



March 21st, 2018

World Puppetry Day

Together, we create the movement!

Road Book

#worldpuppetryday

www.facebook.com/WorldPuppetryDay ∞ www.unima.org/wpd

A vertical poster for World Puppetry Day 2018. At the top is a large, expressive black brushstroke that forms a silhouette of a puppet. Below it, the date "21-03-2018" is written in a colorful, multi-colored font. Underneath the date, the words "World Puppetry Day" are written in a similar colorful font. Below that, the slogan "Together, we create the movement!" is written in a colorful font. At the bottom of the poster, the word "UNIMA" is written in large, stylized, colorful letters. Below the word "UNIMA" is the signature "Joan Baixas". At the very bottom of the poster, there are several logos: the French flag, "GrandEst" (with "AUX CHAMPAGNES ARDENNES LORRAINE" below it), "ARDENNES", "Centre de la Région de Liège", and the UNIMA logo.

∞ A World Day: Some common values ∞



In 2003, the Union Internationale de la Marionnette (UNIMA), the international union of puppetry, launched World Puppetry Day which takes place every **March 21**.

This World Day seeks to promote the puppetry arts by promoting, among other objectives:

- the maintenance and safeguarding of traditions and, at the same time, the renewal of the art of puppetry;
- the use of puppetry as a means of ethical and aesthetic education;
- the participation of international organizations that have similar goals.

Each year since 2003, **an influential multidisciplinary artist is invited by UNIMA to write the annual message for this special day.**

Internationally recognized personalities who have prepared the message since 2003: Dr. Kapila Vatsyayan, Sirppa Sivori-Asp, Dario Fo, Michael Meschke, Sennosuke Takeda, Jean-Pierre Guingané, Petr Matásek, Robert Lepage, Henryk Jurkowski, Joan Baixas, Roberto De Simone, Eduardo Di Mauro, Behrooz Gharibpour, Nancy Lohman Staub.



You can find it on our website www.unima.org, page "Projects and Achievements", and then "World Puppetry Day".

In 2018, the African author, director, singer and poet, **Werewere-Liking Gnepo**, wrote the message. This great Ivorian artist, who was born in Cameroon and who has been living in Côte d'Ivoire since 1978, is world renowned for her strong commitments as a citizen of Africa, as a woman, as a trainer of young artists, and as a promoter of the development of contemporary Pan-African culture and arts.

This message, translated into three of the UNIMA's official languages (French, English, Spanish), **is disseminated as widely as possible on March 21**. The goal, leveraging UNIMA's international outreach through its national centres, is to promote appreciation of this enduring human endeavour.



∞ Celebration of the World Puppetry Day all over the world ∞

March 21 is a day of festivities for the puppetry arts all over the world.

It is celebrated in a variety of ways. Those organizing events celebrate World Puppetry Day according to their own needs and purposes.

Celebrations may take the form of one or more of the following activities or events:

- * a festival
- * a series of puppet shows
- * puppetry exhibitions
- * puppetry workshops
- * meetings
- * symposiums
- * the reading of that year's World Puppetry Day message
- * ... It's up to you imagine what's next...!

The initiative can be carried by a National Centre, as in Benin in Africa, or accompanied by a city, such as Charleville-Mézières in France, or it exists thanks to individual enthusiasm.

Communicate!!!!

Let's all communicate before, during and after the event to keep in touch like a big world community!

Before the event: **TELL** your program of festivities, the preparation...

During the world puppetry day: **SHARE** your photos, films... of what's going on

After the event: **POST** your press articles, photos by the participants...

A **Facebook page dedicated** has been set up for everyone to share their events with the **#worldpuppetryday**

> www.facebook.com/WorldPuppetryDay

The **UNIMA website** will also be collecting your news this year. You will be able to post your news online from February 21!

> www.unima.org/wpd

∞ Together, we create the movement! ∞



This year, UNIMA proposes **collective action** to disseminate World Puppetry Day festivities **as widely as possible** – to your theatres, at your festivals, cultural centres, museums, public places, and the like.

To participate in the collective movement on March 21, 2018, it's simple:

→ A **poster of Joan Baixas** and common **slogan**:

Together, we create the movement! You can download on the UNIMA website the poster and the slogan in your own country's language at this address: www.unima.org/wpd

UNIMA encourages all National Centres to promote the use of the slogan by everyone planning and participating in World Puppetry Day celebrations.

→ **A video project**

UNIMA launch a proposal to all national centers to register a video where the slogan could be telling by anybody. The message could be in the language or dialect of each country or region and can be said by a child, a young, an old person, a puppeteer, a doctor, sweeper, policeman, fireman, politician, actor, celebrity, public, pupils, anonymous...

Your video will be broadcast in all languages on World Puppetry Day!

The video should have the following specifications

> **Examples of devices:**

- Apple iPhone, starting with iPhone 4s
- Samsung Galaxy, starting with S, except S7562

- Google Nexus – Nexus 4

> **Format:**

- Horizontal format
- 720p or 1080p
- fps of 30 or 60 frames
- aspect ratio 16:9

> **You must not include:**

- anything written on the screen
- anyone not involved in the project
- the logo of a company

The idea is to bring together all messages in the same video. They will be subtitled in English, French and Spanish and will be spread on all means that we will be able to reach all of us: displays in streets, shopping malls, museums, civic centres, televisions, Facebook, twitter... **You can use it too!**

It's very easy, you'll find an example on the page that UNIMA dedicated to the World Puppetry Day.

You can upload it directly on the UNIMA website until [February 25](#).

