

# Ghent Festivities 2007



Cultural popular festival 14 - 23 July

Dienst Feestelijkheden Stad Gent  
Gasmeterlaan 107 – 9000 Gent  
[www.gentsefeesten.be](http://www.gentsefeesten.be)

**Contact: Gentinfo - +32 (0)9 210 10 10 – [gentinfo@gent.be](mailto:gentinfo@gent.be)**

# TABLE OF CONTENTS

<b>Table of contents</b>	<b>2 - 3</b>
<b>1. Programme</b>	
<b>1.1 International festivals</b>	
1.1.1 Blue Note Records Festival	<b>4</b>
1.1.2 International Street Theater Festival	<b>5</b>
1.1.3 International Puppet Buskers Festival	<b>6</b>
1.1.4 10 Days Off	<b>7</b>
<b>1.2 Free music on all squares</b>	
1.2.1 Bij Sint-Jacobs & Baudelopark	<b>8</b>
1.2.2 Sint-Baafsplein	<b>8</b>
1.2.3 Korenmarkt	<b>8</b>
1.2.4 Graslei- en Korenlei	<b>9</b>
1.2.5 Oude Beestenmarkt	<b>9</b>
1.2.6 Groentenmarkt	<b>9</b>
1.2.7 Sint-Veerleplein	<b>9</b>
1.2.8 Emile Braunplein	<b>10</b>
1.2.9 Vlasmarkt	<b>10</b>
1.2.10 François Laurentplein	<b>10</b>
1.2.11 Beverhoutplein	<b>10</b>
<b>1.3 Hundreds of (outdoor and indoor) events</b>	<b>11</b>
<b>1.4 Children's Festival</b>	<b>11</b>
<b>New! 1.5 High-grade Ghent Festivities</b>	<b>11</b>
<b>1.6 Traditional crackers</b>	
1.6.1 Ghent Festivities Parade	<b>12</b>
1.6.2 Bal 1900	<b>12</b>
1.6.3 Procession of the Charles V Foundation & the Guild of the Noose Wearers	<b>12</b>
1.6.4 Fireworks at Saturday 21 july	<b>13</b>
1.6.5 Artistic aperitif 2007	<b>13</b>
1.6.6 Children's afternoons in the Zuidpark	<b>13</b>
1.6.7 Aperitif and tea concerts	<b>14</b>
1.6.8 Day of the Empty Purses	<b>14</b>

## TABLE OF CONTENTS-CONTINUED

### 2. Organisation

2.1 Organisational structure	15
2.2 The budget (Festivities Department)	16
2.3 By-laws & regulations concerning use of public road	16
2.4 Noise control	18

### 3. Communication

3.1 The poster	19
3.2 2007 Ghent Festivities magazine	20
<b>New!</b> 3.3 <a href="http://www.gentsefeesten.be">www.gentsefeesten.be</a>	20
3.4 Information hall Ghent Festivities 2007	21
3.5 Media-partnerships: Ghent Festivities at home	22
<b>New!</b> 3.6 Quality slogans at the Ghent Festivities	22

# 1. PROGRAMME

## 1.1 International festivals

The Ghent Festivities programme includes four international festivals. The “**Blue Note Records Festival**”, the “**International Street Theatre Festival**”, the “**International Puppet Buskers Festival**” and dance festival “**10 Days Off**” are the showpieces of the Ghent Festivities. Very different cultural highlights that make the Festivities much more than just a *typical city festival*...



### 1.1.1 Blue Note Records Festival

Festival manager Bertrand Flamang presents the ‘Blue Note Records Festival’ for the **6<sup>th</sup> time**. This festival starts a week before the Ghent Festivities, namely **6 -17 July at the Bijloke site**. Once again with top international performers. Four groups play each night. The price of a one-day ticket is €25.

“*All That Jazz*” (mainstream & avant-garde, **6-10 July**) brings the audience top names in contemporary jazz, Belgian talent and original newcomers like young quartet **aRTET**, **Kenny Werner Quintet featuring Toots Thielemans**, **Jazz at Lincoln Center Orchestra with Wynton Marsalis**, **Stacey Kent** and many more. The festival ends with **Charlie Haden**, one of the most influential double bass players.

“*All That Jazz?*” (fusion, 11-17 July) focuses on musical areas on the edge of jazz. The programme includes the **Esbjörn Svensson trio**, a combination of post-pop jazz with electronic soundscapes performed by **Erik Truffaz**, **DJ Shadow**, **Amon Tobin**, **Medeski, Scofield, Martin & Wood**, **Zap Mama**, **Mauro Pawlowski** and many others.

On 16 July there will be a theme night in honour of **John Coltrane**, where several leading jazz cats will perform, including **Rashied Ali Quintet ‘Company of Heaven’** and the **Archie Shepp Quartet**. This year there will also be **exceptional projects** such as the new project of **Karel Van Marcke** and the special project of the **Jef Neve Trio**, where they will be inviting adventurous Blue Note trumpeter **Flavio Boltro**. **VRT presenters** including **Marc Van den Hoof** and **Miel Van Attenhoven** will perform as DJs as the festival. The Blue Note Records Festival even has its **own festival radio** on **Wednesday** via streaming on the website with an programme filled with music and interviews related to the festival.

Side stage: the 7<sup>th</sup> edition of music competition “*Youth Jazz Talent in Ghent*” will take place from 15 - 23 July in the Duvel Droomschip on the Gouden Leeuwplein, always from 2-4 pm.

Exhibition: at the Bijloke site there will be **an exhibition** of Belgian photographer **Jos L. “The Jazzman” Knaepen** (Festival Artists 2006).

Info & tickets:	<b>Blue Note Records Festival</b> <b>+32 (0)9 324 45 30 - info@bluenoterecordsfestival.com</b> <b>www.bluenoterecordsfestival.com</b>
-----------------	---



### 1.1.2 International Street Theater Festival

The **International Street Theatre Festival (ISTF)** starts on **Saturday 14 July** (to 22 July) with the most renowned theatre groups from around the world.

After the overwhelming success of the Tango- and Flamencophone last year, the ISTF brings a new project with a similar concept: '**Aubade & Serenade**'.

