

CIRCUS

I LOVE YOU



ANNUAL REPORT 2024

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A quick look back on 2024

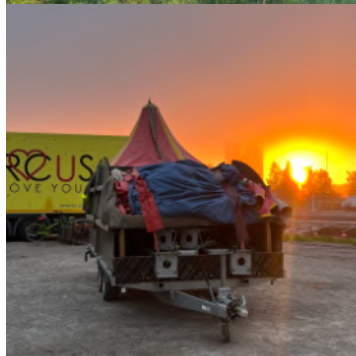
The year 2024 of Circus I love you started with high flying acrobatics!

In the middle of the winter pause from tour, Circus I love you invited its current acrobats and some possible newcomers with the aims of training together, auditioning new acrobats for future creations and starting the process of the creation of the upcoming performance Fun n°1.

Next mission during the cold winter months was to drive down to Italy to pick up the new audience welcoming tent straight from the tent factory of F.lli Greco. Closely after, some building works followed - making an acrobatic mat to cover the stage in Fun n°1, and building new modules of the existing gradin, in order to be able to build it up in a bifrontal 466-person setup.

The performing activities started in Sweden in April. In hindsight, this decision of timing was maybe too optimistic, as the last winter snowstorms came twice during the April tour to cover the circus in snow. After the chilly tour of I love you two, Utopia continued to tour Sweden throughout May in collaboration with Riksteatern.

The international tour of I love you two kicked off in June. During the season I love you two played in Sweden, France and Belgium, and also visited



a new country for Circus I love you, Austria. Circus I love you also organised performances as part of the famous Avignon-festival for the first time. The tour of 2024 lasted all the way until the end of October.

During the summer, the new team for the upcoming performance Fun n°1 was also chosen. Many of the acrobat-musicians that already work with Circus I love you will continue with the new performance as well. The Fun n°1 team welcomes 5 newcomers into the circus.

After the tour was over and the trucks and tents parked for the winter, a team of Circus I love you participated at the Circa -festival in Auch, France. The event is one of the most important networking events for the professional field of contemporary circus. Circus I love you was present to have meetings with possible programmers and collaborators, with a specific focus on trying to promote the upcoming performance Fun n°1.

The meetings went well, and already before the show has premiered Circus I love you has several long-term collaborators in France committed to financing and programming Fun n°1.

In total, 2024 consisted of 25 weeks of touring, 4 weeks of preparation and building works in Klippan, and 2 weeks of training in CNAC.

Self produced events

During 2024 Circus I love you was the main organiser of 20 performances of I love you two. The performance was played in Gävle, Norrköping, Eskilstuna and Kvidinge in Sweden, and in Avignon, France in the program of the internationally known OFF Festival of Avignon.

The tour in Sweden was ambitiously started in the beginning of April, and managed to gather 73% of maximum possible audience throughout the tour of one month. In Gävle and Eskilstuna Circus I love you collaborated with already familiar culture responsables of the regions. The fact of returning to these cities also made that the local audience was familiar with the circus, and the marketing campaign worked well. In Norrköping the word of the performance spread after the first performance, and the 2 last shows were nearly sold out. In Kvidinge the experience was very difficult, as the collaborating organiser Tomarps Kungsgård did not manage to reach nearly any audience and refused to respect the contract with Circus I love you. To save the day, Circus I love you took over the marketing of the event. At the end the one show that was performed in Kvidinge was met with around 250 enthusiastic local audience members.

The weather was challenging the crew, as the tent was rigged up for the first time in snowfall, and the crew needed to battle the water pipes freezing over as the nighttime temperatures descended below zero degrees. Another snowfall halfway through the month forced the crew to sweep snow off the roof of the tents to keep the circus undamaged. Even if the circumstances were not ideal, all the situations were dealt with professionalism, dedication and great team spirits.

The second set of self-produced shows took place in Avignon OFF Festival in France during July. Circus I love you was not originally planning to perform at the event. Julien Auger received a emergency call for an available circus tent by the French juggling company Les Objets Volants at the beginning of the year, as the circus company with a tent that was supposed to collaborate with them had cancelled. Circus I love you agreed to work with Les Objets Volants and a local summer bar Kabarouf to come and rig up the circus tent at the outdoor space of Kabarouf, perform I love you two, and to also make the tent available for 4 performances of Les Objets Volants to play in.

