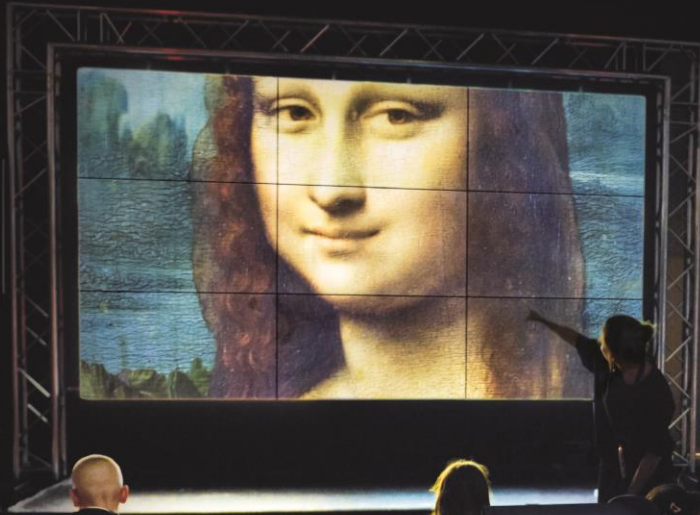




MICRO-FOLIE

Micro-Folie, a Digital Tool for Cultural Inclusion, Rural Development and Community Empowerment

SIRR Partnership Conference – 24 April 2025
L'Arobase – Micro-Folie Louvigné-du-Désert (Ille-et-Vilaine, Brittany)

Jade Karquel – La Villette – j.karquel@villette.com – Micro-Folie Bretagne / Brittany

CONCEPT

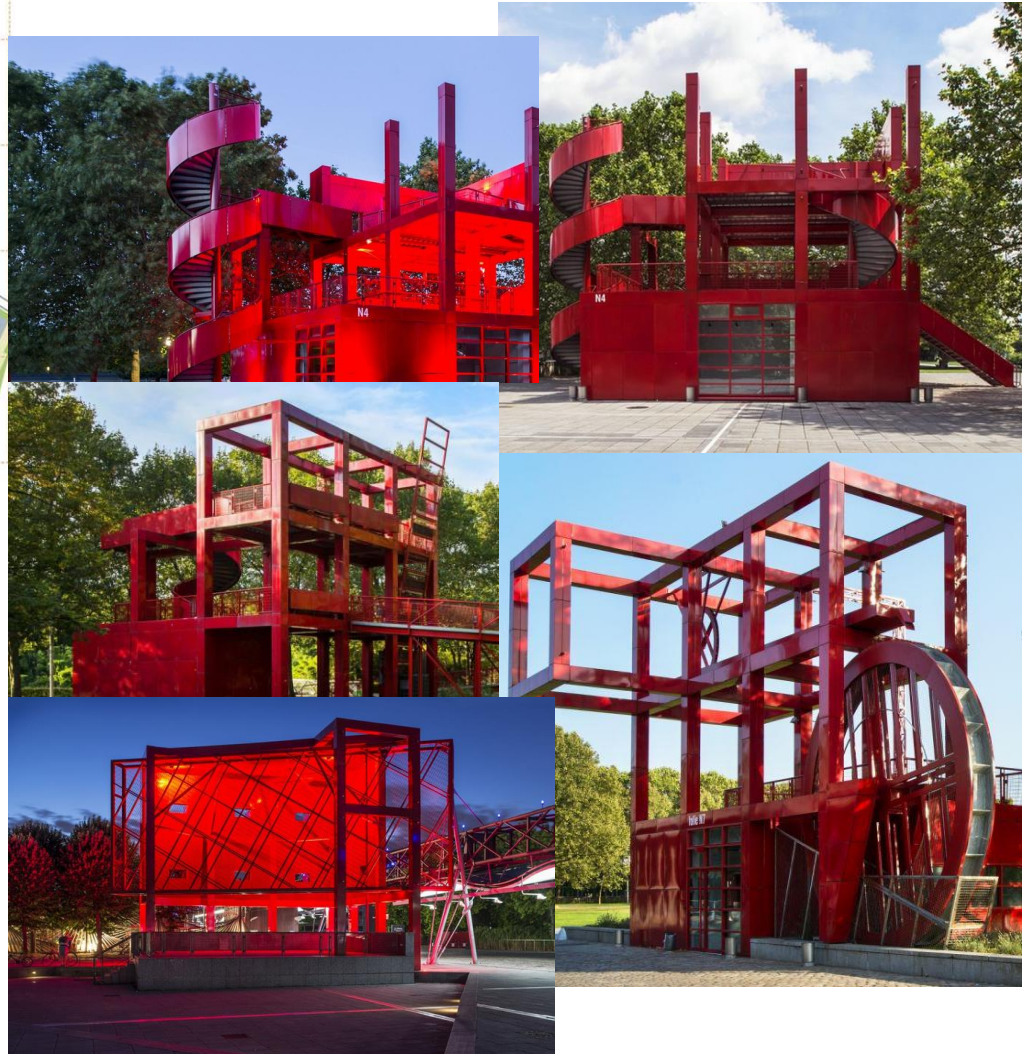
WHY « FOLIE » ?



