MARCH 2016

FRENCH CULTURES FESTIVAL

REPORT

TEXAS, OKLAHOMA & ARKANSAS
FRENCH CULTURES FESTIVAL 2016

ONE LANGUAGE

3 STATES
TX OK AR

1 MONTH
UN MOIS

40+ EVENTS

ONE KICK-OFF CONCERT

2 FRENCH BANDS | 1 LOCAL BAND

9 GENEROUS SPONSORS

THIRTY-THREE PARTNERS
The French Cultures Festival (FCF), coordinated by the Cultural Service of the French Embassy in Houston, is a month-long celebration of the diversity of French culture.

The FCF’s goal is to generate interest in creative expressions from France and beyond while strengthening partnerships with American institutions in Texas, Oklahoma and Arkansas.

It provides opportunity to the public to experience the language and cultures from France and the francophone world through an eclectic program of events: lectures and talks, film screenings, performances, concerts, encounters with artists and writers, exhibits, training sessions for teachers and many other educational activities.

In 2016, the FCF partnered with diplomatic representations, museums, universities, schools, and other cultural institutions to present over 40 events.

A free kick-off concert was organized on March 11th at Discovery Green in Downtown Houston.

For more information: [www.frenchculture.org/frenchculturesfestival2016](http://www.frenchculture.org/frenchculturesfestival2016)

---

**FCF2016**

---

**WHO WE ARE**

The Cultural Service of the French Embassy in Houston develops and supports cultural and educational projects in Texas, Oklahoma and Arkansas.

It promotes and sustains exchanges between the most promising French and American artists, writers, thinkers and educators.

The Cultural Service develops the cultural economy by focusing on six principal fields of action: arts, literature, cinema, the digital sphere, French language and higher education.
The Cultural Service of the French Embassy in Houston published a listing of all events organized by partner institutions and taking place throughout the month of March across Texas, Oklahoma and Arkansas.

The full calendar of events is available at: www.frenchculture.org/frenchculturesfestival2016

HIGHLIGHTS

EDUCATION

La Fête française
March 19 | Dallas, TX
A French competition for high school students organized by the American Association of Teachers of French (AATF) North Texas in partnership with Dallas International School.

FVF Kick-off event
March 11 | Houston, TX
A free concert on the outdoor stage of Discovery Green in Downtown Houston, organized by the French Service of the French Embassy in Houston featuring The Blind Suns (Angers, France), Wild Moccasins (Houston, TX) & Scarecrow (Toulouse, France).

LITERATURE

Slam Poetry
March 2 | Lubbock, TX
An introduction to Slam Poetry, as part of the Representation of the Loser symposium, on the theme of Succeeding/Failing by the Texas Tech University French Club, 2015 France on Campus Award 2nd Prize recipient.

LECTURES

Roundtable on Irène Némirovsky
March 29 | College Station, TX
A discussion on the author of La Suite Française with Susan Suleiman, C. Douglas Dillon Professor of the Civilization of France and Professor of Comparative Literature at Harvard University; Olivier Philipponnat, French author and Nathan Bracher, professor of French at Texas A&M University.

VISUAL ARTS

What Shall We Do Next
Until March 19 | Houston, TX
A group exhibition and performance featuring French artist Julien Prévieux organized by DiverseWorks with the support of the Institut Français and the Cultural Services of the French Embassy. It examines how technology and advertising have shifted our relationships to our physical bodies, our shaping of subjectivity, and notions of the real.

PERFORMING ARTS

What the Day Owes to the Night
March 18, 25 & 26 | Houston & Dallas, TX
A dance performance by La Compagnie Hervé Koubi presented with the support of the French-US Exchange in Dance (FUSED), a program of the FACE Foundation, in partnership with the Cultural Services of the French Embassy. This show combines capoeira, martial arts, urban and contemporary dance with powerful imagery.