This was the first time Circus I love you performed in Avignon during the festival, and it was a great success! The premiere in Avignon was sold out before we arrived there, and many of the shows had a lot of tickets sold already on arrival. The local press La Provence published first a long article and after a very positive review of I love you two, and the paper also highlighted the show as the "Top 10 performances of Avignon OFF". Both the marketing campaign on the local radio, on social media, and a collaboration with offering the local charity organisation 500 free tickets led to nearly all performances being sold out. I love you two filled 93% of full audience capacity during 3 weeks. Only the performance planned for French National day had to be cancelled, as curiously there was only 10 tickets sold for the day.

All the 3 organisers of the event were very satisfied with the collaboration, and managed to break even from the event. For Circus I love you, performing in Avignon also led to further contracts, as the Théâtre Points Communs in Cergy-Pontoise and L'Azimut in Antony confirmed to purchase long series for December 2025.

Utopia with Riksteatern

The collaboration with Riksteatern in Sweden continued in the spring of 2024. In similar manner to what happened in autumn 2023, the performance Utopia and the 150-seat tent of Circus I love you visited Falkenberg, Lerum, Örebro, Gävle and Söderhamn, collaborating in each town with the local Riksteaterförening to organise performances for schools and all audiences.

With Riksteatern the collaboration was born from a common wish to uplift the circus in Sweden. Riksteatern had taken on the mission of building more possibilities for circus to tour nationwide, and hired a person specifically in charge of making this mission happen. Magali Bancel, the responsible of development of circus arts in Riksteatern, had chosen to attempt a pilot of proposing a performance touring with a circus tent for the Riksteaterföreningar.

The aim was to produce a tour together that would on one hand take down the economic risk that Circus I love you needs to carry while organising performances alone, and on the other hand help the local Riksteatern-organisations to successfully organise their first performances taking place in a circus tent. Riksteatern would provide Circus I love you with a minimum guaranteed fee for each town visited, reach out to all the local Riksteatern-organisations with the Utopia - performance as part of the catalog of proposed performances for the term 2023-2024, and collaborate on the marketing and media visibility of the performances. Circus I love you would work in close communication with the local Riksteatern-organisations to guide them through the process of finding an appropriate space for the tent, contacting the right officials and applying for the needed permits to carry out the event. Circus I love you also carried out a lot of the marketing for the performances and was responsible for the ticket office of the events.

With already some knowledge gathered from the 5 weeks of tour in autumn 2023, the preparations and execution of the tour in spring 2024 went even better than the first tour. The performances reached 90% of possible full audience capacity, with the all audience performances being mostly sold out. Circus I love you and Riksteatern fixed some past issues in lost communications, and all partners managed to both understand and participate to the best potential of the project during the spring.

Circus I love you is extremely happy of this national collaboration, and is discussing a possible continuation for the project with Riksteatern. The next time, the vision would be to tour with the larger 21-meter circus tent and I love you two -performance. Circus I love you also hopes that this model of collaborating could open new paths for other circuses touring with tents to tour in Sweden in collaboration with the Riksteaterföreningar.



Touring internationally



The international tour of 2024 of the performance I love you two was the following:

Villeparisis, France in collaboration with Cirq'Evolution, Centre Culturel Jaques Prevet, Espace Lucien Jean, and towns of Mitry-Mory and Gonesse

Brioux-sur-Boutonne, France at the Festival au Village

Avignon, France at the Avignon OFF -festival with Kabarouf and Les Objets Volants

Lienz, Austria at the Olala -festival organised by UmmiGummi.

Spa, Belgium at the Spa Royal Festival

Aalst, Belgium at the Cirk! Festival

Balzac, France at festival Les Soirs Bleus organized by the cultural office of Grand Angoulême

Sénart, France organised by Théâtre Sénart

Vourles, France in collaboration with The towns of Vourles, Montagny and Chaponost, Théâtre La Briscope and Théâtre Cinema Jean Carmet

Balma and Blagnac, France organised by La Grainerie and Odyssud Spectacles as part of the festival La Biennale des Arts de Toulouse

Blois, France organised by Théâtre La Halle aux Grains.