The Micro-Folies are a tribute to the Folies on Parc de la Villette, imagined and designed by **Bernard Tschumi**.



HISTORY



WHAT IS A MICRO-FOLIE ?

Micro-Folies, imagined by **Didier Fusillier**, are an homage to the *Folies* on **Parc de la Villette** originally created by **Bernard Tschumi**.

The program Micro-Folie is a **cultural public policy** supported by the **Ministry of Culture** and coordinated by **La Villette**.

FOUNDING PARTNERS

Nowadays, the parter-network is composed of **more than 400 cultural structures** such as cultural center, Museums, dance companies, etc.



soutient les Micro-Folies et y propose une sélection de ses programmes pour VR et tablettes



THE IDEAS BEHIND THE PROJECT

Genuine **cultural platform of proximity**, the Micro-Folie project serves local actors who have the ambition to :

>>> **Animate their territory** : creating a convivial place accessible to all ;

>>> **Reduce geographical inequalities** : offering access to the treasures of the greatest cultural institutions through the Digital Museum;

>>> **Take part in a cultural network** : to mutualize means and to support the local artists and the associations (cultural cooperative).



**FOCUS ON RURAL
DEVELOPMENT**

LOCATIONS

MICRO-FOLIE MAPS

>>> GLOBAL VIEW

OPEN MICRO-FOLIE

about 580 projects

ON GOING MICRO-FOLIE

around 330 projects

>>> FOCUS INTERNATIONAL

OPEN MICRO-FOLIE

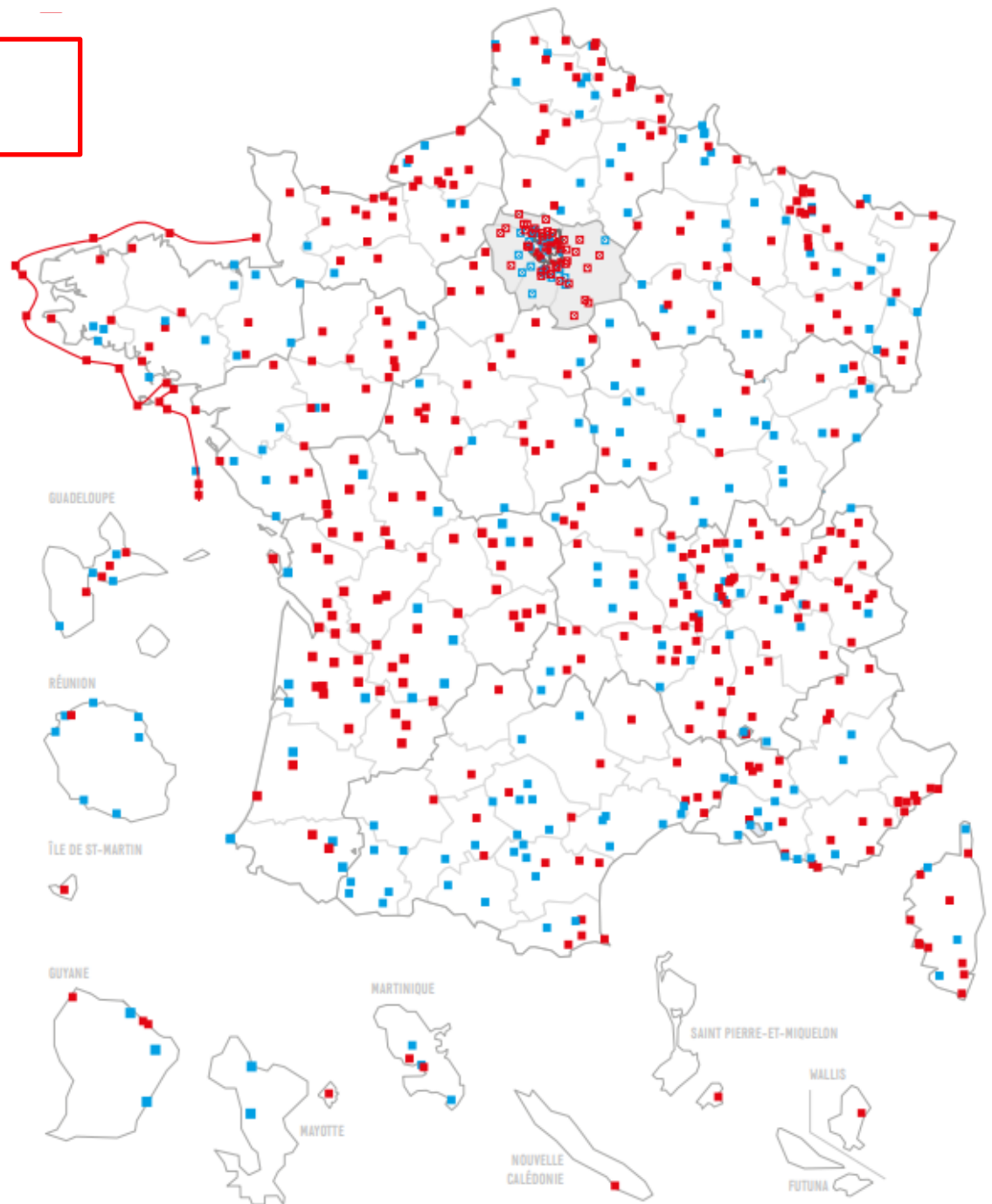
close to 50 projects

ON GOING MICRO-FOLIE

around 40 projects

■ Micro-Folies ouvertes

■ Projets en cours



EUROPE



■ MICRO-FOLIES OUVERTES

ALBANIE : KUBFRANCE TIRANA
 BELGIQUE : CHAUDFONTAINE, MOLENBEEK
 CHYPRE : NICOSIE
 ESPAGNE : CARTHAGÈNE
 ESPAGNE/LES CANARIES : LAS PALMAS
 GRÈCE : ATHÈNES
 HONGRIE : BUDAPEST
 ITALIE : MILAN
 POLOGNE : KATOWICE
 PORTUGAL : LISBONNE
 ROUMANIE : SIBIU, TIMISOARA
 RÉPUBLIQUE TCHÈQUE : PRAGUE

■ MICRO-FOLIES OUVERTES PENDANT LA PFUE2022

PARLEMENT EUROPÉEN
 ALLEMAGNE : GERA
 AUTRICHE : LINZ
 BULGARIE : SOFIA
 CROATIE : ZAGREB
 DANEMARK : COPENHAGUE
 ESTONIE : NARVA
 FINLANDE : HELSINKI
 LETTONIE : RIGA
 LITUANIE : VILNIUS
 PAYS BAS : GRONINGEN*, ROTTERDAM
 SLOVAQUIE : BRATISLAVA
 SUÈDE : STOCKHOLM

