

Cultural Exchanges & Collaborations

Point of view

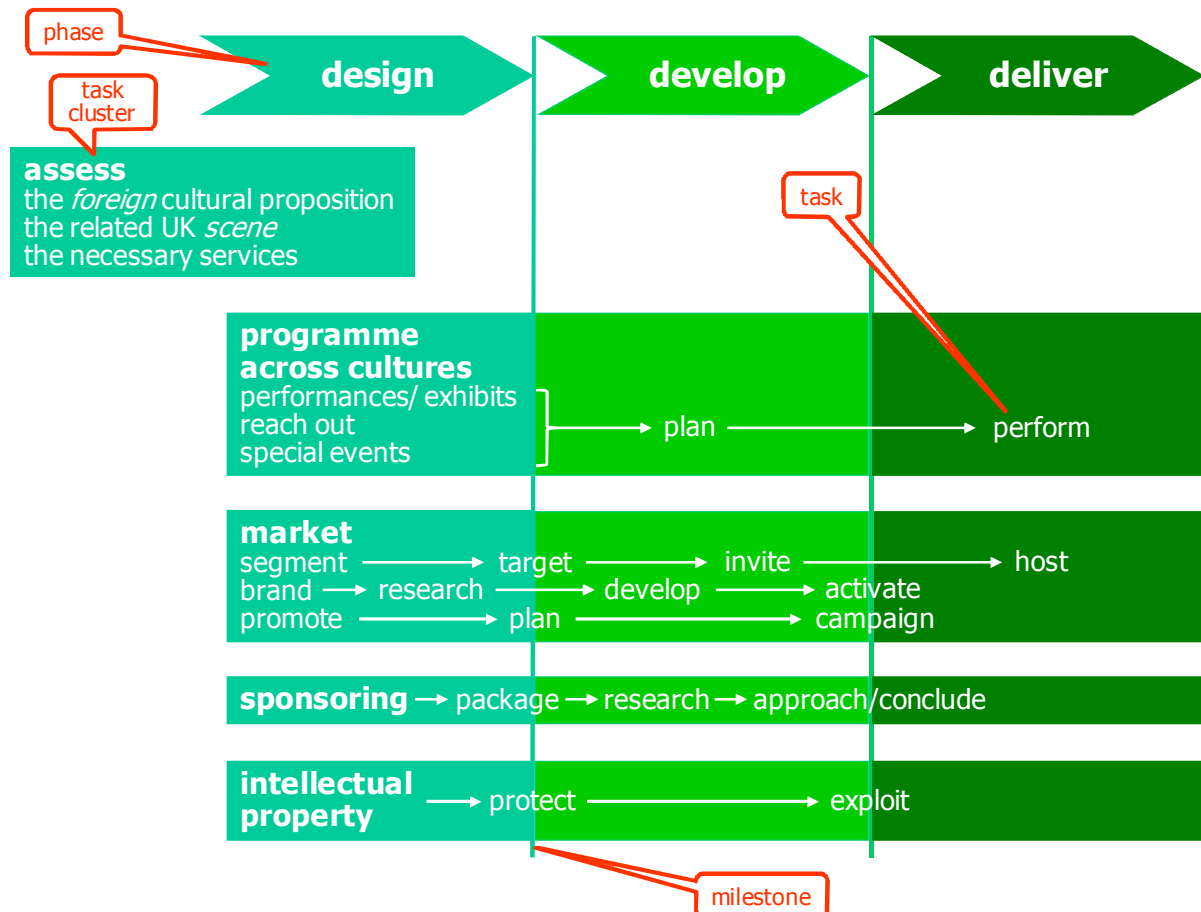
Philippe Rixhon Associates offer bespoke professional services for Cultural Exchanges & Collaborations. We help foreign visual artists to exhibit and performing artists to tour in the United Kingdom. We are passionate about beauty. We enable our clients to be the arts ambassadors of their countries, foster their businesses, and facilitate cross-cultural appreciation.

We establish, develop and monitor international touring circuits and distribution channels. We plan and facilitate strategic partnerships. The end result of effective touring and distribution management is the assurance of adequate levels of time, place, and possession utilities in all items of value to audiences. Therefore, the focus of our services is on channel performance. A festival is important, but it is only a passing fancy if the hype cannot be exploited by a network of solid cross-cultural relationships.

We are powered by management, driven by art. We promote living artists and creators. We act as a project manager. We subcontract parts of the projects to specialists. Our professional services are limited to management consultancy, research & development, project management, and copyright & commercial exploitation rights, but do not cover accounting, legal or taxation aspects. However, we would like to stress the importance of taking specialist advice on your accounting, legal and tax situation, as this may have a significant influence on the work. We can liaise with your other advisers, or arrange for advice to be given on these aspects.

