



ទីនេះ ទីនោះ:
TINI TINOU 2015
International Circus Festival
9th edition

FINAL REPORT



Tini Tinou International Circus Festival - Final Report

Co-organized by



ប្រាសាទពន្លឺសិល្បៈ
Phare Ponleu Selpak

Sponsored by

Gold Sponsors



Silver Sponsor



Bronze Sponsors



SHINTA MANI



Supported by



MINISTRY OF CULTURE AND
FINE ARTS

INSTITUT
FRANÇAIS
CAMBODGE



HARLEQUIN
The world dances on Harlequin floors®

Introduction

The Tini Tinou International Circus Festival is an important early cultural event in Cambodia and across South-East Asia. It's an exciting and unique opportunity for audiences across the country to see cutting-edge contemporary circus performers from all over the world, a rare experience for the region.

The artists on stage inspire young Cambodians to dream bigger, think more globally and expand their artistic experiences. The event attracts both Khmer and international audiences and exposes them to a different side of Cambodia.

We are very glad for the support of our sponsors and partners, all socially conscious and responsible organisations, in making this festival happen.

Your contribution to arts initiatives like this play a huge part in the revitalization of performing arts and youth development in Cambodia. By associating with such an important cultural event, our sponsors and partners are among the most respected companies in the country.

We want to thank Cambodia Airports, ANZ Royal Bank, Smart, Total Cambodge, Shinta Mani Resort, All Dreams, Infinity Insurance, Samsara Villa, Aman Resorts, Michael Laub and Benedict Ravel for making this event possible.

We also want to thank the Ministry of Culture and Fine Arts of Cambodia, the French Institute of Phnom Penh, and Harlequin Floors for their support.

Next year, the festival celebrates its 10th anniversary. We aim to make it even bigger, more accessible, and to reach an even wider audience.

Mr. Huot Dara,

Chief Executive of Phare Performing Social Enterprise

The Tini Tinou Festival 9th edition

Following the success of the 2014 revival of the Tini Tinou Cambodian Circus Festival, Phare Performing Social Enterprise and Phare Ponleu Selpak once again joined forces to organize the ninth edition of the festival. In 2015 the idea was to return to the festival's multicultural and international roots.

Over two weeks in May the festival visited Phnom Penh, Siem Reap and Battambang, giving audiences the chance to see a variety of world class circus performances.



The 2014 edition featured two troupes of Cambodian performers : Phare, The Cambodian Circus and the National Circus School of Cambodia.

The 2015 edition welcomed four international troupes and two Cambodian troupes.



Nights Under The Big Top

Each night the show was two hours long, divided into two sections with a 20-minute intermission. :

- The first section featured short (15 to 20 minute) performances. Between the acrobatics of the **National Circus School**, the mesmerizing dance of **les Papillons**, the funny magic tricks of **Heritage Social Ho Chi Minh City** and an explosive show from **Formosa Circus Arts**, there was no time to rest !



- The second section was a one-hour performance by either:
 - **Phare, The Cambodian Circus**, with their unique mix of theatre, story and modern circus art. The show performed by the artists of Phare changed from city to city : 4 shows were performed in total, involving roughly 50 artists.
 - **O Ultimo Momento**, a French troupe sponsored by the French Institute of Cambodia. They performed for two nights « Ce qui reste », a mesmerizing and moving show, revolving around the use of twin chinese poles.



An Inspiration for the Community

The Tini Tinou International Circus Festival is a unique opportunity for the Cambodian community to experience world-class circus shows.

In Cambodia, where access to art is severely limited, this event gives people the chance to enjoy and be astonished by circus acts they had never seen before.

The generous support of the sponsors allowed Phare to pursue its goal : to amaze and inspire. By donating 500 tickets to children from local NGOs and disadvantaged members of the community, we were able to reach an audience who otherwise may have never been able to go to the circus.

More than 500 tickets were set aside each night in all three cities, allowing the staff and partners of sponsors to witness first-hand what we were able to create with their generous support.

Sponsors were also honored with a certificate of appreciation delivered directly on stage by the Minister of Culture of Fine Arts.



Thank you for giving a chance to CLA students to experience this amazing festival. They were very excited when they saw different kinds of performances. It was the first time they saw international circus performances. They had the chance to meet artists and professionals in art community and build network. They really had a good time !

Solinda Eam,
Cambodian Living Arts

We want to thank the whole Tini Tinou Team for the invitations. The students were very glad to attend the shows, it was a unique experience for them !

Caroline Thurel,
Sala Bai

For being there myself, I can ensure you that the kids spent a fabulous evening. We warmly thank you to making it possible for our kids to attend this fantastic show !

Sarah Mugnier,
Krousar Thmey

Sharing and Building Friendships

Many side events were organized in each of the three cities, pulling new audiences into the wonderful atmosphere of the festival. There were street parades in Siem Reap and Battambang, two mini shows at the French Institute of Phnom Penh and one mini show at the Phnom Penh Airport.

The purpose of these events was to make the festival more accessible and to ensure we could reach as many people as possible in each city.