The large amount of requests last year made the ISTF realise that many people who cannot be present at the Ghent Festivities for one reason or another, also want to enjoy the atmosphere. Shows were presented to older people, sick people, etc. This often resulted in actual parties where the entire street was involved.

This year a partner, friends, family or neighbours can be surprised with an **aubade (for early birds) or a serenade (for night owls)**. Let the romance begin!

The **most spectacular act this year will undoubtedly be the K@smos show by Grupo Puja**. They will perform their poetic ballet in the full moonlight at 30 to 40 metres height. A warm-up to the annual fireworks that follows immediately afterwards on the Watersportbaan on 21 July.

Friends of the Ghent Conservatory, namely saxophone quartet **Die Verdampte Spielerei (B)**, steal the show at Sint-Jacobs. The dance by **Adrian Schwarzstein (ESP)**, contestant of the Big ISTF Prize, will enchant everyone. Juan, the dancing star from the south is looking for the female dancer of his life. The street becomes his place, the music is alluring and the small man asks you to dance.

**Abu and Habib (B)** bring a funny, magical, absurd performance. These Big ISTF Prize contestants offer arabesque clowning with four knives, three swords, two clowns and a suitcase.

The **International Street Theatre Festival will be going underground this year. Tête Perdue by Sitio mObil (B)** will take place in the underground tunnels of the Sint-Baafs Square. It starts with an innocent tour, but is this more than a lost monument? Modie lives there and has a special view on the outside world.

Other spectacular groups this year include **Theater Taptoe (B)**, **The Primitives (B)** and the **Rodenbachfonds (B)**.

The **Youth Circus Festival** takes place in the **Baudelopark** from 15 - 19 July. It brings a great mix of production groups and circus performances. But also the stories from a rich circus history countered by musical slideshows and parades that fit in perfectly in and around today's circus ring. The festival will then move to the **Sint-Baafs site** (from 19 - 22 July) that will be transformed into an actual **Circus Village**.

Those who want to have a try can turn to the experienced circus teachers from **Circusplaneet** who give away the first tips and tricks. There will also be performances by, among others, **Vooruit met de kuit, Bolwerk, Ma Nisjtanna**, Argentine **Che Cirque** and Big Prize nominee **Shake That**.

Info: **ISTF vzw**  
**+32 (0)9 324 36 63 - street@istf.be**  
**www.istf.be**



### 1.1.3 International Puppet Busker Festival

The European Puppet Theatre Centre (EFTC) programmes the world's best puppet and object shows during the International Puppet Busker Festival from **14 - 22 July**.

Alongside performances in the garden and inside the **theatre centre** in the Trommelstraat there will also be shows in the **city centre**. Under the motto 'A piece of Ghent Festivities at home' the EFTC will also offer shows in **five neighbourhoods in the 19<sup>th</sup> century belt**: Rabot (Alcatelsite), Nieuw Gent (Rerum Novarumplein - grassy area behind Welzijnsbureau), Sint-Amandsberg - Dampoort (Nieuwe Wijk and Sint- Bernadettewijk), Scheldeoord: Emile Moysonplein and the Brugse Poort (Fonteyneplein).

The presentation of the **Luk Vincent Prize 2007** will take place at 6.15 pm on Sunday 22 July, during which the 2007 International Puppet Busker Festival laureates will be announced.



The following renowned groups have confirmed their presence at the festival: **Altr'ego (DE)**, **Marionettes Pas Sage (FR)**, **Companhia Marimbondo (PT)**, **Titiriwoman (ES)**, **Compagnia Burambo (IT)**, **Lejo (NL)**, **Cie de draak (NL)**, **Théâtre Pas Sage (FR)**.

Info: **Europees Figurentheatercentrum vzw**  
**+32 (0)9 223 12 15 – info@eftc.be**  
**www.eftc.be**



#### 1.1.4 10 Days Off

There is a good reason why the 13th edition of **10 Days Off** starts on Friday the 13<sup>th</sup>. This year once again the **Vooruit Arts centre** is the place to be. This dance festival takes place from **13 - 23 July**. The annual high mass of club music in Belgium will once again search all nooks and crannies of club music with “**SensesUnderAttack**” as baseline.

**House, electro, breakbeats, rock, drum 'n' bass, minimal, broken beats, nu-jazz, techno, funk, disco, dubstep, electro-house** can all be enjoyed during 10 Days Off. Plenty of adventure and attraction!

**DJ's and live acts**, including well-known names and upcoming talent, Belgians and foreigners, make 10 Days Off a cracker. With, among others, godfather of the French dance scene **Laurent Garnier (FR, live + DJ set)**, natural hit machine **Martin Solveig (FR, live)**, **Monika Kruse (DE)**, **Agoria (FR, live)**, Canadian minimal-master **Richie Hawtin (CA)** and **Booka Shade (DE, live)**.

Expect some heavy live performances from Australian band **The Presets**, British **Two Lone Lordsmen**, Brussels group **Spirit Catcher** and of course our own **Stijn**, who will perform solo for the occasion.

10 Days Off takes a look at the charts with Dutchman **Mason**, while the Brits **Does It Offend You, Yeah?** and **Slam** serve a high dose of rawness. Also from the UK: **John Digweed**, one of the biggest names of the international dance scene, who almost sinks Ibiza under the weight of his fans single-handedly every year.

The buzz word of these past few months is “**dubstep**”, a style originating from the clash between drum'n'bass, techno, hip-hop and dubreggae. Youngsters **Skream and Platician (UK)**, BBC Radio One star **Mary Anne Hobbs** and the duo **Makossa & Megablast (AT)** will be representing this new genre! The top act will be Canadian superstar **Tiga (CA)**, who will light up the main hall once more with an all-night programme.

