



State of the arts

06-07.02.20 *Symposium*
Vers une nouvelle politique
culturelle à l'âge numérique
*Towards a new cultural
policy for the digital age*

Ⓔ Gaité Lyrique

Ce symposium est co-organisé par la Gaîté Lyrique et l'Université ZHdK de Zurich.

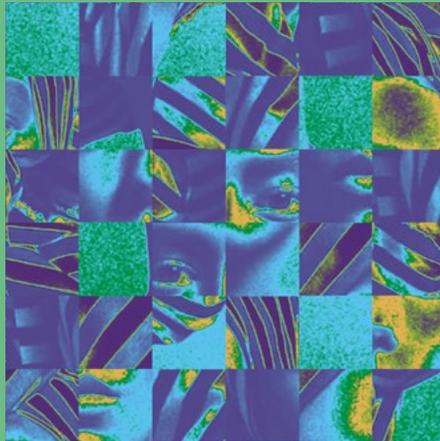
This symposium is co-organized by la Gaîté Lyrique and the University of the Arts, ZHdK, Zurich.

Ⓜ Gaîté Lyrique

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Zürcher Hochschule der Künste
Zurich University of the Arts



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The Zurich Centre for Creative
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Centre Culturel Suisse, Paris
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Biennale des arts numériques Némo
Région Île-de-France

L'Université des Arts de Zurich (ZHdK) et la Gaîté Lyrique organisent à Paris les 6 et 7 février un symposium international de deux jours pour penser les transformations de la politique culturelle à l'âge numérique. Comment mettre à jour ces politiques artistiques ? Comment repenser la démocratisation de l'art et la diversité culturelle au temps des algorithmes, du monopole des « apps » et des moteurs de recherche ? Quels sont les nouveaux modèles économiques pour les artistes à l'âge du streaming ? Quelles innovations sont possibles dans l'université, dans les territoires et dans les entreprises ? Quel futur pour l'éducation artistique au temps des MOOCs ? Une trentaine de chercheurs internationaux, des startups, des artistes et des doctorants interviendront.

Zurich University of the Arts (ZHdK) and La Gaîté Lyrique organize in Paris a two-days international symposium on Feb. 6-7, 2020. Its goal is to rethink cultural and art policies in the digital age. How to update our cultural policies ? How to improve art participation and diversity in a time of algorithms, apps and search engine monopolies? What are the artists' new economic models in the streaming era? Which innovations are possible in universities, territories or corporations? How to foster art education in the time of MOOCs? Thirty international researchers, startups, artists and PhD students will gather in Paris and participate to this seminar.

Diversité et algorithmes

Jeudi 06.02.20

08h45

Ouverture à La Gaîté Lyrique
Café d'accueil au «Plateau bar»

09h15

Ouverture officielle*
Laëticia Stagnara
Directrice, La Gaîté lyrique
Christophe Weckerle,
Directeur du Département
d'Analyses Culturelles, ZHdK
University

**Comment repenser la politique
culturelle à l'âge numérique
et dans une perspective
internationale ? Quels outils
au temps de l'algorithme ?**

09h30

Conférence d'ouverture*
«La culture est-elle en train de
mourir et doit-on en blâmer les
technologies ?»
Joanna Woronkowicz
Professeur, Indiana University (US)

10h15

«La politique culturelle à l'âge des
biens immatériels, de l'économie des
plateformes et des flux globaux»*
Andy Pratt
Professeur d'économie culturelle,
City University of London

11h00

Table ronde*
Consuelo Sáizar
Ancienne ministre de la Culture,
Mexique; chercheuse associée,
University of Cambridge, UK
Christophe Weckerle
Professeur, ZHdK University

11h30

Pause café au «Plateau bar»

Diversity and Algorithms

Thursday 02.06.20

8:45am

Opening at La Gaîté Lyrique
Welcome café at the "Plateau Bar"

9:15am

Official opening*
Laëticia Stagnara
Director, Gaîté lyrique
Christophe Weckerle,
Director, Department of Cultural
Analysis, ZHdK University

**A new cultural policies
in the digital age ?**

9:30am

Opening Keynote Speech*
"Is culture dying and is technology
to blame?"
Joanna Woronkowicz
Professor, Indiana University (US)

10:15am

"Cultural policy in the age of
immaterial goods, platform
economies and global flows"*
Andy Pratt
Professor of Cultural Economy,
City University of London

