

International Theatre Institute ITI

World Organization for the Performing Arts

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To all Centres of ITI

UNESCO/Paris, 9 February 2018

World Theatre Day 2018 – Videos Project

Call for Videos of the World Theatre Day Messages 2018

Dear Colleague,

As you may know, this year is the Year of ITI, as ITI is celebrating its 70th Anniversary. To celebrate this Anniversary and to underline the cross-cultural and international aspect of theatre and of ITI, the Executive Council has selected five message authors to write a message – one from each of the five UNESCO Regions: Africa, the Americas, Arab Countries, Asia Pacific and Europe. Those 5 messages authors are; **Ram Gopal BAJAJ** from India, **Maya ZBIB** from Lebanon, **Simon MCBURNEY** from United Kingdom, **Sabina BERMAN** from Mexico and **Wèrè Wèrè LIKING** from Ivory Coast.

The General Secretariat would like to take this special opportunity to give prominence to ITI Centres around the world by actively including you in our plans to celebrate this special year. We hope you and your Centre will respond to our call to increase visibility for your Centre as well as the theatre community in your country by doing the following:

1. Translate one or all the messages from the English version into your language(s).
2. Select an actress, actor or member of the theatre community of your country who:
 - a) is held in high esteem by the community and by the public, and/or
 - b) appreciates the work of the message author, has worked with him/her or has performed/directed one of his/her works, and/or
 - c) is willing to read her message for a video.Alternatively you may also select a dynamic personality who attracts the younger theatre practitioners, someone they can relate to and find inspiring.
3. Go to a professional TV studio, film or video producer to record the message in your language(s). The video format required is: HD 1920 or 1080, 25p (frames/sec). (If you have any technical questions, please write to TANG Yiming tang.yiming@iti-worldwide.org)
4. Send the filmed message to the General Secretariat by DVD or via a file sharing service online, with
 - a) the full name of the person who reads the message,
 - b) his/her profession,
 - c) your country/city,
 - d) your Centre's website (if available),
 - d) the full name of the translator,
 - e) all the persons who must be credited on your version of the message video.
5. Make sure that the translation is of highest quality.
6. Make sure that the video is of top quality and made available in the required format.

7. Make sure to give the General Secretariat all the names that need to be credited.

Upon receiving your videos, the General Secretariat will forward the data to a professional studio to do the necessary post production work for standardisation and branding purposes, after which we will send you the full edited version for you to upload on your website and/or send to all relevant theatre related organizations, media, etc. in your country.

For dissemination, the General Secretariat will upload the video on:

- a) YouTube,
- b) www.iti-worldwide.org;
- c) www.world-theatre-day.org and
- d) send it to all relevant international media, to UNESCO, as well as to all Theatre Partner Organizations of ITI.

Considering the status of our message authors, and the contribution of World Theatre Day to empowering the theatre sector, we believe it is not inappropriate to request the message readers (actors, actresses, etc.) to do this for free and to give us the rights to use the recording without any charge - in recognition of our message authors, support of ITI Worldwide, and in solidarity with theatre colleagues around the world. Similarly, TV stations, film or video producers should all be persuaded to do this pro bono.

As this is a worldwide action to raise the profile of theatre and of ITI, we wish to be as inclusive as possible, and encourage different versions of the video in the same language. For example, an actor (eg. Bruno Ganz) could read it in German for Switzerland, an actress (eg. Iris Berben) could read it in German for Germany, and an actor (eg. Klaus Maria Brandauer) could read it in German for Austria.

We count on you and hope that you will send us your video as soon as possible, but not later than 10 March 2018, to make sure it is distributed and put on the different websites in time.

With this email you will receive also:

- 1) The five messages in original or translated version, for translation into your language(s);
- 2) A short **biography about the message authors** for translation into your language(s) with **an official photo** (©);

For any questions, please send your queries to Malory Domecyn malory.domecyn@iti-worldwide.org.

Best regards,

Tobias Biancone
DG ITI

Malory Domecyn
Communication Officier