■ MICRO-FOLIES OUVERTES TEMPORAIREMENT SUR LES ITINÉRANCES

ESPAGNE : MADRID, MALAGA, OVIEDO, VALLADOLID
 POLOGNE : LODZ, LUBLIN, OLSZTYN, RZESZOW, TORUŃ, WROCLAW,

■ PROJETS EN COURS

BELGIQUE : CHARLEROI
 MALTE : ALLIANCE FRANÇAISE DE MALTE MÉDITERRANÉE, MARSA
 POLOGNE : VARSOVIE

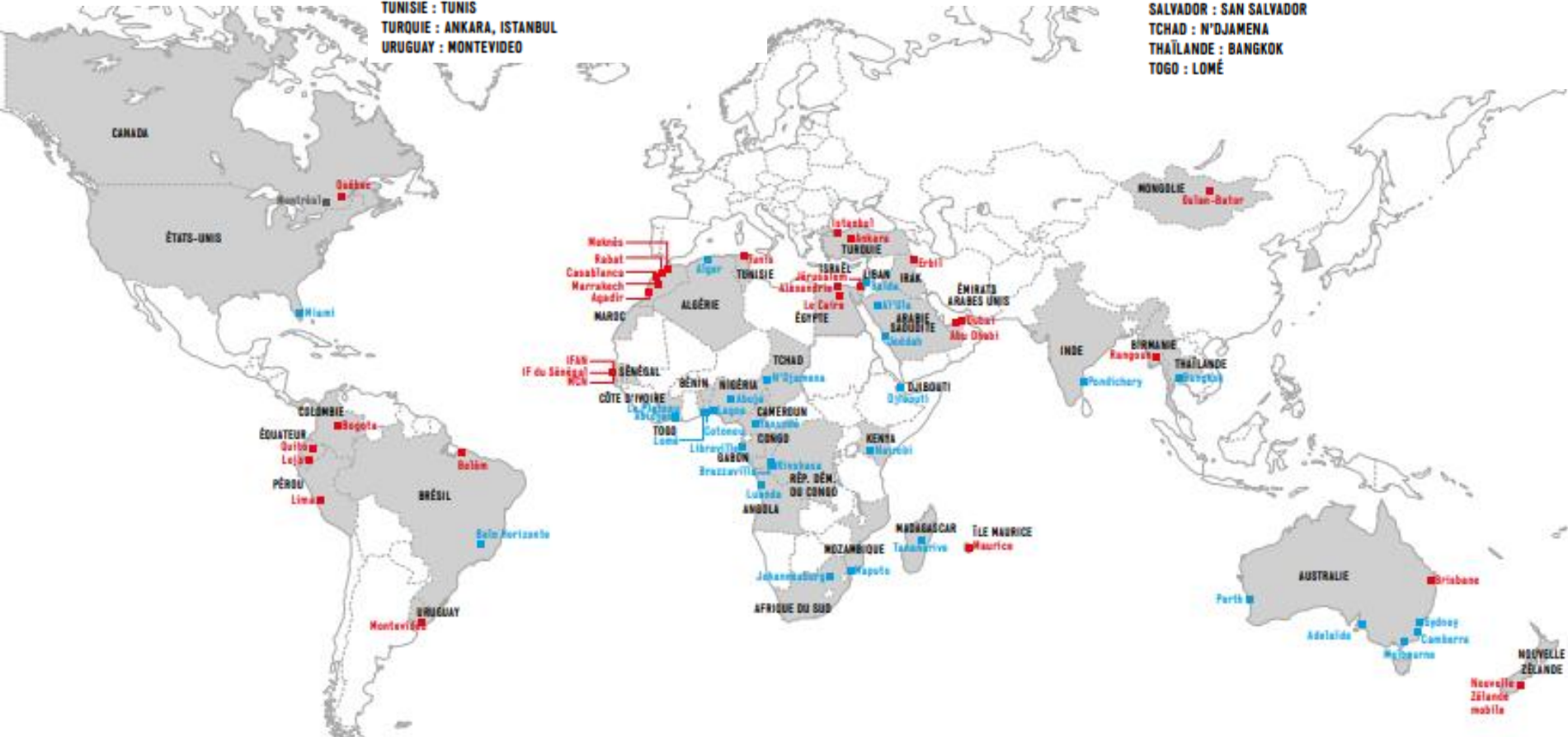
OTHER CONTINENTS

MICRO-FOLIES OUVERTES

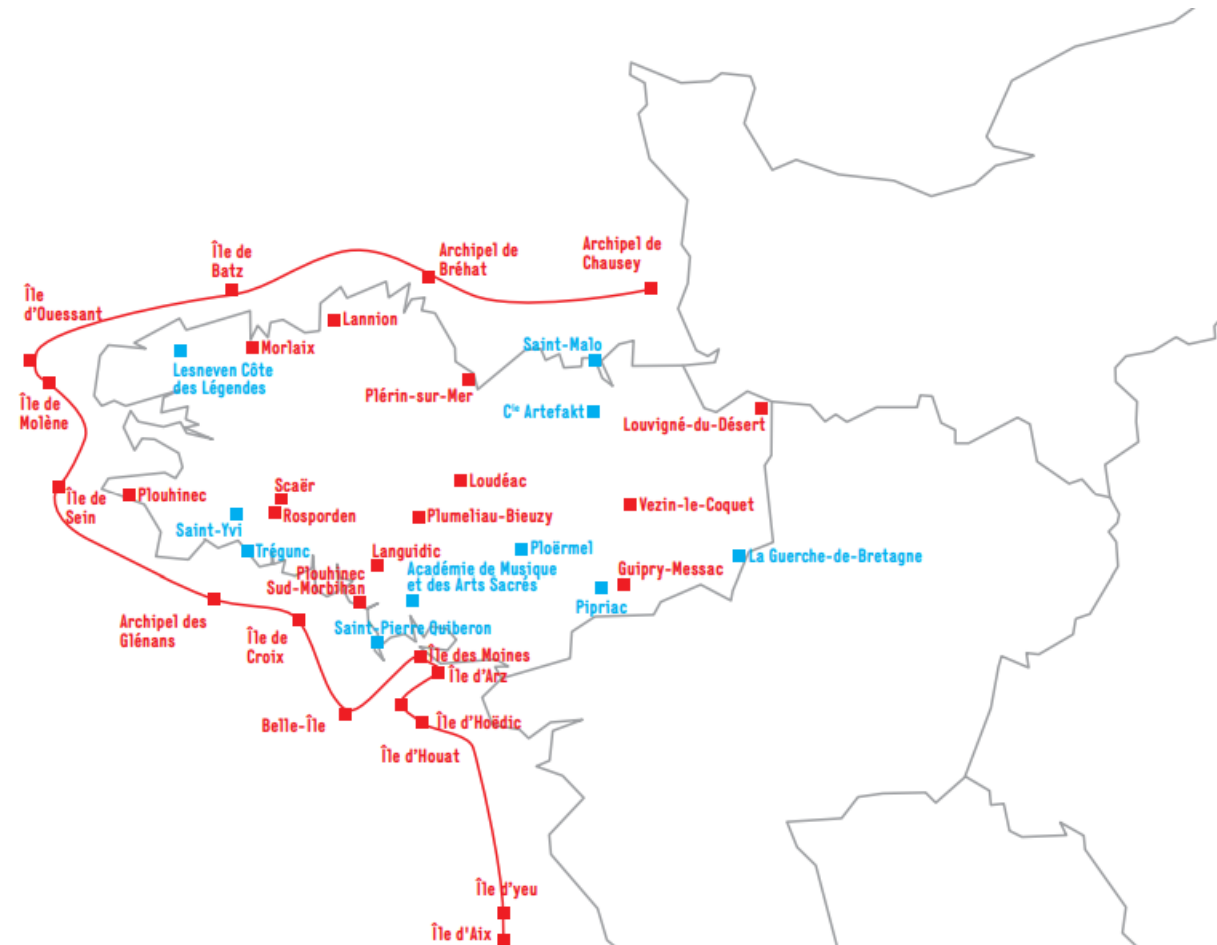
AUSTRALIE : BRISBANE
 BIRMANIE : RANGOON
 BRÉSIL : BELÉM
 CANADA : QUÉBEC
 COLOMBIE : BOGOTÁ
 ÉGYPTE : LE CAIRE
 ÉGYPTE ITINÉRANTE : ALEXANDRIE
 ÉMIRATS ARABES UNIS : ABU DHABI, DUBAÏ
 ÉQUATEUR : LOJA, QUITO
 ÎLE MAURICE : MAURICE
 IRAK : ERBIL
 ISRAËL : JÉRUSALEM
 LIBAN : SAÏDA
 MAROC : AGADIR, CASABLANCA, MARRAKECH, MEKNÈS, RABAT
 MONGOLIE : OULAN-BATOR
 NOUVELLE-ZÉLANDE : NOUVELLE-ZÉLANDE MOBILE
 PÉROU : LIMA
 SÉNÉGAL : MUSÉE THÉODORE MONOD (IFAN)
 INSTITUT FRANÇAIS DU SÉNÉGAL (IF DU SÉNÉGAL)
 MUSÉE DES CIVILISATIONS NOIRES (MCN)
 TUNISIE : TUNIS
 TURQUIE : ANKARA, ISTANBUL
 URUGUAY : MONTEVIDEO