11:00am

Panel discussion*
Consuelo Sáizar
Former minister of Culture, Mexico;
fellow, University of Cambridge, UK
Christophe Weckerle
Professor, ZHdK University

11:30am

Coffee break at "Plateau bar"

12h00

Trois focus sur la machine:

«Bright: comment les données
peuvent engendrer des expériences
créatives en temps réel ?»
Abdel Bounane
Fondateur, Bright

«Comment les réseaux sociaux
transforment les esthétiques
cinématographiques et comment
la politique culturelle peut s'en
saisir ?»
Natacha Seweryn
Université Paris VIII

«L'engagement et l'audience sur les
réseaux sociaux comme outil d'un
modèle économique durable pour
les artistes»
David Lavaud
Chercheur

12h45

Pause déjeuner

**Être artiste à l'âge global.
La diversité culturelle dans
la mondialisation**

14h30

«Le pari du digital dans le secteur
de la culture»*
Consuelo Sáizar
Ancienne ministre de la Culture,
Mexique; chercheuse associée,
University of Cambridge, UK

15h00

«Les arts digitaux et les politiques
culturelles à Hong Kong et en Chine»*
Desmond Hui
Professeur, Hong Kong University

15h30

«Les politiques culturelles
émergentes en Asie du Sud-Est et
les nouveaux formats éducatifs»*
Venka Purushothamani
Vice-Président, LASALLE College
of the Arts, Singapour

12:00pm

Three focuses on the machine:

"Bright: How data can generate
creative, realtime, experiences?"
Abdel Bounane
Founder, Bright

"How social networks transform
the aesthetics of cinema and how
cultural policy must grasp it?"
Natacha Seweryn
University Paris VIII

"Audience and engagement
on social media as a lever of a
sustainable economic model for
artists"
David Lavaud
Researcher

12:45pm
Lunch Break

**Artists and cultural diversity in
a globalized age**

2:30pm
"The digital opportunity in the
cultural field"*
Consuelo Sáizar
Former minister of Culture, Mexico;
fellow, University of Cambridge, UK

3:00pm
"Digital Arts and Cultural Policies in
Hong Kong and Mainland China"*
Desmond Hui
Professor, Hong Kong University

3:30pm
"Emerging cultural policies and new
emerging educational formats in
SEAsia"*
Venka Purushothamani
Vice-President, LASALLE College of
the Arts, Singapore

* traduction en simultanée / simultaneous interpreting

16h00
Quatre focus sur la diversité:
«Les Microfolies, un outil culturel à l'âge numérique»
Didier Fusillier
Président de La Grande Halle de La Villette

«L'Ideas Box, un centre culturel multimédia mobile au service des réfugiés»

Barnabé Louche
Directeur du développement,
Bibliothèques sans frontières

«L'infrastructure culturelle au carrefour du design architectural et de la politique immatérielle»
Justinien Tribillon
Directeur associé pour l'Europe,
Theatrum Mundi

«DEI: Diversité, Équité, Inclusion»
Nathan Marcel-Millet
Sciences-Po Paris

17h00
Pause café au «Plateau bar»

Politiques culturelles européennes

17h30
«Le nouvel agenda européen pour la culture et la stratification culturelle à l'âge des transformations digitales»*
Tally Katz-Gerro
Département de Sociologie,
University of Haifa, Israël

18h00
«La politique culturelle européenne qui vient: subsidiarité, diversité culturelle et le projet européen»*
Philippe Kern
KEA Affaires Européennes,
Bruxelles

18h30
Deux conclusions sur les politiques culturelles de l'UE: *
Andy Pratt
Professeur d'économie culturelle,
City University of London
Christoph Backes
CEO à l'u-institut I Backes & Hustedt GbR, Berlin

4:00pm
Four focuses on diversity:
"The "Microfolies", a cultural tool in the digital age"
Didier Fusillier
President of La Grande Halle de La Villette

"The Ideas Box, a mobile pop up multimedia art center for refugees"
Barnabé Louche
Development Director, Libraries without borders

"Cultural infrastructure at the crossroad of architectural design and immaterial policy"
Justinien Tribillon
Associate Director for Europe,
Theatrum Mundi

"DEI: Diversity, Equity, Inclusion"
Nathan Marcel-Millet
Sciences Po Paris

5:00pm
Coffee Break at the "Plateau Bar"