Behind the scenes, we created opportunities for artists to share their skills through artist-led workshops. Each performing troupe had the opportunity to lead and/or participate in the workshops, which were left up to the artists to program. These workshops, as well as the numerous shared moments between artists resulted in strong bonds and friendships built, making Tini Tinou a unique event.

The festival was a success in each of the three cities, encouraging us to be even more ambitious in our plans for next year. Thank you **to every single one of our sponsors** for making this event possible.



There is so much talent and energy in Phare. We hope to come back to Cambodia and work with the local artists to bring them new technical and artistic skills, which they are so eager to get

Joao, O Ultimo Momento

This was our first time on tour. And our first time in Cambodia. It's just amazing. All the new experience and new friendships. It's nice to meet so many people and to work with them. It's more real, and totally different from any other travel we have done.

Heidi, Les Papillons

"Tini Tinou circus festival" is the most extraordinary one I've ever met so far. It is much better than those held in France, Australia, United States and Canada. The main point is that they are not pursuing for showing people and tourists the superb-skills. Neither do they chase for huge benefits from it. The only thing they intended to do is to let the world know about "How is Cambodia?" through this festival. How many people dare to do these things ? 『TINI TINOU 』 You win.

I enjoyed everything happening here.

Allen, Formosa Circus Art

Tini Tinou in Phnom Penh

Of the 1030 seats available each night, 700 were filled the first night, and the remaining two were sold out.

The audience was comprised of expats, middle-class Cambodians and children from local NGOs.

In Phnom Penh, we donated tickets to 325 children and students from local NGOs.



On the 7th
115 children in total

15 from Taramana
30 from Ecole du Bois
30 from Chibodia
40 from Friends

On the 8th
130 children in total

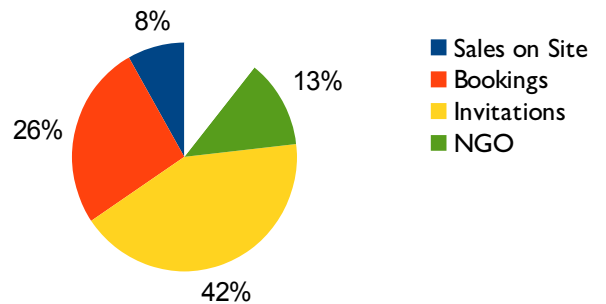
15 from Taramana
25 from Aspeca
25 from Enfants du Mekong
40 from Friends

On the 9th
80 children in total

25 from Aspeca
20 from Cambodian Living Arts
35 from Pour un Sourire d'Enfant

Two mini-shows were performed in Phnom Penh. One took place at the French Institute of Phnom Penh and included artists from Phare, Formosa Circus Arts of Taiwan and les Papillons of Switzerland. The second show took place at the Phnom Penh Airport and included artists from Phare.

During the festival, Phnom Penh Big Top was also a place where friendships were built and skills passed : Three artist-led workshops took place at the National Circus School of Cambodia, led by the troupes from Taiwan, Phare and Switzerland.



Audience in Phnom Penh
3300 seats available



Tini Tinou in Siem Reap

The Siem Reap big top, usually dedicated to daily Phare performances, welcomed the festival for three days. Each of its 330 seats were filled each night, allowing audiences of expats, last-minute tourists and community organization members to see the shows.

Despite having fewer seats to donate, 109 children and students from local NGOs were invited free of charge.



On the 11th
27 students in total

27 from Sala Bai

On the 12th
37 children in total

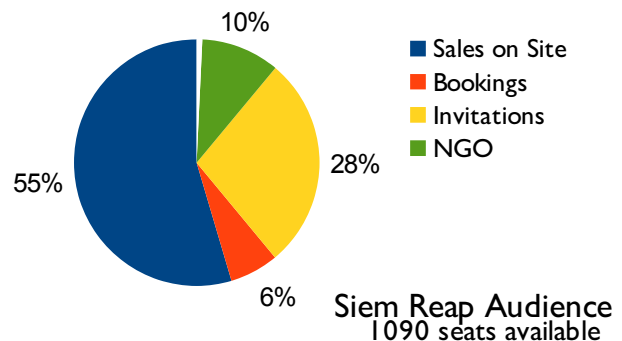
22 from Sala Bai
15 from Samnang Community

On the 13th
45 children in total

25 from Friends
20 from Ecole du Bayon

A street parade was organized in Siem Reap on May 11th, starting from the Shinta Mani Resort, winding through the Old Market and Pub Street and ending at the Phare, The Cambodian Circus big top. The parade featured short, spontaneous performances by each troupe as well as live music, balloons, umbrellas, stilt walkers, unicyclers and more. It was a colourful, lively way for the community to enjoy the festival and an effective way to promote the event.

Two artist-led workshops took place at the Phare big top. The first was led by the artists from Taiwan and the second by artists from Switzerland.



Tini Tinou in Battambang

The final festival stop was Battambang, at Phare Ponleu Selpak. The 250-seat big top was packed each night.

Here the festival had the chance to engage more with community organizations. Many members of local NGOs, the families of artists and members of the local community were given free tickets.