Info & tickets:	<b>5 voor 12 vzw</b> <b>+32 (0)3 226 49 63 – during the festival: +32 (0)9 267 28 29 -</b> <b>info@10daysoff.be</b> <b>www.10daysoff.be</b>
-----------------	--

## 1.2 Free music on all squares

The Ghent Festivities especially offer lots of **free** music on almost all small and large squares in the city centre. An overview:

### 1.2.1 Sint-Jacobs & Baudelopark



*Sint-Jacobs* is the mother of all stages. The artistic heart of the Festivities beats on the Sint-Jacobs stage. In 2007 one can enjoy a daring programme that alternates alternative rock with roots, dance and world music, cabaret, striking visuals, soundscapes and DJs.

The programme includes **Absynthe Minded, Mucho Gusto, Kris De Bruyne, Raymond van het Groenewoud, Willem Vermandere, Walter De Buck, The Internationals** and more.

In the *Baudelopark* you can enjoy young folk, world music and more well-known chanson artists in a green environment as well as an introduction to various types of dances during the dance workshops.

In the mirror tent there will be more specific *boombals*, such as salsa initiations, African dance expression & hip-hop for kids. From 4 to 7 pm there is Boombal Intiem and at night there is Bal Populaire on the dance floor.

Trefpunt vzw: +32 (0)9 225 36 76, [info@trefpuntvzw.be](mailto:info@trefpuntvzw.be), [www.trefpuntvzw.be](http://www.trefpuntvzw.be)

### 1.2.2 Sint-Baafsplein



A festival square in an historic framework with a choice of various music genres with quality label, for a wide audience. Swing Time Under the Dragon at the Belfort! This year, **The Scene**, the band headed by Thé Lau, will be the opener on Saturday 14 July. Other wonderful artists this year are **Frank Boeijen, Buscemi live, Daan** and **Eddy Wally**.

Onder de Draak vzw: +32 (0)9 235 49 24, [info@onderdeddraak.be](mailto:info@onderdeddraak.be), [www.onderdeddraak.be](http://www.onderdeddraak.be)

### 1.2.3 Korenmarkt

The Korenmarkt provides a varied high quality music programme: soul, funk, reggae, disco, rock, pop, etc. with an emphasis on Ghent groups.

The programme includes, among others, **Biezebaaze, Stan van Samang, Sarah, Costa del Soul, Jean Bosco Safari, Boogie Wonderland, Lapaz, Ska-D-Lite, Plane Vanilla** and many more.



Dekenij Korenmarkt: +32 (0)495/90 08 69, [opperdekenij@euphony.net](mailto:opperdekenij@euphony.net)

#### 1.2.4 Graslei and Korenlei



For ten days Polé Polé colours Ghent's town centre in its own, unique fashion. Floating cocktail bars, exotic food stands and souks in an atmospheric decor. With top world music, soul, funk & fusion. ¡Viva La Fiesta! As is the case every year, the programme consists of an opener at 3 pm (2 pm during the weekend) and **four concerts a day** turn Polé Polé into a huge party that always ends with a fantastic performance.

In 2007 the concerts will again take place **on a stage on the water**.

Polé Polé: +32 (0)9 222 99 99, [info@polepole.be](mailto:info@polepole.be), [www.polepole.be](http://www.polepole.be)

#### 1.2.5 Oude Beestenmarkt

The Oude Beestenmarkt is the place to be for youth music. It brings delicious alternative rock, steaming hip hop and pure pop.

Even with a changed centre of enjoyment, Boomtown once again has a fantastic bill. With, among others, **Nicole Willis & the Soul Investigators (FIN), Fixkes, Tom Pintens, Bonobo live (UK), Sioen, The Frames (IRL), Gorki, De La Vega, The Van Jets and Sean Lennon (US/UK)**.



Boomtown vzw: +32 (0)9 330 80 06, [info@boomtownlive.be](mailto:info@boomtownlive.be), [www.boomtownlive.be](http://www.boomtownlive.be)

#### 1.2.6 Groentenmarkt



Flanders' best cover bands light up the market. Soft-rock, disco, soul and funk for young and old nostalgics! Happy Days vzw is the first to invite dance-cover groups! Happy Days vzw celebrates its 25<sup>th</sup> anniversary and will programme three groups a night instead of two for this occasion!

Including **Times square, Smashdance, Ontpopt, Chris Hageland, The Crowd, YIP, Kif Kif, Tracy Lance, La Cuenta and Subliminal**.

Happy Days vzw: +32 (0)476/20 68 53, [frank.batsle@pandora.be](mailto:frank.batsle@pandora.be), [www.vzwhappydays.be](http://www.vzwhappydays.be)

#### 1.2.7 Sint-Veerleplein

Evergreens and pure conviviality at the foot of the Gravensteen. Every day there will be Ghent entertainment full of humour, music and plenty of fun with **Dirk Bauters**.

After last year's success, the Veerleplein will again be covered entirely.

Plus the **Johnny Carr Band, Jamaurja's, Never 2 Late, Johnny White, Yves Segers, Ronny Ray** and more.



Gentse Regio Club vzw: +32 (0)475/93 73 33, [gentsefeestenbrunch@telenet.be](mailto:gentsefeestenbrunch@telenet.be), [www.veerleplein.be](http://www.veerleplein.be)

### 1.2.8 Emile Braunplein



Jazz, live salsa and wild party music for the young ones on the Emile Braunplein.

With, among others, **aperitif, afternoon and evening concerts (with, among others, The Ghent District Highlanders, Brazaville, aRTET and Rey Cabrera y sus amigos)** and children's entertainment with children's entertainment project **Hokus Pokus**.

Duvel Moortgat: +32 (0)476/43 08 02, [krisbaert@duvel.be](mailto:krisbaert@duvel.be), [www.duvel.be](http://www.duvel.be)

### 1.2.9 Vlasmarkt

Dance 'till dawn! The Vlasmarkt is undoubtedly Ghent's oldest open-air party hall. **Ghent DJs** spin the best of the current dance scene.

There will be performances by **Sioen, Filip Kowlier, Dirk Eskimo & Cozzy Mozzy, Koentje, Ghent vice, Black Jack, De Rudy's** and many more.



Vlasmarkt vzw: +32 (0)9 224 23 11, [info@charlatan.be](mailto:info@charlatan.be), [www.charlatan.be](http://www.charlatan.be)

### 1.2.10 François Laurentplein

The François Laurentplein is one of the smallest squares of Ghent and provides pure amusement during the Ghent Festivities: the best variety theatre, cabaret and Flemish showbiz.