EU Cultural Policies

5:30pm
"The new European Agenda for Culture and cultural stratification in the age of digital transformations"*
Tally Katz-Gerro
Department of Sociology, University of Haifa, Israël

6:00pm
"EU cultural policy in the making: Subsidiarity, cultural diversity and the European project"*
Philippe Kern
KEA European Affairs, Brussels

6:30pm
Two conclusions on EU cultural policies: *

Andy Pratt
Professor of Cultural Economy,
City, University of London
Christoph Backes
CEO at u-institut I Backes & Hustedt GbR, Berlin

Créativité et innovation
Vendredi 07.02.20

09h15
Café d'accueil au «Plateau bar»

Nouveaux modèles économiques à l'âge numérique et écologique

09h45

Formats courts:

«Post-Growth Toolkit : un kit de réorientation éco-politique» par le collectif artistique Disnovation.org

«Les enjeux de l'observation de la participation culturelle à l'ère numérique»
Loup Wolff
Chef du département des études, de la prospective et des statistiques du ministère de la Culture, France

«Ne demandez pas à Instagram ce qu'il peut faire pour vous, artistes! Demandez-vous ce que vous pouvez faire pour Instagram»
Hady El Hady
community manager, Egypte

«Blockchain artists»
David Simon
blockchain artist, ancien étudiant à ZHdK University, Zurich

«Art et développement durable»
Marine Van Schoonbeek
Présidente, Thanks for Nothing

«Les micro-politiques culturelles»
Jacopo Rasmi
Post-doc, Italie

«IA, traitement automatisé du langage, algorithmes et diversité linguistique»
Renaud Vedel
Coordonnateur ministériel en matière d'IA

«Pourquoi la BD a-t-elle besoin de s'inscrire dans la hiérarchie culturelle?»
Romain Becker
ENS Lyon

Creativity and Innovation
Friday 02.07.20

9:15am
Welcome café at the «Plateau Bar»

New economics models for the arts in the digital and sustainable age

9:45am

Several short focuses:

"Post-Growth Toolkit: a toolbox for eco-political orientation" introduction by Disnovation.org an artistic collective

"The challenges of cultural participation datas in the digital age"
Loup Wolff
head of the Department of Prospective Studies and Statistics (DEPS) of the French Ministry of Culture

"Don't ask Instagram what it can do for you, artists! Ask you what you can do for Instagram"
Hady el Hady
community manager, Egypt

"Blockchain artists"
David Simon
blockchain artist, former student at ZHdK University, Zurich

"Sustainability and Contemporary Art"
Marine Van Schoonbeek
President, Thanks for Nothing

"Under-policies of sustainable media"
Jacopo Rasmi
Post-doc, Italy

"AI, NLP, algorithms and language diversity"
Renaud Vedel
Coordinator for France's AI Strategy

"Why Cultural hierarchy matters for comics?"
Romain Becker
ENS Lyon

«Banlieue du Turfu: le Turfu n'est plus ce qu'il était»

Makan Fofana

Designer, chercheur associé à la Queen Mary university of London, fondateur du laboratoire l'Hypercube

12h30

Pause déjeuner

Éducation et création

14h00

Synthèse de la séance du matin
«Imaginer des futurs désirables: les leçons des économies créatives»

Simon Grand

Chercheur, Zurich Centre for Creative Economies, ZHdK

14h30

«La recherche-crédation: quelle place pour les artistes dans les universités»

Yves Citton

Professeur, EUR ArTec, Université Paris VIII

15h00

«Les nouveaux enseignements des politiques culturelles pour bâtir l'université des arts de demain»

Christoph Weckerle

Professeur, Département d'Analyses Culturelles, ZHdK

15h30

Formats courts:

«L'éducation artistique en France, où en est-on?»

Yassir Hammoud

Chercheur

«Une mineure sur la politique culturelle à l'université ZHdK»

Frédéric Martel

Professeur d'économies créatives, ZCCE, ZHdK University

16h00

Pause café au «Plateau bar»

"Suburbs of the Turfu: Turfu is not what it used to be"

Makan Fofana, designer

Queen Mary university of London's Research Fellow, founder of the Hypercube's Lab

12:30pm

Lunch Break

Education and creativity

2:00pm

Wrap Up of the morning session

"Designing Desirable Futures: Learning from the Creative Economies"

Simon Grand

Research Fellow, Zurich Centre for Creative Economies, ZHdK

2:30pm

"Research-Creation: What spaces for artists in universities?"

