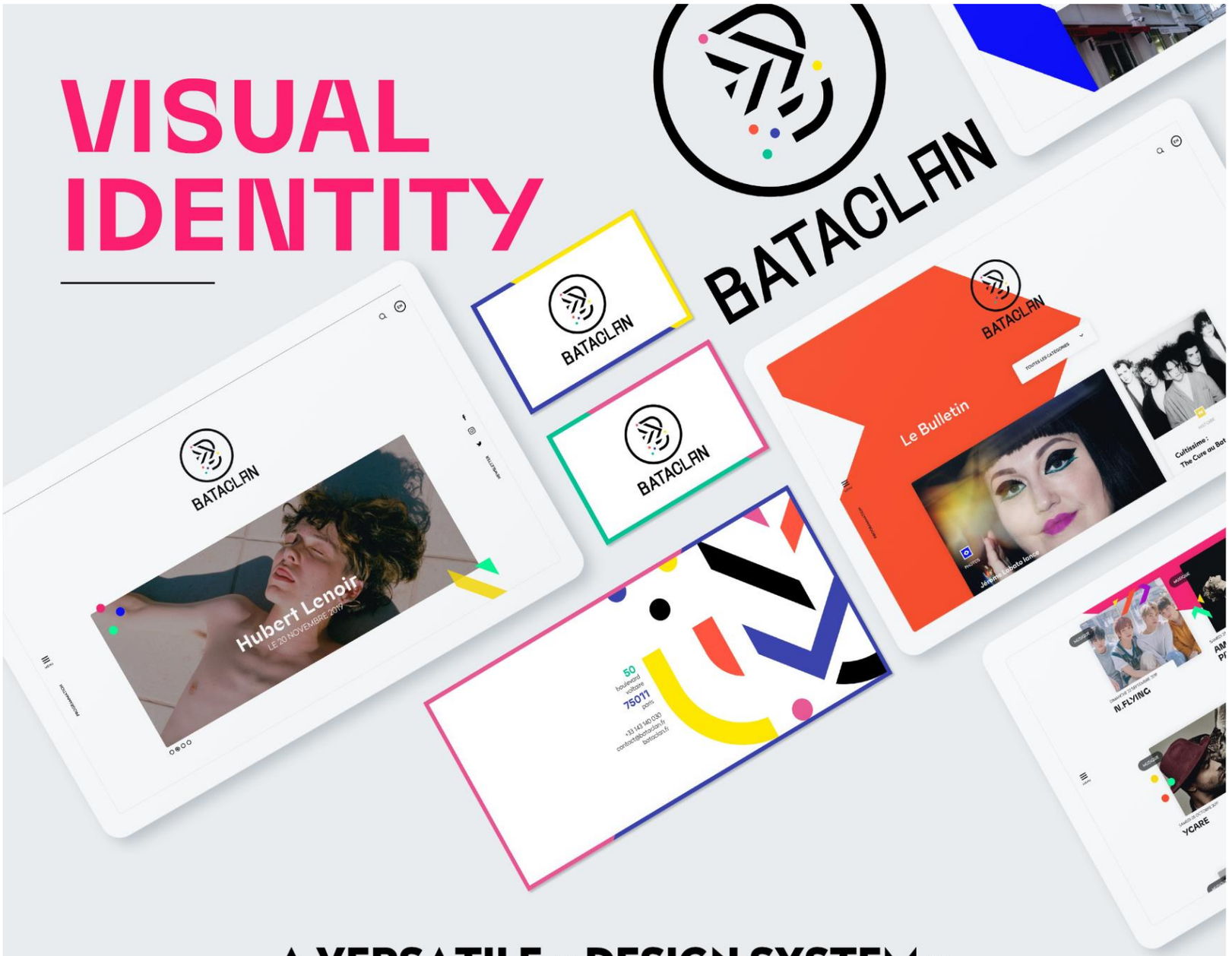
The creative studio de création Vaadigm was chosen to support this change and this collaboration has resulted in common reflection over several months.



BATACLAN

« I had in mind a **'signature' logo** that would be used in our communication as a seal. And I wanted **a logo in motion, that can evolve, shift in colour as well as in shape; a reflection of our dynamic in the artistic project »**, explains Florence Jeux

# VISUAL IDENTITY




## A VERSATILE « DESIGN SYSTEM »

The idea was also to give the building a consistent look, with this atypically coloured façade and the artistic project. The logo is inspired by the decoration of the façade, with the circle based on the large round window on the second floor. The central B evokes batten patterns.

The logo dynamic **highlights the innovative spirit of the place**, **looking towards the future and constantly changing.** Some bright coloured dots punctuate the whole and represent the interdisciplinary and eclectic project of the new artistic direction.

Finally, around this simple and memorable logo, **Vaadigm** imagined a colourful, highly versatile visual territory, allowing infinite combinations of forms.

This new identity has resulted in a new website, a makeover of all of Bataclan's social platforms and new signs for the theatre façade.