From the first Sunday to the last Monday of the Ghent Festivities, there will be aperitif concerts from 11 am to 1 pm with performances by, among others: **Eddy Wally, Garry Hagger, Frank Galan** and **Gentse Vedettenparade**.

The best singers of the Ghent Festivities are sought at the competition 'De Briljante Stem', every day at 3 pm and at 8 pm one can enjoy daily **Tour de Farce** shows with **Mystic Moon, An Flaur, Jan De Raedt, Dirk Lajoie** and many more.

François Laurentplein: +32 (0)476/84 50 94, [tonifakkkel.jr@skynet.be](mailto:tonifakkkel.jr@skynet.be)

### **New!** 1.2.11 Beverhoutplein

For ten days, Vzw Uitbureau and Hubert Verstichele, dean of the Vrijdagmarkt, will turn the **Beverhoutplein** into **Place Musette** where a convivial French atmosphere will be created with adapted music, drinks and entertainments. Each night Ghent musicians including **Derek, Dirk De Vriendt and Hans Mortelmans** will bring songs by Edith Piaf, Georges Brassens and Jacques Brel.

Uitbureau: + 32 (0)9 233 77 88, [www.uitbureau.be](http://www.uitbureau.be) – [info@uitbureau.be](mailto:info@uitbureau.be)

### 1.3 Hundreds of (outdoor and indoor) events

The Ghent Festivities naturally also offer **hundreds of other events**, both outdoor (tours, walks, boat trips, etc.) as well as indoor (theatre, cabaret, comedy, exhibitions, etc.).

Ghent, the cultural city, offers over **700 theatre productions** during the ten festival days. Dozens of theatres will open their doors for humour, theatre, children's and popular theatre shows at decent prices.

#### Ticketing

**Uitbureau Gent vzw** is the sales point for the Ghent Festivities! Here, you can buy tickets for over 700 shows: **00 32 (0)9 233 77 88** – [www.uitbureau.be](http://www.uitbureau.be) or directly from Uitbureau Gent vzw (**Kammerstraat 19** in Ghent)

**FNAC**: reservations and tickets via **0900/00 600**, on [www.fnac.be](http://www.fnac.be) or in the **shops**

... and from the various organisers

### 1.4 Children's Festival

The Ghent Festivities is an event for the entire family with traditional activities such as the children's afternoons in the Zuidpark with a huge bouncy castle festival, quality puppet theatre, a circus and a fair. Several stages in Ghent offer a varied children's and youngster's programme and the Jeugdendienst will be transformed into a youth village.



Uitbureau vzw has gathered all children's activities in a handy "Children's Festival pocket". This pocket informs parents and children about the wide choice for toddlers, pre-schoolers and children up to the age of 12. It can be obtained **free of charge** at the "Info kiosk" in the Kammerstraat and in the "Info hall" on the Emile Braunplein.

**Uitbureau: +32 (0)9 233 77 88, [www.uitbureau.be](http://www.uitbureau.be), [info@uitbureau.be](mailto:info@uitbureau.be)**

### New! 1.5 High-grade Ghent Festivities

The very close cooperation between the Cel Gehandicaptenebeleid and the Festivities Department will provide one daily activity with a **Flemish sign language interpreter**. It concerns a varied offer of walks, visits, boat trips, two children's activities, etc.

Contrary to the previous few years, the deaf community will not be asked for any financial contribution and the Festivities Department will take on all expenses. When and where a sign language interpreter will be used will be listed on

[www.gentsefeesten.be/praktisch/toegankelijkheid/doventolkenproject](http://www.gentsefeesten.be/praktisch/toegankelijkheid/doventolkenproject) from 8 June 2007.

**Cel Gehandicaptenebeleid, +32 (0)9 266 71 58, [annick.delanghe@gent.be](mailto:annick.delanghe@gent.be)**

## 1.6 Traditional crackers

### 1.6.1 "Ghent Festivities Parade": traditional opener



The Ghent Festivities Parade is the annual opener of the Festivities. On Saturday, July 15<sup>th</sup>, at 02.00 p.m., a colourful parade convoy covers a distance of 3 km throughout the city centre. Before taking-off for 10 crazy days, various organizations are presenting their productions or their music on multicoloured floats, giant dolls and living creations to thousands of spectators. A varied and breathtaking spectacle you simply cannot afford to miss!

Saturday 14 July, from 2 pm (city centre – Emile Braunplein)

### 1.6.2 "Bal 1900"

The Ball 1900 is the traditional place-to-be for amateurs of folklore. Dance groups, dressed in typical 19th century clothing, evoke the "Kloefkesbal" at the "Kouter", famous for its majestic mansions and central kiosk. The ball was the annual dancing party, celebrated by the Ghent bourgeoisie and labourers (on their clogs or "kloefkes") – albeit on their own part of the square.



Monday 16 July, from 7.30 pm (Kouter)

### 1.6.3 Procession of the Charles V Foundation & the Guild of the Noose Wearers

This historic evocation, commemorating turbulent times, will be held on Friday, July 21<sup>st</sup> on 8.30 p.m.

Prince Charles, the latter Emperor Charles V, ruler over an empire "in which the sun never set", was born in Ghent on February 24<sup>th</sup> 1500. The obstinate Ghent citizens were not very enthusiast about the war plans of their Emperor and stubbornly refused to pay extra taxes. In 1540, Charles came to Ghent with his impressive army and forced the inhabitants to expiate themselves. The Saint-Bavo Abbey was demolished, 25 leaders of the revolt were decapitated and 50 inhabitants had to ask forgiveness. They had to walk through the city, in their shirt, barefooted and a noose around their neck. Every year, during the Ghent Festivities, this penance is commemorated by means of a beautiful evocation. Today, the Ghent inhabitants are proud to carry the nickname "noose wearer".



