

# L'Échappée Belle

UNE FONDATION POUR LA PROMOTION DE LA CULTURE FRANÇAISE AUX PAYS-BAS

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## Hoofdlijnen beleidsplan 2019/2020

In 2019/ 2020 the foundation will consolidate its activities:

- Tapis Rouge Frans Filmfestival; a major new event organized in association with Alliance Française of Amsterdam. Seventeen films shown over five days, grand opening at Pathé Tuschinski (opening night) and subsequent viewing at Het Ketelhuis; French movie directors and actors will be present; This is the first edition of Tapis Rouge which is intended to be an annual event;
- Alongside the film festival, the filmclub at Het Ketelhuis remains an ongoing feature of the programming of Het Ketelhuis with a French film, often a classic, is shown every or every other Tuesday;
- One literary event per month, in most instances with a major French writer, continue to be organised, in one of our 'formula's': at Keizersgracht 529, with food and drink ; at La Maison de l'Échappée Belle with drinks afterwards; at the OBA or Keizersgrachtkerk or other locations for a bigger audience;
- Some experimentation with our formula's and pricing is ongoing in order to allow a wider audience to participate in the literary and gastronomic events at Keizersgracht 529, an Amsterdam's Grachtenhuis dating from 1680, as those evenings are highly appreciated but sometimes perceived as expensive, and which do indeed most of the time, are loss generating for the foundation particularly when the Foundation does not receive a specific stipend for the event; More help from our trusted volunteers may be a solution.
- The Maison de l'Échappée Belle is rented out regularly and although the recurrent cost still require allocation of own funds/donations, the lease payments are up to 70% covered in this way;
- The Maison de l'Échappée Belle has shown a few exhibitions over the past 12 months and is considering which direction to

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take, gravitating towards exclusively showing Amsterdam based artists that can be present in the Maison de l'Échappée Belle to attract, inform and interact with the public, involving its own relations for publicity. The artist has to have a link with France and the French arts/ culture.

L'Echappée Belle, is a foundation (Stichting) having its registered office (statutaire zetel) in Amsterdam, registered under number 65176847 with the Chamber of Commerce of Amsterdam, with its principal office at Keizersgracht 529, 1017DP.