The tour, like every year, was full of events, victories and challenges. The international part of the tour reached 86% of full audience potential. All the performances finally met an enthusiastic and thankful audience. The outside temperatures during 2024 went from -12 degrees to 42 degrees celcius. Minor damage was dealt to the touring vehicles, as in total there was 6 broken tires, a truck windshield smashed by a falling branch, a corner of a truck swept away in the wind and a corner of the trailer bent by a low branch.

However the challenges remained small and insignificant, and the main memories Circus I love you carries from 2024 are the over 32000 happy audience members, the amazing crew members that make together the tour possible, the smooth collaborations with all of our partners, and the feeling of importance created by sharing our circus with the people.

What motivates the actions of Circus I love you?

Showing reality / Not hiding is the major quality of the circus performer. Circus cannot fake high stakes. The performer cannot pretend to be or to do anything else than what is happening.

Questioning people's relation to death and failure / If circus cannot fake high stakes, it can make it happen for real. This is why the tension towards failure has been in a big focus in circus performances. It could be just related to pride (a juggler dropping an object), but also about death (an acrobat performing a physical stunt). We believe that the fear of failure prevents people from trying. The fear of the unknown prevents people from initiating adventures, or demonstrating what they believe is important. The acrobat is a Joker, a mirror to every people in the audience that can question what is important in life.

Love / If circus can be a tool for making people reflect on their life, then, the main high stake that we want to display on stage is love. The love will not be acted, the audience does not need to understand it. It will be present and shown, and the audience will feel it.

Music & Circus / Music and circus have many similarities. Both carry a long learning process to master the discipline, both work with the body and with objects (instruments) outside the body. Both communicate emotions, energies, and ideas wordlessly, and can thus provide an easy access for enjoying the show to a wide audience whether you are an expert or a first timer.

Travel / Circus I love you states for creations in circus tents. By the nomad lifestyle and by having an own mobile venue, we have a mean to reach new audiences, a space welcoming artistic research and proposition of a new action model for contemporary circus

What is left of the circus once we take it away from its traditional context, and once it has emancipated from the influence of the other art forms?

In what way is this result beneficial for the society?

Circus I love you is initiating performing circus creations motivated by the questions above. The company wants its stamp to be a strong acrobatic content combined with live music. Adapting its venue to be able to tour internationally in Europe as well as locally in Sweden and the other Nordic countries, the company is putting a strong emphasis on the importance of presenting the performances for live audiences.



Additional activities

The year started with a new activity for Circus I love you, organising a training lab in the training facilities of Centre National des Arts du Cirque in Châlons-en-Champagne, France. The motivation of the lab was to gather the current acrobats to train together to become better, and to invite possible new acrobats to audition for Circus I love you's future performances. Out of the open invitation sent to the 10 current acrobats of Circus I love you and 6 people who had sent in spontaneous applications in the past, finally 10 people were present for 2 weeks of training acrobatics and music.

In Brioux-sur-Boutonne, Circus I love you hosted a tryout week for the newly casted members of the Fun n°1 creation. Tiziana Prota, Maxim Leynele, Jérôme Galan, Jouni Ruuth and Paul Berteaud joined for the week to witness and try out the rigging up and down of the tent, to experience the audience management and performance, and to get to know the rest of the crew. The tryout week went well from all parties' point of view, and out of mutual agreement the 5 were decided to become part of the future cast of Fun n°1.



Year 2024 brought back the music concert into the additional activities of Circus I love you. The concert was played in October in Blois for a soirée organised for the theatre's subscribers.

The other cultural actions carried out in the year were Julia Simon's & Julie Razet's visits to the schools to present a lesson on circus history and introducing Circus I love you to the students, circus workshops for children, guided visits to the circus tent and camp, and talks with the audience after the performance.