Friday 20 July, from 8.30 pm (city centre – Emile Braunplein, Korenmarkt)

#### 1.6.4 Fireworks on Saturday 21 July



For the sixth time running the Festivities Department and ISTF vzw (International Street Theatre festival) will be organising a huge fireworks spectacle during the Ghent Festivities. This spectacle will take place at the Watersportbaan at 11 pm, especially for the National Holiday. **The supporting programme, K@osmos by Grupo Puja, will undoubtedly be the most spectacular act this year.** They will perform their poetic ballet in the full moonlight at 30 to 40 metres height.

#### 1.6.5 Artistic aperitif 2007

Every day, **Nico BursSENS** talks to a leading resident of Ghent. **Frank Beke** is the first on Sunday 15 July.

The themes and guests will be:

Sunday 15 July: Ghent thanks **Frank Beke**.

Monday 16 July: Ghent speaks to **Rembert De Smet**.

Tuesday 17 July: Ghent writes with **Geertrui Daem**.

Wednesday 18 July: Ghent *smaks* with **Filip Van Cauteren**.

Thursday 19 July: Ghent makes music with **Miguel Wiels**.

Friday 20 July: Ghent learns with Rector **Paul Van Cauwenberghe**.

Saturday 21 July: Ghent informs with **Ivan De Vadder**.

Sunday 22 July: Ghent composes verses with city poet **Roel Richelieu Van Londersele**.



Two special Ghent residents will surprise the audience with an unexpected performance.

From **Sunday 15 to Sunday 22 July** at **11.30 am** in the **Lakenhalle**

#### 1.6.6 Children's afternoons in the Zuidpark

For the first time alongside the traditional and successful bouncy castle festival with stage entertainment, the Festivities Department has programmed a mobile theatre for young and old, **'Alles loopt op rolletjes'**. **Mario Fernandez** treats us to a bubbling cocktail of fun and fascinating magic tricks. Moments of amazement will be alternated with waves of laughter and who knows what else. Everyone can join in! Outdoor show in the Zuidpark or in authentic caravans in case of bad weather.

### 1.6.7 Aperitif and tea concerts

The aperitif and tea concerts are a classic. The aperitif concerts take place every day from 11 am to 1 pm in the tent on the Laurentplein. The tea concerts take place in the afternoon in the courtyard of the Bisschoppelijk Seminarie in the Kapittelstraat. This year there will once again be big names such as **Garry Hagger, Eddy Wally, Frank Galan** and the **Gentse Vedettenparade**.

Aperitif concerts: Sunday 15 to Monday 23 July, from 11 am (Tent Laurentplein)  
Tea concerts: Sunday 15 to Monday 23 July, from 4 pm (Courtyard Bisschoppelijk Seminarie)

All these events are organised by the Festivities Department.

**Dienst Feestelijkheden - +32 (0)9 269 46 00 – [feestelijkheden@gent.be](mailto:feestelijkheden@gent.be) – [www.gentsefeesten.be](http://www.gentsefeesten.be)**  
**Gentinfo - +32 (0)9 210 10 10 – [gentinfo@gent.be](mailto:gentinfo@gent.be)**

### 1.6.8 "Day of the Empty Purses" ("Dag van de Lege Portemonnees")



The Day of the Empty Purses marks the end of the Ghent Festivities. After 10 days, the partygoers are tired and the purses are (almost) empty. Still they continue celebrating for one night – they participate at “The Market of the Empty Purses” (Graslei, Jan Breydelstraat) and the “Candle procession”, the solemn end of the Ghent Festivities ... before the party breaks loose for the ultimate night!

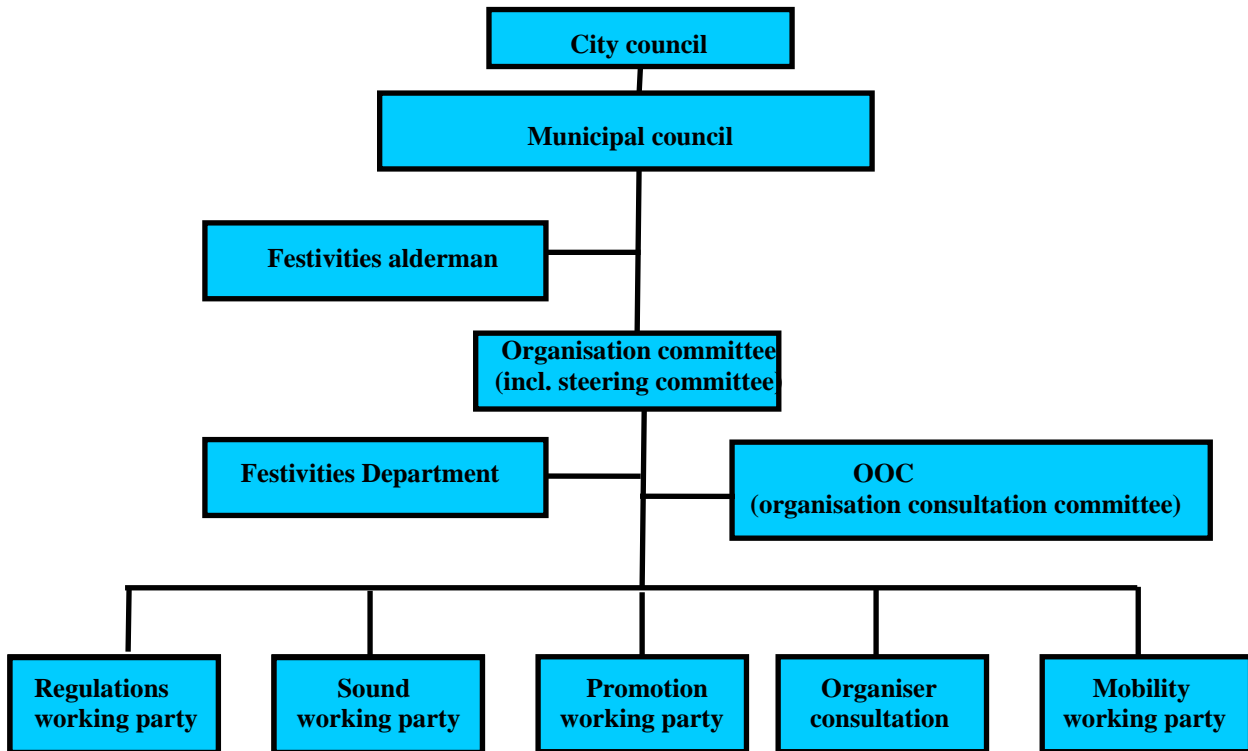
Monday 23 July, from 2 pm (Predikherenlei, Ajuinlei, Jakobijnenstraat)  
"Kaarskensstoet" from 11 pm (city centre – Emile Braunplein, Korenmarkt)

**Stadsbedrijf der Markten en Foren - +32 (0)9 221 45 28 – [markten&foren@gent.be](mailto:markten&foren@gent.be)**

## 2. ORGANISATION

### 2.1 Organisational structure

The organisational structure of the past years was kept in 2007.