Celebrate this day in your way and **share it on Unima's medias.**

It is the responsibility of all members of UNIMA to strongly promote this special day and show that it's **THE Day of puppetry art!**



∞ UNIMA in Charleville-Mézières in 2018 ∞

UNIMA, headquartered in Charleville-Mézières, France, will use the occasion of World Puppetry Day to **cooperate with the other partners of the city.**

With the support of the city government, the 2018 celebration will engage the Institut International de la Marionnette, the Maison de la Culture et des Loisirs Ma Bohème, the Association Pirouette, the Maison des Jeunes et de la Culture Sedan (MJC) Calonne, the Musée des Ardennes, and the Festival mondial des théâtres de marionnettes, in a full day and evening showcasing the arts of puppetry. Partnerships with other institutions of the city are in progress.

Plans already include various events that will involve children and young people, as well as the inhabitants of Charleville-Mézières and students of the École nationale supérieure des arts de la marionnette (ESNAM). These include:

- **Screening** at the Maison de la Culture et des Loisirs Ma Bohème of **UNIMA's proposed video project "Together, we create the movement!"**
- **Workshop** in the child space of the Museum.

- **workshop with kids** of shadow theatre conducted by Elisabeth Algisi (Cie Atipik) and **presentation**
- **Graff of the slogan** by young artists mobilized by the MJC Calonne.
- **Graff workshop** with young people. The young participants will perform their collective work live at the end of the workshop
- **Video of the young people saying the slogan** of the event: **Together, we create the movement!**
- **Perambulation** of the puppets of the Arche des animaux
- **Reading of the World Puppetry Day message** by its author, Werewere-Liking Gnepo
- **Presentation** of string puppet training by Franck Soehnle with the students of the XI class of the ESNAM.
- A **celebratory drink** at the end of the Day with the present audience.
- **Common programme** with partners to share with members, friends of the puppetry arts, on the media, social networks, and other interested entities.

21 mars : Journée mondiale de la marionnette

En 2003, l'Union internationale de la marionnette (Unima) a instauré une journée mondiale de la marionnette qui se déroule désormais chaque 21 mars. Cette journée donne lieu à de nombreuses animations à Charleville-Mézières et dans le monde entier.

Un message international pour les enfants de Charleville-Mézières

À cette occasion, l'Unima commande à une personnalité des arts et de la culture un message sur le théâtre de marionnette. Cette année, Nancy Staub, des États-Unis, évoque les liens que la technologie et internet permettent de développer pour mieux faire connaître cet art à la fois ancestral et contemporain (à consulter sur www.unima.org). À partir de 2017, l'Unima souhaite célébrer cette journée mondiale à Charleville-Mézières en associant les enfants des

classes primaires qui seront invités à rédiger leur message personnel à travers un texte ou un dessin. Une sélection sera présentée sous forme d'exposition lors du prochain Festival mondial des théâtres de marionnettes.

Une soirée pour la marionnette

En collaboration avec l'Institut international de la Marionnette, le message officiel sera lu le 21 mars par les élèves de l'Esnam au cours d'une soirée ouverte au public. Ils liront et illustreront en marionnettes leurs propres messages. Ces initiatives seront développées dans les années à venir afin de populariser le théâtre de marionnettes et ses différentes techniques.
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∞ Prepare 2019 – An issue for all of us ∞



UNIMA is the oldest theatre organization in the world. Created in 1929, this Non-Governmental Organization has a consultative status with **UNESCO**. With over 90 national centres around the world, its 7,000 members contribute to the development and dissemination of the art of puppetry.

The organization promotes peace and mutual understanding as well as the fundamental rights of the human being, as defined in the Universal Declaration of Human Rights of the United Nations which was proclaimed on December 10, 1948.

Present in more than 90 countries, UNIMA is a platform for exchange and sharing between people from around the world: puppeteers (both professionals and amateurs); those who are otherwise working in the field (puppet theatre researchers and academics, historians, authors, teachers, students, and the like); and those who are passionate about the art of puppetry.

The year 2018 is a special year. **UNIMA will work with UNESCO to its recognition.** This endeavor will be completed in time for its **90th Anniversary** in 2019.

We therefore need all of you because, according to the information we have, the more letters of

You can send letters of support up until March 15th with a copy to UNIMA to:

The UNESCO representative in your country ; the United Nations ambassador in your country ; The Ministry for Culture, Arts Council or equivalent in your country

We are hoping for a big event this year and are planning another event involving all of you for next year!

support we can gather from member countries of the United Nations, the better are our chances in gaining this official recognition.

Letters must come from institutional representatives of different levels (ministers of culture, parliamentarians, senators, mayors, and the like).

In short, those whom you consider to be representatives of your country can help us get the United Nations to give us an official statement that March 21 is World Puppetry Day.

To make things easier, we have prepared documents that you can send to those you will contact.

If you have not already received these documents, which were sent in mid-December, please contact us and we will send them to you.

World Puppetry Day is the perfect opportunity to share the joys of puppetry !

- * Create links with **interested institutions** – schools, colleges, social centres, hospitals . . .
- * Promote cooperation with other **cultural associations** – museums, companies, festivals, theatres, amateur associations . . .
- * Engage with the **elected representatives** of your cities, regions and countries.
- * You can create a **common programme** to celebrate with your UNIMA members, puppetry producers, activists, performers, workshop leaders, those who organize meetings, exhibitions...in your cities, regions, countries and continents!
- * **Disseminate information** on World Puppetry Day to your partners, your audiences, and your network.
- * **Communicate your information** on the UNIMA website and World Puppetry Day facebook page.

INFORMATION

contact@unima.org ∞ +33 (0)3 24 32 85 63

Technical contact (video & web)

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The World Puppetry Day of UNIMA is part of the World Performance Week.

www.unima.org/fr/world-performance-week

TOGETHER, WE CREATE THE MOVEMENT!

LET'S BEGIN NOW?!

UNIMA is grateful for the support of