Approach

Our standard approach follows up to three phases and covers up to five task clusters –



We work with and empower people to make a sustainable difference.

We assist you in the implementation of an integrated art management, which aligns organisation, processes, and technologies with your artistic policy. The customised solutions unite management at three levels (governance, programme and production) through a three-step approach (design, develop and deliver).

This approach is definitely pragmatic, open-minded, hands-on, and to-the-point. That's why we generate results when others only sketch plans.

We transfer know-how in the midst of solving issues - we do not just tell you what you should do or how to do it.

Example #1: Market – Brand (typically done in collaboration with an advertising agency)

Research and market interrogation

Study of your artistic policy, portfolio/repertoire and objectives, information gathering, cultural insights and competitive analysis.

The key agreement at this stage is the sign-off of brief and budget.

Strategic development and creative exploration

Study of the brand, brief interrogation, positioning analysis, creative idea exploration and research testing in the United Kingdom. For this stage we will go deep into culture and competition to ensure your brand positioning is unique, relevant and future proof. We will present more than one positioning to see which feels the strongest. We will share these with you to ensure that we are in agreement and on brand. We might also want to test with the groups that we would have met in the previous task to see how they respond to these thoughts.

The key agreement at this stage is the agreement on a big idea that will be delivered for your project.

Development of brand activation concept

Creation of the big idea, communication strategy and execution of advertising materials for the project. For this stage we will develop a communication strategy and concepts for this campaign to connect with all stakeholders. This will include advertising, public relations, trade, sponsorship partners and events.

The key agreements at this stage are the sign-off of communication plan, media budget and concepts for artwork creation.

Activation of campaign execution

Management of materials for campaign roll-out and events. This is the production stage for all the signed-off campaign elements including print, broadcast, posters, web, public relations and trade materials.

The key agreement at this stage is the sign-off of creative and communication elements for this activation campaign. These elements include the poster, the website, and more.

Example #2: Sponsoring (typically led by Philippe Rixhon Associates)

Package

Assess the artistic project from a sponsoring perspective. We will answer the following questions together –

- what funds do you need?
- who does look for sponsors?
- are there limits on which corporations you should approach?
- how much are you prepared to offer, i.e. how much influence on the artistic project could be granted to the sponsor?

Develop sponsorship package(s) and proposal(s). We will answer the following questions together –

- what benefits are you able to offer and at what price?
- what needs to go in the proposal and the covering letter?
initiators, supporters, performance or exhibit, audience, promotion, sponsorship, benefits, hospitality, price, attachments
- what could also be offered?
corporate social responsibility, art-based development workshops, investment opportunity

Research

Research sponsors to be approached –

- identification
- selection criteria:
 - 1st match: sponsors' identity & your identity
 - 2nd match: sponsors' social responsibility & your artistic policy
 - 3rd match: sponsors' mission & your outcome
 - 4th match: sponsors' customer base & your audienceart sponsorship experience, current promotion strategy, particular reasons to be approached now, absence of controversy, existing contacts , financial year, budget (marketing, corporate identity, human resources), decision calendar
- why is this sponsorship right for this sponsor?

Approach sponsors and conclude

Right time, right way.

Develop lasting relationship with sponsors –

- sponsorship agreement
- project collaboration
- relationship management.

Core team

Our core team includes –

David Solomons, cross-cultural expert, he has been appointed official Cultural Intelligence trainer to the British Olympic Committee personnel working at the Beijing Olympics, his work in the media includes co-writing and presenting the 'Crossing Cultures' feature in BBC World TV's weekly travel programme 'FastTrack'.

Philippe Rixhon, leading expert in the convergence of entertainment, media, communication and technology, he led prestigious teams and managed successful and innovative projects for major companies in ten countries, some of his works have been financed by the German Government, others by the European Commission.

Stephen Browning, arts marketing expert, has worked in senior management positions in the arts for nearly thirty years, in Hong Kong he helped to open the Arts Centre and to set up the International Film Festival, in the UK he was part of the founding team of the English Touring Opera and handled the marketing and sponsorship for their first tour.

Stephen Phillips, broadcast and touring expert, has been full-time radio and TV journalist, then the general manager for Prospect, the major British theatre touring company, before joining Channel 4 as an arts correspondent and producer, editing their first arts documentary series, Signals, he was also the Executive Producer for Meridian Broadcasting.