PROJETS EN COURS

AFRIQUE DU SUD : JOHANNESBURG
 ALGÉRIE : ALGER
 ANGOLA : LUANDA
 ARABIE SAOUDITE : AL'ULA, JEDDAH
 AUSTRALIE : ADELAÏDE, CAMBERRA, MELBOURNE, PERTH, SYDNEY
 BÉNIN : COTONOU
 BRÉSIL : BELO HORIZONTE
 CAMEROUN : YAOUNDÉ
 CONGO : BRAZZAVILLE
 CÔTE D'IVOIRE : ABIDJAN, LE PLATEAU
 DJIBOUTI : DJIBOUTI
 ESPAGNE/LES CANARIES : LAS PALMAS
 ÉTATS-UNIS : MIAMI
 GABON : LIBREVILLE
 INDE : PONDICHERY
 KENYA : NAIROBI
 MADAGASCAR : TANANARIVE
 MOZAMBIQUE : MAPUTO
 NIGERIA : ABUJA, LAGOS
 RÉP. DÉMOCRATIQUE DU CONGO : KINSHASA
 SALVADOR : SAN SALVADOR
 TCHAD : N'DJAMENA
 THAÏLANDE : BANGKOK
 TOGO : LOMÉ



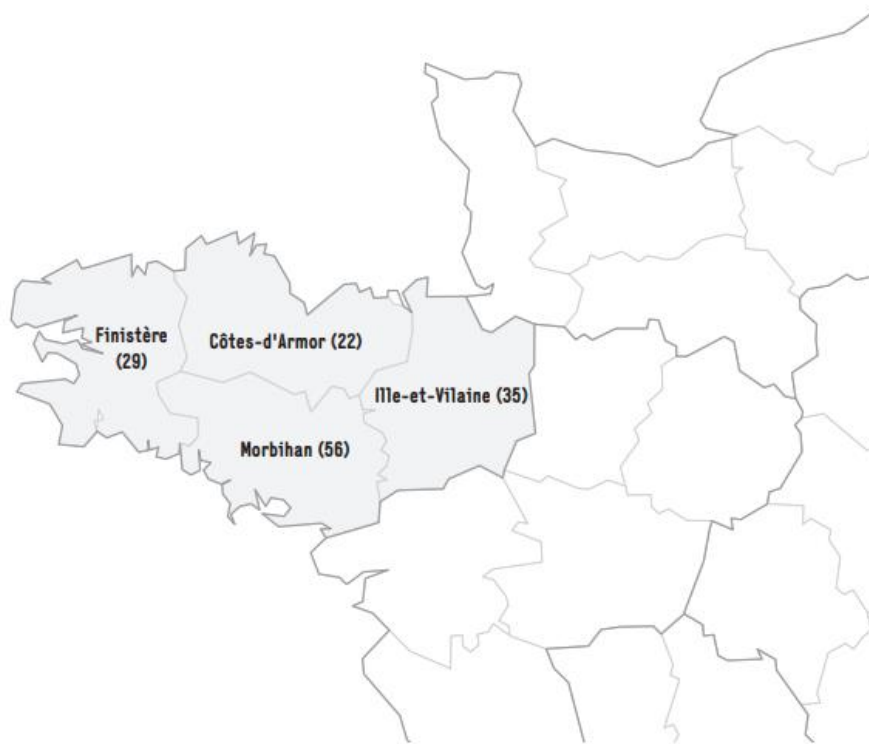
LOCALLY, IN BRITANNY



■ Micro-Folies ouvertes

■ Projets en cours

LOCALLY, IN BRITANNY : Meeting the Needs of a Predominantly Rural Region



MICRO-FOLIES OUVERTES

- (22) LANNION ●
- (22) LOUDÉAC ●
- (22) PLÉRIN-SUR-MER ●
- (29) MORLAIX ●
- (29) PLOUHINEC ● ●
- (29) ROSPORDEN ● ●
- (29) SCAËR ● ●
- (35) GUIPRY-MESSAC ● ●
- (35) LOUVIGNÉ-DU-DÉSERT ● ●
- (35) VEZIN-LE-COQUET ●
- (56) LANGUIDIC ● ●
- (56) LES ÎLES DU PONANT ● ●
- (56) PLOUHINEC SUD MORBIHAN ● ●
- (56) PLUMELIAU-BIEUZY ●

PROJETS EN COURS

- (29) LESNEVEN CÔTE DES LÉGENDES ● ●