All activities during the Ghent Festivities are organised by several city departments and around 380 small and large organisers. The **city's Festivities Department coordinates** the Ghent Festivities, organises several activities, supports the private organisations (financially and logistically) and promotes the Festivities as a whole.

The **Ghent Festivities Organisation Committee prepares all dossiers**. The committee consists of the most important departments – such as the Festivities Department, the local police, the fire brigade, the Federal Health Department and the environmental department.

The work of the Organisation Committee is **prepared in five specialised working parties**:

1. The **Regulations** working party
2. The **Sound** working party (1)
3. The **Promotion** working party (1)
4. The **Mobility** working party (1)
5. The **Organiser Consultation** (2)

(1) The festival and square organisers are being represented in the taskforces *Sound and Promotion*, enabling a direct participation.

(2) All festival and square organisers, as well as the Festivities Department, participate in the Organisational Consultation Committee, presided by the Deputy Mayor of Festivities. They mostly talk about the contents of the programme and the renewal of the Ghent Festivities.

The **Steering Committee**, which cuts the Gordian knot whenever the Organisation Committee cannot take a decision, consists of the Alderman of Festivities, the manager of the Festivities Department, a representative of the Mayor and of the Judicial Department (which are all member of the Organisation Committee).

The decisions are being taken by the Ghent **City Council** – except for competences which are delegated to the **Board of Mayor and Deputy Mayors**. All the files are presented to the Board of Mayor and Deputy Mayors and the City Council by the **Culture, Tourism and Festivities alderman**.

## 2.2 The budget (Festivities Department)

An overview of the Ghent Festivities 2007 budget of the Festivities Department:

<b>Fees:</b>	<b>72,194 euro</b>
<b>Attendance fees jury:</b>	<b>789 euro</b>
<b>Reception and representation costs:</b>	<b>11,155 euro</b>
<b>Various administrative costs:</b>	<b>789 euro</b>
<b>Technical costs:</b>	<b>248,764 euro</b>
<b>Allowance for square organisations and various other activities (*):</b>	<b>576,926 euro</b>
<b>Nominative allowances:</b>	<b>232,792 euro</b>
	<b>1,143,409 euro</b>

## 2.3 By-laws & regulations concerning use of public road

The “Ghent Festivities 2007 by-laws“ and the “Regulations for private use of the public road during the Ghent Festivities within the Ghent Festivities perimeter” are again compiled in one booklet, which is sent to all concerned by the Festivities Department, such as restaurants, cafés, shops and stand holders at the Ghent Festivities. It can also be found on [www.gentsefeesten.be](http://www.gentsefeesten.be) or can be requested from the Festivities Department.

### Prior comment:

There have been no spectacular changes concerning by-laws or private use of public roads this year during the GF.

- The GF zone has stayed the same
- The evacuation routes have stayed the same

Several adaptations were made upon request of the shipping police, in order to harmonise the stipulations in the GF regulations with the stipulations of the “regulations concerning public safety, order and rest, public health and inconvenience management to and on the **Ghent inland waterways**”.

### Several by-law changes:

**Art 16:** §1, f) : The free distribution of gadgets, commercial printed matter or consumption articles is prohibited, except for sponsors who have a stand in the organiser’s entertainment district. *This should be limited to the own entertainment district of the organiser in question.*

In 2005 free distribution was intrinsically prohibited. Despite this, entertainment district sponsors frequently handed out matters. The regulations working party suggested a more relaxed version in 2006 in the sense that the sponsor was allowed to hand out matters, but only in the sponsor’s own

stand. Handing out matters in the entertainment district or somewhere other than the festivities zone was not permitted; the sponsor had to limit himself to the stand provided by the organiser. At the request of the organiser's, there will be another more relaxed version in 2007, in the sense that the sponsor, if he has a stand in the entertainment district, may distribute in the entire entertainment district, and is no longer limited to his stand. However, distribution outside the **own** entertainment district of the organiser in question is prohibited.

**Art.17:** Departures to the closing time of licensed premises

§2: *"The mayor may take measures at all times to protect public order and rest."*

In 2006 there was a general regulation taking measures to protect public order and rest. This will remain applicable or can be imposed during the Ghent Festivities."

This stipulation is a clarification, in this sense that it has been clearly indicated that this is the competence of the mayor.

**Art. 18:** Temporary catering establishments

*Everyone who wants to transform immovable property that does not have a catering function into a catering establishment during the Ghent Festivities must have prior written permission from the mayor. The application must be submitted to the Festivities Department by 11 June 2007.*

The mayor can refuse permission on the basis of public order, rest and safety or impose conditions. If the manager of a temporary catering establishment does not have this permission or does not comply with the imposed conditions, the municipal authority is authorised to take official measures, at the risk and expense of the offender.

**Art. 21:** Ban on possession of glass recipients

*Having opened and/or open glass recipients on the public domain within the Ghent Festivities zone is prohibited, except for on licensed terraces and in the consumption areas within the entertainment districts.*

Infringements of this article will be sanctioned with an administrative fine of maximum 250 euro.

The said stipulation was included to protect public safety, because the evaluation of prior editions of the Ghent Festivities indicated that an increasing amount of injuries (cuts) are caused by littered glass.