The festival also provided the opportunity for the students of Phare Ponleu Selpak to premiere their new creation, 'Puppets'. The show was presented on the final day of the festival to a sold out crowd.



In Battambang 70 tickets were donated to local children and to NGOs.

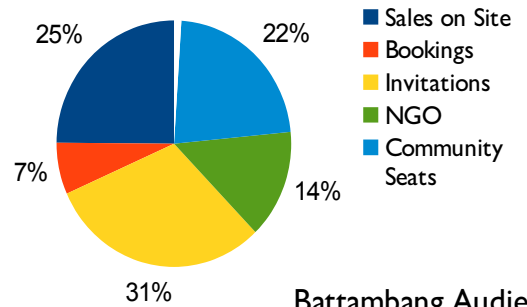
On the 15th
35 children in total

On the 16th
35 children in total

35 from Komar Rickrey

35 from Komar Rickrey

Thanks to the enthusiasm of the Phare Ponleu Selpak students and the international troupes, the Battambang parade was the biggest festival side event. It included an ecstatic crowd of clowns, jugglers and acrobats who paraded through the city for more than two and a half hours, which included an hour-long outdoor performance!



Battambang Audience
500 seats available

One workshop was organized in Battambang with the troupe from Taiwan and the students of Phare Ponleu Selpak, allowing the more experienced artists to share their skills with their younger, but very motivated, counterparts.



Media Relations, Marketing and Communications

A press conference in Phnom Penh took place two months prior to the event, announcing the event to local and international media.

Following this, Phare reached out to individual members of the media to pitch specific stories. A wide range of communication materials were created for the festival.

Phare used both social media and traditional marketing to promote the festival. Over the two weeks of the festival, some street marketing strategies were also used, as we distributed flyers at popular tourist spots and during the parades.



- Flyer distribution in key tourist and expat hotspots.
- Posters in key places in Phnom Penh, Siem Reap, and Battambang, and in our three sales points in Phnom Penh, in partnership with Lotus Blanc Restaurant, Romeet Gallery and Carnets d'Asie Library.
- Tuk tuk boards advertising
- Banners in the streets
- A press release in Khmer and English, followed by a more detailed press kit in English
- Journalists were given free access to the festival, both before and during the shows. They were accompanied on site by members of staff who could recommend and guide them to interviewees and particular story angles.
- Phare website, blog and social media channels, which posted multiple daily updates.
- Specially designed T-shirt were worn by staff and volunteers, as well as available for sale after performances.
- Sponsors communication material was also displayed in the big top. It was also possible for Gold sponsors to display their own marketing materials.



Tini Tinou in the press

Press :

- Feb 25th – Bayon TV - <https://www.youtube.com/watch?v=pj914jffo8A>
- Feb 26th – Sabay News – <http://news.sabay.com.kh/article/289131>
- Feb 26th, The Cambodia Daily – [Int'l Circus Festival to Hit Three Cities](#)
- Mar 03rd, Post khmer - [Article](#)
- May 02th The Cambodia Daily – [Global Show](#)
- May 02th, The Phnom Penh Post – [Circus Festival brings acts from all over the world](#)
- May 06th, Thmey Thmey - [Article](#)
- May 06th, The Cambodia Daily Khmer - <http://www.cambodiadailykhmer.com/news/24837/>
- May 07th, RFI – [Circus International in Cambodia this May](#)
- May 07th, The Cambodian Advisor – [Tumbling to a new beat](#)
- May 07th, Post khmer – [Article](#)
- May 08th, The Khmer Times – [Circus performers in the spotlight](#)
- May 08th, Sabay News - <http://news.sabay.com.kh/article/360254>
- May 08th, The Khmer Daily - <http://thekhmerdaily.com/homepage/detail/26419>
- May 11th, Efe Agency – [Phare, un circo fundado por refugiados del genocidio camboyano](#)
- May 11th, Critica – [Phare, un circo fundado por refugiados del genocidio camboyano](#)
- May 11th, MSN Spanish – [Phare, un circo fundado por refugiados del genocidio camboyano](#)
- May 13th, Sabay News - <http://news.sabay.com.kh/article/364709>
- May 14th, Voice of America – [Cambodia's Circus School : Vaulting Young Performers to a Better Life](#)
- May 18th, Appenzeller Zeitung – Papillons zurück aus Kambodscha (printed)
- May 19th, Alokhmer - [Article](#)
- May 20th, Post khmer – [Article](#)

Blogs & Social Medias

- May 04th, Cambodge Mag - <http://cambodgemag.blogspot.com/2015/05/festival-international-de-cirque-tini.html>
- April, Siem Reap, la porte des temples d'Angkor, [Festival International du Cirque à Siem Reap](#)
- Lady Penh
- The Sweet Sky - <https://thesweetsky.wordpress.com/2015/05/11/a-night-or-three-at-the-cambodian-circus/>
- May 11th, Travel Chameleon - [Tini Tinou International Circus Festival 2015](#)
- Oudomheng.wordpress – [Article](#)
- May, European Union - [Article](#)