



PRESS RELEASE

January 2023

Artist, don't move! Or should you?

For several years, Europe has been confronted with an influx of refugees from different cultures (war, political repression, economic crisis, environmental crisis) who arrive in our European countries and take their culture with them. What should these new residents do with their culture, their language, their intangible heritage? Should they forget it in order to assimilate or should they hold on to their culture to create a kind of defence against the culture of the host country, towards a kind of communitarianism? Or should they confront their culture with that of others so that they can mutually enrich each other?

Europe, don't move! Or should you?

7 professional cultural operators from 6 very different European countries are searching together for answers, using their complementary expertise in the music industry as well as their different geo-political situation for finding the **common routes** for artists, for cultures, for mutual respect and understanding of each-other.

The COMMON ROUTES project brings together emerging European artists, developing and exiled artists to work in complementary emulation. It will promote the professionalization of exiled artists through trans-cultural creations and works.

From the moment we go towards other cultures and free ourselves from a communal and geographical vision of our culture of origin and let cultures meet, then we can enrich our culture of origin and the culture of the other, and create contemporary works that retain the roots of each culture, and thus present trans-cultural works, an avant-garde concept.

The role of artists and musicians, coming from exile and living in Europe, is therefore essential, which is why it is necessary to encourage their integration into European society, to promote their professional integration and development.

From this point of view, we European cultural actors believe that today we must give ourselves mission of facilitating and giving this possibility of existence to trans-cultural works in the live musical performance in order to move the public and try to bring them by this means towards awareness of living together in Europe and also to accelerate the professionalization of exiled artists in Europe.

COMMON ROUTES was conceived by [Saïd Assadi](#), founder of ACCORDS CROISÉS, who is a versatile player in the field of creation to dissemination, with a focus on trans-cultural creations that have toured internationally, and nearly 30 years of proven experience in the field.

Saïd Assadi, you are the creator of the label Accords croisés and of the 360 Paris Music Factory, a project dedicated to music in the heart of Paris. Why did you launch the idea of the Common Routes project?

Saïd: On the one hand, for several years, Europe has faced an influx of exiles from various cultures, including musicians whose role is important for mutual enrichment and integration. On the other hand, the Covid crisis has accentuated the phenomena with which the music sector is confronted: concentration of companies and fragmentation between "headliners", emerging and exiled artists whose precariousness is increasing and who meet more difficulty entering the market. This diversity of creation is getting more and more fragile. So it seems to me that we, as professional of music production, should come together around common projects to consolidate and maintain the diversity of creation.

How did you choose your partners?

Saïd: Working as music producer for a long time, we have been able to create links with several cultural organizations in Europe. We thus decided to work with these European partners, from Poland (Centrum Kultury "Zamek"), Hungary (MediaEvent), Italy (Associazione Culturale Darshan), Belgium (Muziekpublique), Spain (Babel Arts Management).

We are 7 cultural operators with complementary expertise, working for several years for the career development of artists and we build together the Common Routes project in order to support little companies and emerging artists through a transnational cooperation project with the theme of Trans-culturality and with a focus on exiled artists.

Could you tell us more about trans-culturality?

Transculturality is more than interculturality, it is a dialogue between cultures. Within the frame of this participatory approach, everyone shares their culture with the other, without any dominated-dominant relation. It is a very useful process to assure mutual comprehension in order to create a new identity or artistic aestheticism.

This concept is reflected within the name Common Routes: throughout the project, artists of different cultures and different countries will find harmony and common routes together.

This name also reflects the routes of exile taken by artists which, although different, echo each other. It is why we chose nomad music as the artistic leading thread of our project.

How many artists will work on the project and how did you organize the artists' work?

15 European artists including 7 exiled or immigrant artists participate in the program.

A core group (2 French and 1 exiled Iranian musicians and singer) will travel starting from France to Poland, Italy, Hungary, Belgium and Spain to meet European and exiled artists. They will work and create together, with their past, their culture, their tunes. The Common Routes project is a transcultural project in that way. Residencies, workshop, concerts will be organized during 2 years.

Project partners



Production company and record label based in Paris (France), active since 1997. For more than 20 years, Accords Croisés has produced and organised tours of the artists in its catalogue in many European countries and internationally. The experience of cross-cultural creations (Qawwali-Flamenco, Barbara-Fairouz, Arat Kilo w/ Mamani Keïta & Mike Ladd, etc.) that it has been developing for many years with the integration of exiled artists.

Project leader

<https://www.accords-croises.com/>



The 360 Paris Music Factory: A third cultural venue bringing together all the links in the chain : creation (residence) and diffusion (concert hall), which opened its doors in the Goutte d'Or in Paris (France) – a working-class district classified as a “Politique de la Ville” – in January 2020 at the initiative of Saïd Assadi, a professional who has been active in music production for some thirty years.

<https://le360paris.com/>



Brussels cultural venue based in the Théâtre Molière, in the district Matongé (a meeting place for the African community in Ixelles) has been developing multiple activities for almost 20 years: production, broadcasting (concert hall and festival), music and dance. distribution (concert hall and festival), recording, training and courses for artists and the public (Muziekpubliek Academy), Muziekpubliek has a great experience with refugee artists (Refugees for Refugees Project).

<https://muziekpubliek.be/>



Multidisciplinary cultural centre (cinema, exhibitions, concerts, dance, creative residencies) located in Poznan (Poland). CK Zamek is very active in the field of music and has been organising the Ethnoport festival for 14 years. Several partners of the consortium have collaborated closely with CK Zamek in the programming of the festival (Accords Croisés, Muziekpubliek). In addition, CK Zamek has a relevant network in the countries of Central and Eastern Europe.

<https://ckzamek.pl/>



Based in Catania, Sicily (Italy), specialised since 1998 in the promotion of traditional cultures, in training courses and in the training of artists, relay of the Ethno network in Sicily and organizer of the Alkantara Fest for 17 years. The Associazione will be able to bring its added value to identify the needs of the artists and adapt our programme of support for artists, as well as the communication around the events.

<http://www.associazione-darshan.it/>



Founding structure of a residence and recording place, the Babel Camp in Balatonboglár, Hungary, and organizes the annual Babel Sound Festival. Media Event oversees the operation of the Babel Camp artist residency in Balatonboglár, in Hungary, providing accommodation and catering for up to 150 people, serving artist residencies such as the Babel Sound Festival, jazz festivals, music camps, studio recording studios, regular concerts and other cultural events.

<https://babelarts.eu/budapest/>



Arts agency based in Barcelona, created to connect different cultures and create new values, with a privileged link to the Babel Camp in Hungary. The objective of Babel Arts Management is to strengthen a transnational cultural network system and to create the opportunity for artists with skills to meet and learn from each other, to share their knowledge and ideas with those seeking openness, creativity and professional training, and finally, to give the possibility and the tools for new and innovative co-productions to emerge.

<https://www.babelarts.es/>

CONTACT

Guillaume Roche – Accords Croisés

+33 (0)1 47 53 62 31

guillaume@accords-croises.com



**Co-funded by
the European Union**