Year 2024 was very busy for hosting other performances in the tent of Circus I love you. In Villeparisis, the local conservatory played their end of the year concert in the tent. In Avignon, the performances La Team, Western Coquillettes, Catch 22 and Circus Puzzle of Les Objets Volants played in the tent during the daytime before the performance I love you two.

All the additional activities and hosted performances reached an audience of 3862 people.

Upgrades for 2024

The most noteworthy upgrade of the circus during the year was the 10x 14 m foyer tent for welcoming the audience. This tent was installed at the entrance of the performance tent, and was hosting the ticket office of the event, popcorn, crepe, cotton candy, and limonade sales, sales of Circus I love you merchandise like T-shirts and postcards, and a trio playing live music for the audience. The foyer contributed to giving a lot more professional and enjoyable experience of the circus for the audience. In the case of rain or snow, it also provided the audience with shelter while waiting for the performance to begin.

Some upgrades aimed for the future performance Fun n°1 was the construction to adapt the current seating of the larger circus tent. Where the audience before had to enter and walk around the stage to reach their seats, in the new set up, the audience can enter through 4 different doors, reaching their seats by climbing stairs directly into the gradin. This upgrade allows a lot faster installation and exit of the audience. The construction itself was to build additional floor and seat planks, and 4 flights of stairs. The modification changes the audience capacity from 500 to 466, which is very acceptable for Circus I love you when comparing to the convenience and rapidity gained.

Also having the upcoming creation in mind, Circus I love you visited Double Take Cinematic Circus workshop in Belgium to build a soft acrobatic floor to cover the stage. Double Take has experience and expertise in building floor coverings specifically for acrobatic shows. They guided Circus I love you through the process, resulting in a measure-made floor cover for our larger circus tent.



New employees

Circus I love you had two new employees during 2024.

The new touring technician for I love you two, Emmanuel Buzzanca, joined the team in June.

13-year old son of Circus I love you's acrobat Benoît Fauchier, Movitz Karlsson was working for the circus during his summer holidays as a popcorn salesman.

Repertoire 2024

I love you two (2022)

THE TEAM: Sade Kamppila, Oskar Rask, Julien Auger, Benoît Fauchier, Philomène Perrenoud, Felix Greif, Thibaud Rancoeur, Periklis Dazy, Thomas Fabien, Julia Simon, Pelle Tillö, Emmanuel Buzzanca, Lola Stouthamer, Julie Razet

PHOTOS: Minja Kaukoniemi

COPRODUCTIONS: Sirkus Aikamoinen, Réseau Grand CIEL, Les Transversales Scène Conventionnée Cirque de Verdun, Le Palc Pôle National Cirque Grand Est Châlons-en-Champagne, Cirk Eole MontignylèsMetz, UP Circus & Performing arts Bruxelles, Archaos Pôle national cirque Marseille

SUPPORT / RESIDENCIES: Les Transversales Scène Conventionnée Cirque de Verdun, Le Palc Pôle National Cirque Grand Est Châlons-en-Champagne, Cirk Eole MontignylèsMetz, Espace Périphérique, La Vilette Paris, UP Circus & Performing arts Bruxelles

FUNDING: Swedish Arts Council (Kulturrådet) Sweden



Utopia (2021)

THE TEAM: Sade Kamppila, Oskar Rask, Julien Auger, Benoît Fauchier, Thibaud Rancoeur, Pelle Tillö, Julia Simon, Thomas Fabien

PHOTOS: Jan Johansson, Vukosav Petronijevic, Fahimeh Hekmatandish

COPRODUCERS: Sirkus Aikamoinen

SUPPORT / RESIDENCIES: Gävle Kommun / Gasklockorna



Statistics 2024

I love you two

performances: **69**

weeks on tour: **19**

cities: **16**

audience reached: **28 201**

Utopia

performances: **30**

weeks on tour: **5**

cities: **5**

audience reached: **4050**

Other shows hosted

performances: **46**

audience: **2868**

Social actions

school visits: **8**

circus workshops: **8**

VIP visits of tent: **10**

artist talks after show: **4**

concert: **1**

audience reach of activities: **994**

Total audience reached: 36 113 people



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