

# L'Échappée Belle

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

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## Policy / beleidsplan 2022/2023

In 2022/2023 the foundation will continue its activities, hoping to gradually increase the number of events, picking up speed after the difficult Covid-period.

**Literary events** with a major French writer should be organised regularly, in one of our 'formula's': at Keizersgracht 529, with food and drink; at La Maison de l'Échappée Belle with drinks afterwards; at other Amsterdam locations for a bigger audience. Pricing of tickets for the literary events is based on cost (rental cost, travelling and hotel costs for the guest). Any extra ticket sales income is applied to pay recurrent costs of the foundation.

Planned events:

- Yasmina Khadra – planned for March 18, 2022. We aim for approx. 100 participants.

Several events will take place in 2022 at The Maison de l'Échappée Belle.

- A short version of Tartuffe, played by three comedians will be shown twice in April.
- A concert for flute and harp in June.
- An evening dedicated to poetry with jazz saxophone will be organised in May.

**Exhibitions**: the *Maison de l'Échappée Belle* has shown a few exhibitions in the past and although the intention is to show Amsterdam /Netherlands based French artists that can be present in the *Maison de l'Échappée Belle* to attract, inform and interact with the public, and that can involve its own relations for publicity, other artists with a strong link with France and the French arts/culture will be considered. The starting point for any exhibition is that we are a venue to show art, not a gallery with the intention to sell. Sale proceeds, if any at all, must be shared with l'Échappée Belle.

## Tapis Rouge French Film festival 2022

Tapis Rouge Frans Filmfestival, fourth edition, will take place in November 2022. It is planned to have more than 15 films with 60 viewings shown over six days at FilmHallen in Amsterdam. French movie directors and actors will be invited at special events;

The third *Prix Tapis Rouge* will again be granted to the best adaption on screen of a novel in the French language during the festival.

Our cooperation with the French International Chamber of Commerce continues, and we organised a viewing of *Ouistreham*, a film by Emmanuel Carrère, with Juliette Binoche in March 2022. This film had not yet been released in the Netherlands. A second event may take place in June or August 2022

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**Volunteers** : help from our trusted volunteers at all our events and in the running of the *Maison de l'Échappée Belle* has proven to help build a community, between the volunteers and with the participants of our events. We will need to engage more volunteers in 2022.

## Budget

In order to maintain and develop its activities, the Échappée Belle Foundation solicits donations from individuals, companies and institutions at its events, on Facebook and website, via subsidy /grant submissions, sponsorships etc.

Occasional rental to other charities operating in the same field has come to a total standstill in 2020, but should pick-up in 2022/2023. Recurrent cost still require allocation of own funds/donations, as institutions solicited will occasionally sponsor specific expenses related to an event, but recurrent costs are always excluded. The *Maison de l'Échappée Belle* is rented out regularly, on a monthly basis, the related revenue covers the major part of the rental charges.



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L'Échappée 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.