Yves Citton

Professor, EUR ArTec, University Paris VIII

3:00pm

"New Understanding of Cultural policies for building the arts university of the 21st century"

Christoph Weckerle

Professor, Department of Cultural Analysis, ZHdK

3:30pm

Several short focuses:

"Art Education in France: Where do we stand?"

Yassir Hammoud

Researcher

"A new minor on cultural policy at ZHdK"

Frédéric Martel

Professor for creative economies, ZCCE, ZHdK University

4:00pm

Coffee Break at the "Plateau Bar"

16h30

Discours de clôture

«L'échec est une chance!

Comment la politique culturelle et les entrepreneurs peuvent rebâtir des institutions»

Christoph Backes

CEO de l'u-institut | Backes &

Hustedt GbR, Berlin

17h00

Remarques de clôture

Thomas Meier

President, ZHdK University

4:30pm

Concluding Keynote Speech

"Failure as a chance! How culture policy and entrepreneurs can develop bureaucracies"

Christoph Backes

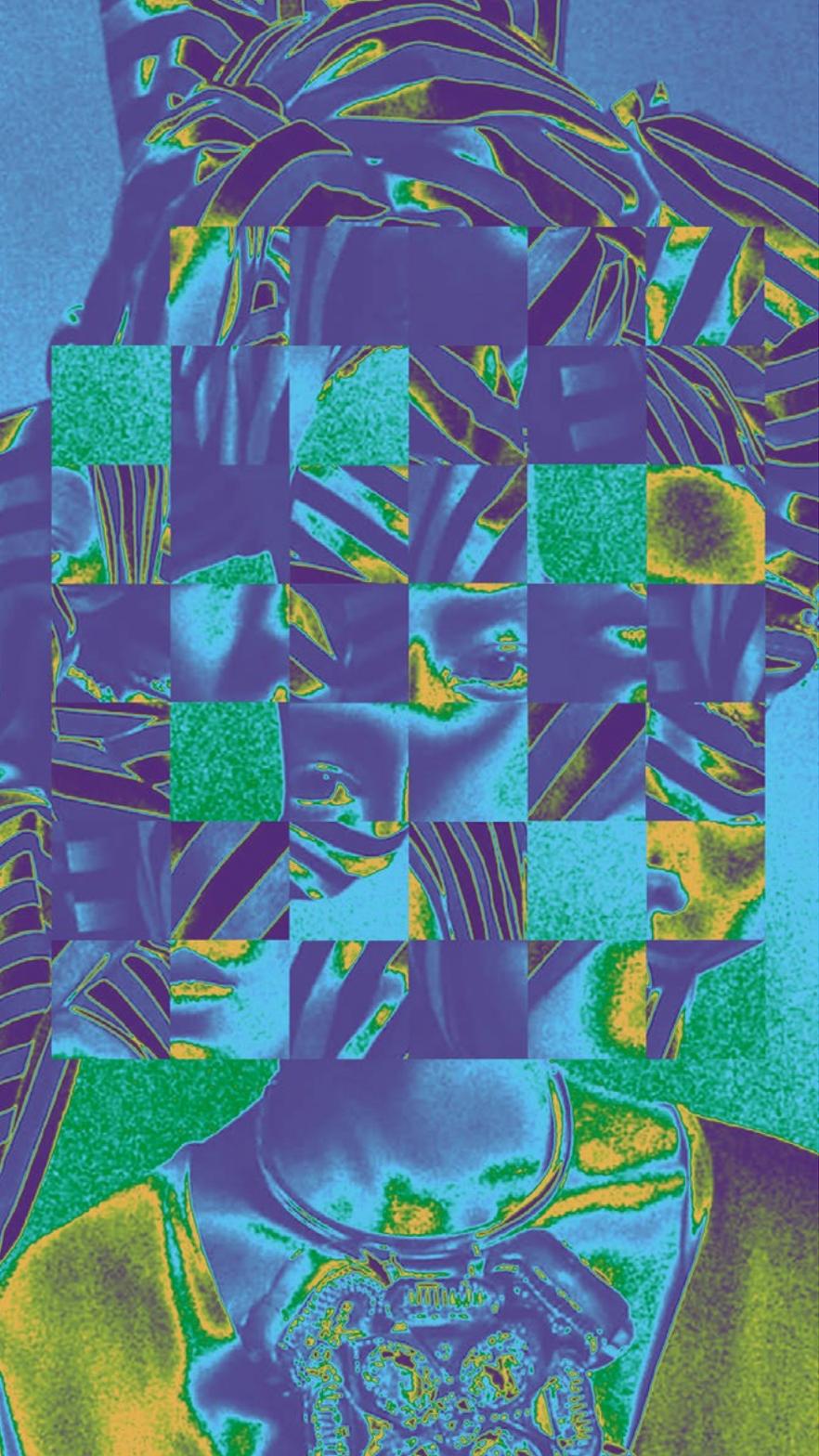
CEO at u-institut | Backes & Hustedt GbR, Berlin