The 2006 Ghent Festivities evaluation report drawn up by the police clearly indicates that the use of glass within the Ghent Festivities perimeter resulted in a stream of complaints from visitors and inhabitants due to an increase of injuries caused by littered, broken or fallen glass (cuts caused by fragments of glass).

The 2006 Ghent Festivities evaluation report drawn up by the East Flanders Health Inspection (FGD Public Health, Food Chain and Environment Safety) states that many people who came to the aid station had cuts on their feet. Due to the warm weather, many partygoers had worn flip-flops and the presence of pieces of glass on the public road caused an abnormally high amount of cuts.

Moreover, the increased amount of glass in the street also causes problems for cleaning the public road by IVAGO. The fact that pieces of broken glass between the cobblestones are very hard to remove by the road sweepers creates danger for visitors of the Ghent Festivities and for IVAGO personnel.

This additional Article 21 tries to limit the amount of littered or broken glass as much as possible and to act preventatively by banning possession of glass recipients, in the Ghent Festivities zone during the Ghent Festivities period.

**Dienst Feestelijkheden - +32 (0)9 269 46 00 – feestelijkheden@gent.be**

## 2.5 Noise control

As previously, each (music) organiser requested **permission for sound broadcasting** from the Environmental Department. All permits determine a *maximum sound level* and a *time limit*.

Each square organiser can **borrow a sonometer free of charge** to check and adjust the noise level. The first night (14 July), the Environmental Department will adjust the **level on all squares** and inform the organisers about *how* and *where* there will be inspections *on the square* during the Festivities.

Following the 2005 pilot project on Graslei/Korenlei, Sint-Baafsplein and Sint-Jacobs/Vlasmarkt and in analogy to last year, the same action will be carried out according to gained insights when setting up sound equipment on the various squares, so the noise hindrance for neighbouring residents is limited and interference between squares is minimised, yet with preservation of the quality of performances. When setting up sound equipment an external expert will once again assist the organisers in the adjustment of sound producing equipment.

<b>Milieudienst: Nele Ranschaert, +32 (0)9 268 23 55, <a href="mailto:nele.ranschaert@gent.be">nele.ranschaert@gent.be</a></b>
--

## 3. COMMUNICATION AND PROMOTION

### 3.1 The poster

#### Selection campaign image

As the Ghent Festivities have an **international character**, offer a **broad choice of culture and music** and are an **important event in the framework of city marketing**, the local authority issued a call for tenders for a professional agency to find a suitable image for the 2007 Ghent Festivities.

The Festivities Department wrote to eleven companies of which six submitted one or more images. After advice of the jury, the municipal council chose **James & Co** during the meeting of Thursday 15 February because their submission is a clear and simple image with a great concept, a wonderful underlying vision that reflects the pleasant atmosphere. The poster was presented to press and public on 23 April.

#### Vision

*Chickens are sensible animals who know how to have a good time.*

*In the morning they jump off their stick and happily start a day of rummaging about, cackling, eating and flaunting.*

*And they lay their egg every day.*

*In short: chickens have a healthy attitude to life.*

*The Ghent Festivities are also days of happy rummaging about, some cackling, having a bite to eat, flaunting a little and egging each other on.*

#### The agency

Full-service advertising agency James & Co from Ghent designed the image and realised a complete promotion line for the 2007 Ghent Festivities (posters, folders, envelopes and letterheads, letter stickers and advertisement).

James & Co - Krevelstraat 18 - 9000 Ghent - [info@james.be](mailto:info@james.be) - [www.james.be](http://www.james.be)

#### Poster campaign

25 large posters (1.2 x 1.6 metres) will be displayed on the **information signs and pillars** in Ghent's townscape from Monday 23 April to Sunday 13 May and from Monday 18 June to Sunday 22 July.

The medium-sized poster (60 x 100 cm) will be hung in **26 IC and 14 IR railway stations** across Belgium, from 1 May to 7 July.

The window poster (36 x 60 cm) will be distributed in poster networks in **Southern Holland** and **Northern France** from 15 June to 15 July and will be emailed to +/- **1,600 addresses** such as cultural centres, hotels, restaurants, cafes, youth centres, etc. All sales points of the Ghent Festivities will be sent a poster at the start of June.

The poster can first be seen between 8 May and 8 June on **buses, trams and shops of De Lijn** in Flanders.

The public can of course also obtain a poster while stocks last...

### Supportive folder campaign

The 2007 Ghent Festivities will once again be presented via an **informative folder**. The folder gives information about the Festivities in general, including the festivals, the free music programme, mobility, staying in Ghent and ticketing. The folder is available in Dutch and French and the texts can also be found in English online.

**50,000 Dutch** and **42,000 French** folders were printed. The majority will be distributed in cultural and tourists networks in **Flanders, Wallonia and Brussels**, in **Southern Holland** and **Northern France**. Folders will also be available in various railway stations and Lijn shops.

### 3.2 2007 Ghent Festivities magazine

**Roularta Media Group nv and the Festivities Department** publish the official Ghent Festivities magazine. Once again, it is a magazine with reports, the entire programme, a city map and other practical information in full colour and a glossy cover.

**2007 Ghent Festivities magazine** lists all activities in the "*subject calendar*", the sections include *Dances, Concerts* (various, jazz, classical and rock/pop/techno/blues/folk/world music), *Children's and Youth programmes, Games/Sport/Recreation, Exhibitions and guided tours, Theatre, Miscellaneous and Fireworks*. The programme and free music squares can be found in the day programme.

The magazine (circulation 51,000 copies) will be for sale in, among others, the Stadswinkel, the Tourist Board information office (infocrypte), at Roularta, Uitbureau, FNAC Ghent, the regional offices of De Streekkrant, VVV Zeeuws-Vlaanderen, the Kinopolis Group, Mediamarkt Oostakker, in Delhaizes in East Flanders and in news agencies in Flanders from **8 June** for **2 euro**.

This magazine will also be for sale in the Ghent Festivities information hall on the Emile Braunplein during the Ghent Festivities.