# UPCOMING EVENTS

UNTIL DECEMBRE 2019

## PERFORMANCES

**20.09 : 'Naissance d'une phrase'**
By the French Fashion Institute (IFM)
**30.09 :** Violet Chachki

## PODCAST

**21.09 :** 2 heures de perdues
**21.10 :** Floodcast & invités

## SPORTS

**10.10 :** Redbull Dance your style World Final
**24.11 :** Grand Prix Muay Thai

## HUMOUR

**17-18.10 :** Fills Monkey
**23.10 :** Kev Adams

## FESTIVAL

**26-27.10 : Walk Fest Au Bataclan**
(Music & Dance battle )

## ROCK / FOLK

**28.09 :** Amanda Palmer
**08.10** : Sleep
**15.10 :** As I lay dying
**19.10 :** The sisters of mercy
**22.10 :** Tom Walker
**10.11 :** Fontaines DC
**17.11 :** Marea
**20.11 :** Hubert Lenoir
**29.11 :** Dermot Kennedy
**08.12 :** Khruangbin
**11.12 :** Skillet
**18.12 :** Amenra

## RAP

**13.10 :** French Montana
**19.11 :** YG & Ty Dolla $ign
**21.11 :** Goldlink
**01.12 :** Secours Pop Rocks avec Hocus Pocus
**07.12 :** Davodka
**19.12 :** Zola
**20.12 :** Lord Esperanza

## KPOP

**22.09 :** N.Flying
**25.10 :** Pentagon
**12.11 :** The Rose
23.11 : Vav

## POP / SONGS

**05.10 :** Ycare
**7-8.11 :** Jean-Louis Aubert
**14-15.11 :** Jean-Louis Aubert
**26.11 :** Nek
**27-28.11 :** Jean-Louis Aubert
**4-5.12 :** Jean-Louis Aubert
**17.12 :** Silvan Areg

## SOUL

**12.12 :** Mahalia

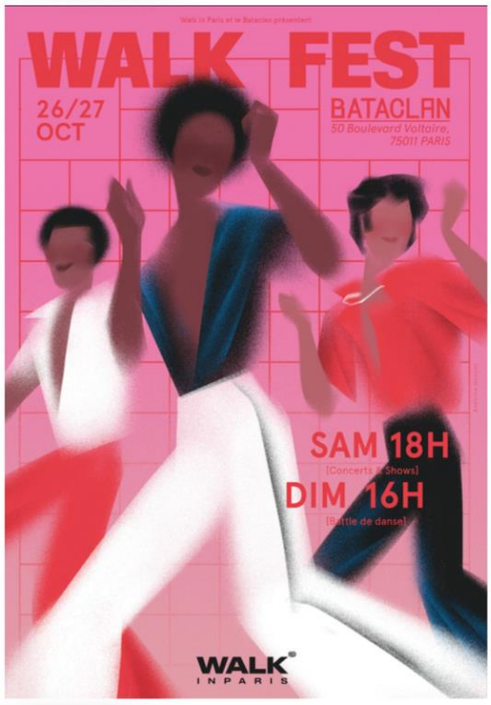
## INTERNATIONAL / CLASSIC MUSIC

**12.10 :** Homage to Oum Kaltoum by Ensemble Mazzika
**16.11 :** Babylone
**25.11 :** Noa
**30.11 :** Ensemble Mazzika

# ANNEXES

## ARTISTS ASSOCIATED WITH THE PROJECT FOR THE 2019/2020

FESTIVAL




### LE WALK FEST AT BATACLAN

Loyal to the values that unite them, the Walk in Paris collective and Le Bataclan have joined forces to put on this first event with a program of artists whose main philosophy is to bring all cultures together.
For 2 days on 26 and 27 October, hip-hop music and dance will merge in an original event

**The Walk in Paris Collective**
*Walk in Paris was originally a Parisian clothing brand launched by Gary and Léo, which brought underground street culture into the spotlight. The collective has since developed and grown by supporting and developing the careers of artists in several fields, including dance, painting and music...*

DANCE

### LÉO WALK AND LA MARCHE BLEUE

The collaboration between Le Bataclan and La Marche Bleue began in February 2019 when Léo was looking for a place to rehearse for the first show he staged: "Première ride." It was a natural collaboration and Le Bataclan became the first place to host the La Marche Bleue for its first creative residencies.
As the months go by, Le Bataclan's relationship with the "walkers" has continued and intensified, becoming a constant in their creative process.

**La marche bleue**
*La marche bleue is the first Dance Company created by dancer and choreographer Léo Walk.*
*Léo began breakdancing at the age of 7 and has developed and perfected his performance over the years to create a dance style of its own. In recent years, Léo Walk has collaborated in numerous music videos and artistic projects*

*with different artists such as Christine & The Queens, Sebastian, or Roméo Elvis. With his company, he aims to show his vision of dance in an instinctive way, breaking with the codes of hip-hop and contemporary dance by trying to achieve a new organic and poetic vision.*

Bataclan • rehearsals in the spring of 2019
Ph: Julien Vallon

Gossip - 9 July 2019 at Bataclan,
Ph: Jérôme Lobato

PHOTOGRAPHY

## JÉRÔME LOBATO

Bataclan has teamed up with Jérome Lobato for a series of portraits of artists, the idea being to approach the artists coming to Bataclan just before or after they go on stage. The photographs will be posted on social networks and the website and exhibited in the theatre over time.

*Jérome Lobato, a photographer with multiple influences (from pop art to conceptual art) creates portraits of actors but also participates in fashion or music projects (for Galliano, Dior, Raf Simons and Vogue, among others). For the past 18 months, he has been making daily portraits for the 'Interviews' section of magazine Télérama as part of a new collaboration.*

LIVE PODCAST

## 2 HEURES DE PERDUES BY FRÉQUENCE MODERNE

Created in 2014, Fréquence Modern is an independent network of podcasts that currently has five programs and has become increasingly popular.
The team has made Bataclan its headquarters for recording its show, '2 heures de perdues,' which they regularly record in public.
Other events will be launched throughout the year.

**Next live show: 21 September 2019**

**Bataclan.fr**

**Contact Presse**

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