5:00pm

Closing remarks

Thomas Meier

President, ZHdK University



Christoph Backes [Germany] is director and member of the executive board of u-institut in Berlin. Since 2015, u-institut has been responsible for the Federal Government's Center of Excellence for the Cultural and Creative Industries, which is part of the Federal Government's Culture and Creative Industries Initiative.

Romain Becker [France] is a PhD candidate at the École Normale Supérieure in Lyon. His thesis focuses on German comics alternative publisher Reprodukt. Most recently, he participated at the 2019 ComFor conference with a paper on manga fan translations and the community around this practice. To be published: a chapter in *Spaces Between: Gender, Diversity and Identity in Comics* focusing on how identity influenced underground artist Vaughn Bodé.

Abdel Bounane [France] is CEO of Bright (www.brig.ht), the solution producing generative, data-based experiences. He has been the publisher of the award-winning Amusement magazine and artistic director of the Amusement gallery at France's digital art center La Gaîté Lyrique. He has written numerous op-ed on digital cultures for TV, radio and press and his business ventures have been featured in *Wired*, *The New York Times*, etc.

Yves Citton [France] is professor in Literature and Media at the Université Paris 8 Vincennes-Saint Denis and director of the EUR ArTeC. He is co-editor of the journal *Multitudes*, and has recently published *Mediarchy* (Polity Press, 2019), *Contre-courants politiques* (Fayard, 2018), *The Ecology of Attention* (Polity Press, 2016). His next book, written in collaboration with Jacopo Rasmi, will be published by Le Seuil in March under the title *Génération collapsonautes*.

DISINNOVATION.ORG [France] is a working group at the intersection of contemporary art, research and hacking. They develop situations of disruption, speculation, and debate, in order to question dominant techno-positivist ideologies, and to stimulate post-growth narratives.

Hady El Hady [Egypt] is a software developer from Cairo. As a social media and content marketing manager he managed and created strategies for many entities (top Instagram influencers, YouTube Content creators, Award Winning Artists, International Brands and more). He currently lives in Berlin.

Makan Fofana [France] is a designer and research fellow at Queen Mary University of London. He is the founder of l'Hypercube, a lab focusing on the suburb of «Turfu» («Futur», in french reverse suburb speaking language Verlan) through design, fiction and imaginaries. He works on a new urban policy: the poetics of re-enchantment.

Didier Fusillier [France] has been the director of the Manège de Maubeuge and the Maison des Arts et de la Culture André Malraux in Créteil. He designed, from 1999 to 2004, Lille's project for European Capital of Culture and still is the artistic adviser of the cultural association Lille3000. Since 2015, he is the president of the public establishment La Villette. He was the artistic director for La Nuit Blanche 2019, an only-all-night cultural event organised by the city of Paris. He is also the designer of local cultural platforms Micro-Folies, that are supported by France's Ministry of Culture and spread in France and abroad.

Simon Grand [Switzerland] is strategy designer, management researcher, knowledge entrepreneur. He is an associate professor of Strategic Management and Management Innovation and founder & academic director of the RISE Management Innovation Lab at the University of St. Gallen, Switzerland. He is also a research fellow at the Zurich Center for Creative Economics, Zurich University of the Arts. Grand is also strategy advisor and member of the board of directors of several entrepreneurial companies and an author of several books and many papers on Strategic Management, Entrepreneurial Strategizing, Innovation and Design Research.

Yassir Hammoud [France] has a master degree in political science (Sciences-Po Paris) and a MSC in management (ESSEC). He is currently a PhD candidate in History: he works on the French higher education policy since 1945. He has had several positions in the public and the private sector.