### 3.3 [www.gentsefeesten.be](http://www.gentsefeesten.be)

The last few years, the Ghent Festivities website has developed into a meeting place for partygoers where experiences could be exchanged via the guestbook.

All records are broken every new edition. In 2004, the site had 209,845 visitors, in 2005 261,554 visitors (24% increase ) and last year the website welcomed more than 349,000 visitors (33% increase).

**New!** Due to the tremendous visitor success, the original character of the site and the specific target group, the decision was made to develop a **separate (sub)site of the main site of the City of Ghent with a new look & feel**.

The website's main **objective** is to attract potential visitors to the Festivities, inform the public about the programme and convince them to make a contribution to the site so it develops into the virtual meeting place for partygoers.

The new Ghent Festivities website will include the following sections: the **programme**, a **news section**, a **guestbook**, a **blog** and a **separate press section**.

The programme has a central place in the new website. Visitors can make a selection from the wide offer of events in various ways (date, section, key word, etc.). They can refine their search depending on their interests until they have a tailor-made selection. This selection can be printed, forwarded via email and, if desired, saved for a future visit to the site ("My diary").

**New!** Visitors who take nice **pictures** and/or **films** of the Ghent Festivities can upload them on the website. For this “Web 2.0” function we work with two leading websites in this field: **flickr.com** for the photos and **garagetv.be** for the videos. Telenet will produce a specially devised channel on garagetv.be with video reports and impressions of the Ghent Festivities. Alongside professional reporters, video bloggers will be able to offer their user-generated content on the Ghent Festivities channel on garageTV.be.

**New!** The Festivities Department will also cooperate with ‘**Ghent Blogs**’ for the first time. These bloggers will share three articles plus photographs on the Ghent Festivities website every day.

**New!** This year the Ghent Festivities will offer a first in the field of mobile internet. Thanks to the **MoBix project of IBBT**, you can view the Ghent Festivities website optimally on your mobile phone. This is why the city of Ghent will be offering a new form of information this year: **mobile internet**. The busy Ghent Festivities website has of course existed longer, but thanks to the MoBix platform, which was developed by students of Ghent University, you can now also view the site optimally **on your mobile phone**. The first version of MoBix will be used on 1 July. Mobile phone users who have a data connection (GPRS/EDGE or UMTS) can view the information on offer on their mobile phone at any time and everywhere. If the project of the Ghent Festivities is a success, the platform for various other sites, such as the City of Ghent website, will also be used. The MoBix platform was developed by various groups led by Prof. Frank Gielen, who is part of the Broadband Communication Networks research Group (IBCN) of the University of Ghent. The basis for the actual platform was made by Computer Science Civil Engineering students in the framework of the SoftEnterprise project. To study the economic, financial and business aspects of the project, several economics students of the University of Ghent and Vlerick Leuven Gent Management School Faculty I join in SoftEnterprise. The technological support is provided by the Interdisciplinary institute for Broadband Technology (IBBT).

**Renewed** Those who want to be updated on the Ghent Festivities can subscribe to the Ghent Festivities **newsletter**. Subscribers receive a daily e-mail with three reports on the Ghent Festivities, organiser and city department news, possible programme changes, etc. You can subscribe to the newsletter through [www.gentsefeesten.be](http://www.gentsefeesten.be) via the ‘News’ section.

**Renewed** The **guestbook** was given a new look and is now divided into various subjects such as programme, requests, practical, Ghent mishmash (everything that does not belong in other forum subjects), etc.

### **3.5 Information hall Ghent Festivities 2007**

The **Festivities Department** as well as representatives of the **Street Theatre Festival**, **Puppet Buskers Festival** and **Uitbureau** will once more be present in the information hall on the Emile Braunplein during the Ghent Festivities. Visitors can come here for a variety of information.

The information hall will be open from 1 pm to 10 pm (on Saturday 14, Friday 20 and Saturday 21 July until 1 am).

Between 8 am and 7 pm you can call **Gentinfo: +32 (0)9 210 10 10** during the Ghent Festivities if you have any queries. You can also email your questions to **gentinfo@gent.be**.

### 3.6 Media partnerships: Ghent Festivities at home

The Festivities Department once again concluded contracts with AVS Regional Television and Radio 2 East Flanders.

AVS will provide a 4 to 8 minute **section** after the daily news.

**Radio 2** will broadcast **live** from **Monday 16 to Friday 20 July** from Radio 2 programme “**Avondpost**” (5 - 6 pm).

**Local radio Roeland** and **radio Urgent** will also again be present in the party zone with **live daily radio**.

### New! 3.7 Quality slogans at the Ghent Festivities

This year slogans will be displayed in the Ghent Festivities streets. They are bound to attract the attention of Ghent Festivities visitors due to their colourful background.

The quality slogans originated from the **new regulations** and concern having opened and/or open **glass recipients** in the public domain within the Ghent Festivities zone, except for on licensed terraces and consumption areas in the entertainment districts. The 2006 evaluation notably indicated more injuries and complaints caused by glass. With these slogans the new regulations will be communicated to Ghent Festivities visitors. An example of a slogan is ‘Thanks to you, broken glass isn't unlucky’ with the baseline ‘Thank you for safe Ghent Festivities’.

The slogans were developed with another objective than only safe Ghent Festivities. The Ghent Festivities are unique, on the one hand, because of the large scale and diverse offer (music, culture, etc.) but mainly because of the enormous choice of **free** visitor activities. Many organisations invest to be able to offer this free programme. The Ghent Festivities slogans were also created to inform visitors which actors take part. An example of such a slogan is ‘Thanks to you it is also a festivity for the organiser’.

The quality slogans will be printed on posters and handed out to all those who invest in the Ghent Festivities and/or contribute to the free visitor programme by square and festival organisers.

<p><b>Dienst Feestelijkheden: +32 (0)9 269 46 00 - <a href="mailto:feestelijkheden@gent.be">feestelijkheden@gent.be</a> - <a href="http://www.gentsefeesten.be">www.gentsefeesten.be</a></b> <b>Gentinfo – +32 (0)9 210 10 10 – <a href="mailto:gentinfo@gent.be">gentinfo@gent.be</a></b></p>
--