- (29) SAINT-YVI ●
- (29) TRÉGUNC ● ●
- (35) C^{IE} ARTEFAKT ●
- (35) LA GUERCHE-DE-BRETAGNE ● ●
- (35) PIPRIAC ● ●
- (35) SAINT-MALO ●
- (56) ACADEMIE DE MUSIQUE
ET DES ARTS SACRÉS ●
- (56) PLOËRMEL ●
- (56) SAINT-PIERRE QUIBERON ●

- Quartier politique de la ville
- Ville identifiée dans le cadre de l'action « Cœur de Ville »
- Territoire rural (<2000 habitants et/ou bénéficiant de la DETR)
- Petites villes de demain

- CC Communauté de Communes
- CA Communauté d'Agglomération
- Micro-Folie événementielle

COMPOSITION OF A MICRO-FOLIE

COMPOSITION OF A MICRO-FOLIE

THE DIGITAL MUSEUM

How does it work ?

A **big screen** in interaction with **tablets** to admire more than 4 000 masterpieces and contents (visual arts, performance, etc.)

On **collection mode**, 18 collections are available:

- >>> **Regional** collections : Hauts-de-France, Centre-Val-de-Loire, Grand-Est...
- >>> **3 national** collections
- >>> **International** collections : Mexico ; Québec ; EU...
- >>> **Thematical** collections : Sports, EU royales residencies ...

On **conference mode**, each person can create his own *playlist* by choosing visuals among the catalogue of digitalized works of art.