Steven Hearn [France], a graduate in economics, philosophy and art history, he has developed extensive experience in the field of cultural and social strategies. Its activities include agencies Le troisième pôle, Alimentation Générale, Gaîté Lyrique, cinemas Saint-André-des-Arts in Paris and Galeries in Brussels, concert hall Le Trabendo or the magazine Tsugi. Several entities he manages are grouped together in one structure, Scintillo (www.scintillo.eu). Scintillo also develops platforms to accelerate cultural projects (Creatis) in France and Belgium. In 2014, he presented a ministerial report on the development of cultural entrepreneurship in France.

Desmond Hui [Hong Kong] is Professor at the Hang Seng University of Hong Kong and Director of the BA (Hons) in Cultural and Creative Industries in the School of Humanities and Social Science. He also serves as a member of the Country and Marine Parks Board, Advisory Committee of Built Heritage Conservation and he is a Museum Expert Advisor for the Hong Kong SAR Government.

Tally Katz-Gerro [Israël] is a professor of sociology at the University of Haifa and Honorary Reader at the University of Manchester. Since 2017, she has served as co-editor-in-Chief of the journal *Poetics*. Her areas of research include cultural consumption, cultural policy, cultural cosmopolitanism and cultural stratification, with a strong emphasis on cross-national and cross-time comparisons. In 2020, she begins a research project funded by Horizon 2020 with a consortium of eight countries, untitled "European inventory of societal values of culture as a basis for inclusive cultural policies in the globalizing world" (INVENT).

Philippe Kern [France] is the founder and managing director of KEA. Based in Brussels since 1999, KEA is an influent consultancy and research center on culture and creative industries. Kern is a specialist in culture economics, creative industries, copyright, anti-trust and trade law, and has done many researches for the European Commission and the European Parliament, the Council of Europe, the EIB/EIF and WIPO. Kern set up IMPALA in 2000 and b.creative – the global network of cultural and creative entrepreneurs in 2017 (www.bcreativetracks.com). Philippe was former Director of Public and Legal Affairs of PolyGram (now Universal) and head of the IFPI Brussels office. <http://www.keanet.eu/keablog/>

David Lavaud [France] has been working for years on the impact of digital and social media on society. He wrote his thesis on Facebook. He is teaching communication at Paris Nanterre University and is working for Mantu group on a media project which highlights the transformation of our society.

Barnabé Louche [France] is the Director of Communication and Partnerships of Bibliothèques Sans Frontières. BSF created with designer Philippe Starck the Ideas Box, a mobile “pop up” multimedia art center that provides educational and cultural resources to underserved communities and refugees around the world. Before BSF, Louche has been a political adviser, an educational activist and a digital specialist.

Nathan Marcel-Millet [France] is a graduate in political science (Sciences-Po Paris) and philosophy (Sorbonne). He worked in the cabinet office of the minister of Culture and his main focuses are cultural policy, cultural affairs, soft power and “cultural diversity” (the subject of his thesis). Fluent in Spanish, he has also worked for the French cultural affairs in the French Embassy in Cuba.

Frédéric Martel [France] is professor of creative economies at Zurich University of the Arts. He is the author of ten books, including *De la Culture en Amérique* (his PhD thesis at EHESP) and the best-sellers *Mainstream* and *Smart*. As a journalist, Frédéric Martel is the producer of the weekly radio program “Soft Power” on French National Public Radio (France Culture).

Thomas D. Meier [Switzerland] is the president of Zurich University of the Arts (ZHdK). From 1996 to 2003, he served as director of the Museum of Communication in Bern, before being appointed president of Bern University of the Arts in 2003. From 2004 to 2011, he was president of the Conference of Swiss Arts Universities. In 2010, he was elected to the Representative Board of ELIA (European League of Institutes of the Arts), the major association of European art schools he has presided since 2014. Thomas Meier was elected President of Zurich University of the Arts (ZHdK) in December 2008 by the Council of Zurich University of Applied Sciences. He is currently serving his third term of office.

Andy Pratt [UK] is an internationally acclaimed expert on the topic of the cultural industries and is currently Director of the Centre for Culture and the Creative Industries at City, University of London. Pratt specializes in the analysis of the cultural industries globally; he has published extensively in academic journals; additionally, he has worked as a consultant or advisor for cultural and creative industry policy makers globally.