CINEMA

Tournées Film Festival at University of St. Thomas
March 3, 4, 10, 17, 31 | Houston, TX
Screenings of five films as part of the Tournées Film Festival, a program of the FACE Foundation in partnership with the Cultural Services of the French Embassy.
KICK-OFF CONCERT

The kick-off celebration of the Festival took place at Discovery Green in Downtown Houston, on Friday, March 11th 2016 from 6 p.m. to 10 p.m. in a family-friendly and convivial atmosphere. Two French bands, Scarecrow and The Blind Suns, along with Houston-based Wild Moccasins were invited to perform on the outdoor stage. With bands of different musical styles, singing both in French and English, the kick-off concert, organized by the Cultural Services of the French Embassy in Houston was one of the highlights of the month.

THE BLIND SUNS
ANGERS, FRANCE

French dream pop trio, drawing sounds from musicians like Mazzy Star, JAMC, and The Primitives, The Blind Suns’ guitar sound, in a ‘Duane Eddy meets Link Wray’ style, sits so well alongside Dorota Kuszewska’s captivating vocals.

WILD MOCCASINS
HOUSTON, TEXAS

Behind the infectious rhythms and pulsating beats of Houston Wild Moccasins, it’s a combustion of frenetic sounds that expands like an exploding star on dance floors, as the eclectic quintet sweats it on stage and on their wide-ranging album, 88 92.

SCARECROW
TOULOUSE, FRANCE

Dark, explosive and unique, the band has generated its own style, called blues-HipHop, a protest music for the 21st century. The quartet plays with the musical codes, bringing back the blues to its roots.
**VIP AREA**

The VIP area was generously sponsored this year by Kronenbourg, the Lake House Waterside Café, Phoenicia Specialty Foods, and Bite Macarons.

![VIP Area Sponsor Logos]

**FOOD VENDORS**

In addition to the live music performances, attendees had the opportunity to taste an exclusive selection of delicacies and gourmet dishes from France and francophone countries. Featured vendors offered maracons by **Bite Macarons**, crêpes by **Maison Crêpes**, cassoulet, croque-monsieur, pissaladière and chocolate baguette by **Central Market**, chouquettes and pâtisseries by the **Culinary Institute LeNôtre**, quiches and charcuterie by **Phoenicia Foods**.

![Food Vendors Photos]
The 2016 French Cultures Festival would not have been possible without the financial support of our generous sponsors.
PARTNERS

The French Cultures Festival gathered over 30 institutional partners from diplomatic representations, museums, universities, schools, associations of teachers of French and other cultural organizations.

Alliance Française USA
American Association of Teachers of French
Austin Public Library
Bureau Export
Café Brussels
Culinary Institute LeNôtre
Dance Salad Festival
Discovery Green
DiverseWorks
Education Française Greater Houston
Et Voilà Théâtre
Fotofest
Houston Jewish Film Festival
Luciole International Theater Company
Museum of Fine Arts, Houston
Organisation Internationale de la Francophonie
San Antonio Museum of Art

Society for the Performing Arts
Swiss Confederation
Texan-French Alliance for the Arts
Texas A&M University
Texas International Theatrical Arts Society
Texas State University
Texas Tech University
The Awty International School
The Menil Collection
The University of Texas at El Paso
The Village School
Tournees Film Festival
Uber
UniFrance Films
University of St. Thomas, Houston
Young French Cinema
COMMUNICATION

1,578 FACEBOOK LIKES
3,030 ORGANIC POST REACH
5,000 FLYERS

8,677 NEWSLETTER SUBSCRIBERS
59% OPEN RATE

2,581 WEBPAGE VIEWS
FRENCHCULTURE.ORG/
FRENCHCULTURESFESTIVAL2016

MEDIA

“FESTIVAL HAS FRENCH FLAVOR”
HOUSTON CHRONICLE

“The perfect ingredients for March’s tri-state celebration of French culture”
HOUSTON PRESS

“PARTY WITH THE FRENCH”
HOUSTON ON THE CHEAP

FPH
Chron
CultureMap
Houston Press
Houston on the Cheap
Arts Hound.com
The Buzz Magazines
Yelp
AmericanTowns.com
French Morning Texas
Things to Do Houston
Places to Go In Houston
BIG kid small CITY
allevents.in Houston