ADDITIONAL MODULES

PROJECT LEADERS CAN INTEGRATE **ADDITIONAL MODULES** **DEPENDING ON THEIR NEEDS**, EXISTING STRUCTURES AND LINKS WITH LOCAL INITIATIVES:

- >>> Friendly space / café folie
- >>> Coworking space
- >>> Fablab
- >>> Outdoor spaces
- >>> Exhibit space
- >>> Scene
- >>> Reading corner
- >>> Virtual reality
- >>> Game Library
- >>> ...



>>> A TAILOR-MADE PROJECT FOR EACH ACTOR WHILING TO OPEN A MICRO-FOLIE

>>> INSIDE AN EXISTING SPACE, HAND IN HAND WITH LOCAL ACTORS

>>> A PLACE OF CONVERGENCE

ANIMATION

MEDIATION TOOLS

TO HELP CULTURAL AND ARTISTIC ACTIONS

- >>> Booklets of mediation for each collection
- >>> Mediation book focusing on scolar programs
- >>> Educational offers with Arte (" Amusez-vous, Amusez-moi ", virtual reality, etc.)
- >>> Propositions of programming
- >>> Meetings & thematical visios
- >>> Games-books



ARTISTIC COOPERATION & ANIMATION THE NETWORK



The Micro-Folie network operates like AN ARTISTIC COOPERATIVE that develops through :

- >>> the development of a catalogue of artistic proposals originating from the Micro-Folies: Micro-Festivals & Micro-Residencies
- >>> the enrichment of thematic national, regional, and international collections
- >>> exchanges around good practices – network meetings – online and in-person training sessions



PROJECT ENGINEERING & BUDGET

KEY STEPS OF A MICRO-FOLIE PROJECT

>>> **PREPARATION** : defining expectations/objectives, identifying venues, targeting audiences, choosing modules, finding/reconsidering human resources dedicated to the project, etc.

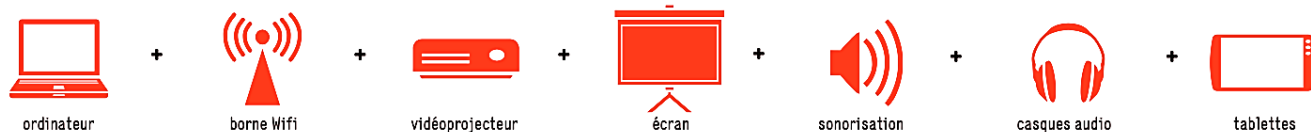
>>> **DEVELOPMENT** : obtain funding, recruit if necessary, communicate with partners and players in the cultural, artistic and diplomatic fabric.

>>> **IMPLEMENTATION** : sign the Micro-Folie network membership charter, get in touch with the technical, programming and communication teams, register for training courses, network with the 400 national and international Micro-Folies, etc.

>>> **OPENING** : inauguration, launch of the program and events

BUDGET FOR A MICRO-FOLIE

INVESTMENT FOR DIGITAL EQUIPMENT – *all figures must be taken individually for each project. Expenses might vary according to the selected modules and budgets allocated.*



- d'un Musée numérique *Mandatory module*
- d'un FabLab *Optional*
- d'un espace de Réalité Virtuelle *Optional*
- d'une Ludothèque/Médiathèque *Optional*

HUMAN RESOURCES EXPENSES

Very important, the Micro-Folie cannot do without staff to :

- Mission of **mediation** and reception of the public
- Mission of **administrative** work and exchange with La Villette
- Mission of cultural **programming and partnership** with local actors

ANNUAL MEMBERSHIP FEE

1 000€ / year to benefit from the update of the contents, artistic proposals and time of the network

CONCLUDING REMARKS



To contact La Villette team, please write to :

Emma DE OLIVEIRA

in charge of : Asia and South America

+33 (0)6.11.92.81.29

e.deoliveira@villette.com

Roxane GUEGUEN

in charge of : Africa, Europe, Middle-East, Northern America, Oceania

+33 (0)6 10 55 16 89

r.gueguen@villette.com