Venka Purushothaman [Singapore] is vice-president and the provost at Lasalle College of the Arts Singapore. He is an award-winning art writer, academic with a distinguished career in the arts and the creative industries in Singapore. Among other activities, he founded the Asia-Pacific Network for Culture, Education and Research (ANCER) to facilitate cultural leadership and research in Asia. He speaks internationally on higher arts education, specifically on transformative art and design education. Besides numerous published books and essays, he currently serves as the editor of Issue, an annual international peer-reviewed art journal. Venka holds a PhD in Cultural Policy and Asian Cultural Studies from the University of Melbourne and is a fellow of the Royal Society of the Arts.

Jacopo Rasmì [Italy] has defended a PhD thesis at Université Grenoble Alpes on the ecological stakes of documentary mediation in the Italian contemporary context. He is currently teaching and researching at Université de Lorraine (IECA/CREM). He works within the editorial collectives of *La revue documentaires* and *Multitudes* and he programs movie screenings and festivals within O.A.S.I.S association. He will publish a book with Yves Citton in 2020: *Generations collapse*. *Naviguer par temps d'effondrement*.

Consuelo Sáizar [Mexico] is a cultural expert, scholar and publisher from Mexico. From 2009 to 2012, she was President of the Consejo Nacional para la Cultura y las Artes (Mexico's Ministry of Culture). She is currently a researcher at the University of Cambridge in UK.

David Simon [Switzerland] is an artist and a former student at ZHdK University in Zurich. He also founded a start-up dedicated to the blockchain.

Natacha Seweryn [France] is a curator and a PhD candidate (Paris VIII). She is now the head of the film program of the Bordeaux International Independent Film Festival. In the past, she has worked with the Cinémathèque de Tanger, in Morocco, and different festivals such as Hors Pistes in Centre Pompidou, Un Certain Regard at the Cannes Film Festival, or Premiers Plans in Angers.

Justinien Tribillion [France] is an urbanist, writer and editor. Justinien is an Associate Director for Europe at Theatrum Mundi. He cofounded and edits the six-issue publication *Migrant Journal*. He is a PhD candidate and tutor in urban studies at The Bartlett, University College London where he researches the Boulevard Périphérique of Paris. Justinien is based between London, Lille and Paris.

Marine Van Schoonbeek [France]

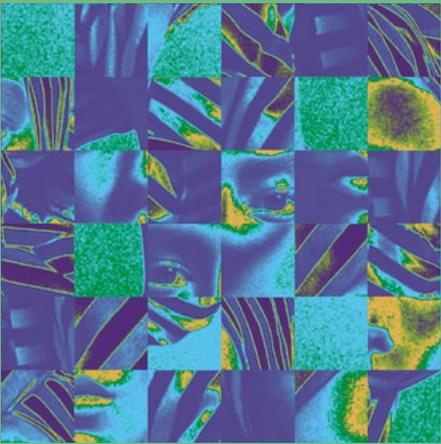
President and co-founder of Thanks for Nothing, a philanthropic platform she co-founded with 4 other women in 2018. Previously, Van Schoonbeek was Assistant Curator of the Director of the Museum of Contemporary Art Chicago, head for Public Relations and Sponsorship at the Centre Pompidou-Metz, Director of the VIP and Institutional Relations at FIAC and more recently Director of the Gallery Chantal Crousel.

Renaud Vedel [France] has been a deputy chief-of-staff to the Minister of Interior, Senior Advisor to the Prime Minister for Interior Affairs and Homeland security. Since 2018, he specializes in digital transformation in public services. He is the Coordinator of the Interior Ministry's AI Strategy and responsible for the Ministry's Security Strategy Working Group on Technology.

Christoph Weckerle [Switzerland] is the Director of the Department of Cultural Analysis at the Zurich University of the Arts. He is a Cultural Policy Researcher and worked with the Council of Europe, the Swiss National Science Foundation or the Swiss Innovation Promotion Agency. He was awarded the Swiss Design Prize for his research in the field of the creative economies. He oversees the Zurich Centre for Creative Economies (ZCCE).

Loup Wolff [France] is the head of the Department of Prospective Studies and Statistics (DEPS) of the French Ministry of Culture.

Joanna Woronkiewicz [US] is an assistant professor at the O'Neill School of Public and Environmental Affairs at Indiana University. She conducts research on artist careers, arts investments, and arts policy. She is the director of the Center for Cultural Affairs and co-director of the Arts, Entrepreneurship, and Innovation Lab, both at Indiana University. Joanna received her Ph. D. in Policy Analysis from The University of Chicago.



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Établissement culturel
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