

CHAPTER III

PRINTEMPS FRANCAIS: FRENCH MULTI-TRACK CULTURAL DIPLOMACY

This chapter will try to elaborate the cultural diplomacy done by French government and its history behind the cultural policy made by France. Furthermore, this chapter also discuss the role of *Institut Francais D'Indonésie* as a designated agency that focus on cultural and education cooperation between France and other countries, especially Indonesia which become the focus in this research. This research will also discuss about origin of *Printemps Francais* and basic understanding of this program, which become the tools of French cultural diplomacy.

A. Dynamic Development of French Cultural Policy Diplomacy

After the end of Second World War, the world shifted significantly to the era where hard power is no longer the main subject played and issued by most countries. The existence of hard power within international realm is not disappeared once for all but there is an emergence of soft power taken a big role in creating world political condition and environment.¹ Many developed countries all around the world recognized the emergence and the importance of culture as instrument of diplomacy. European countries pioneered

¹ G John Ikenberry Review of Joseph S. Nye, 2004, "Soft Power: The Means to Success in World Politics", U.S. Foreign Policy.

advanced utilization of cultural presents in the era of high nationalism.² During the beginning of industrial revolution and followed by the World War, many countries tried to spread their influence not only through the physical warfare or hard power. They utilize the ability of soft power to influence other. France was no exception. France with the entire high cultural legacy is well known with its influence through its language, etiquette, and arts. The cultural diplomacy exercised by France today is needed to be traced back to the history where culture is important aspects in creating and maintaining French relations with other empires or countries this day. To understand the cultural diplomacy exercised by France through Printemps Francais, it needs the understanding about how French cultural diplomacy developed and how the culture influenced the diplomacy done by France.

According to Phillipe Lane's Book the French Scientific and Cultural Diplomacy, history of French cultural diplomacy is divided within several eras.³ In this research only some of major era will be described to give pictures on how France implement its cultural policy.

² Ninkovich, Cultural Diplomacy in Historical perspective – Form 19th century World's fair to the world war, taken from:
http://www.cceae.umontreal.ca/IMG/pdf/10_Round_Table_2.pdf

³ Phillipe Lane, 2013, "French Scientific and Cultural Diplomacy", Oxford University Press, pp 7 -18

1. History of French Cultural Diplomacy

1789 to 1870: The Nation and Cultural Activities

This era was not long after the revolution, so there was an attempt to nationalize cultural initiatives especially about religion. Napoleon signed an agreement with Ottoman Empire to protect Christians in the East. Expedition in 1789 to Egypt included scientist, intellectual, artists, which later founded the Egyptology. Albert Salon has stated that the French intellectuals, diplomats, and military forces were joined together to spread the new ideas of revolution. Within the nineteenth century, most of French diplomacy always included cultural activities in their diplomacy. In 1882, the demand to increasing the budget for religious activities abroad made by Ministry of Foreign Affairs, few years before the ministry also giving scholarship grant in Lebanon.

1870 -1914: Cultural Competitions and Rivalries

In this era was represented by a great pressure to the France cultural activities abroad. The other competitor such as Britain, Germany, Italy, Russia, and America also compete to spread their influences to the rest of the world. This situation becomes challenged to the diplomacy carried out by France as each of the countries kept watching over each other development and activities. In this period, when the influence of British was feared in

Egypt, France tried to be presented through the establishment of French classes stuffed with teachers paid from funds of Foreign Affairs Ministry. It was also the time when the Cairo School of Law founded in 1890, indicated the higher education network of Francophone. During this period, the use of French language was emphasized in the international organization. As cited from Roche and Pigniau, during the conflict resolution between United States and Mexico, French Minister of Foreign Affairs convince Danish court president to recognize the use of French language as the official language. This event became benchmark of the creation of Alliance Francaise. French quite ahead in the race of cultural influences by constituted French language school in 1910 under Bureau for Schools and French Foundations Abroad that created in Foreign Ministry.⁴

1914 – 1920: World War I and its Impacts

During World War, the cultural network and associations would be realigned with the physical warfare, to control information and propaganda. This was the moment when the French cultural initiative became reactive and shaped its action throughout the twentieth century. In 1920, the agency or institution called Service des *œuvres* was founded. This institution divided into three division,

⁴ Ninkovich, Cultural Diplomacy in Historical perspective – Form 19th century World's fair to the world war, taken from:
http://www.cceae.umontreal.ca/IMG/pdf/10_Round_Table_2.pdf

higher education, art activities, and the organization proper.

1920 – 1939: A Dynamic Foreign Cultural Drive

During this period, the budget for cultural, linguistic, and humanitarian budget share in Ministry of Foreign Affairs increase between 1929 and 1938. It was 1.9 percent before, and increased into 20.4 percent, it was significantly increase from the budget for these activities in 1880.⁵ In this era, there were many cultural agreements agreed between France and other countries. Cultural agreement signed between France and Iran in 1929, Denmark (1930), Austria and Sweden (1936), and so on. Those cultural agreements offered the countries numerous French language teachings.⁶

1939 – 1945: The Second World War Turbulence

Second World War was not only about military and diplomacy that became the major attention of French government. With all the chaos happened in Europe, especially France, when Vichy isolated, many of Alliance of France was closed down. There was an urgency to maintain French cultural institutes under the movement called Free French to freed school abroad. In the year of

⁵ Phillippe Lane, 2013, “French Scientific and Cultural Diplomacy”, Oxford University Press, pp 7 - 18

⁶ Ibid

1945, *Direction générale des relations culturelles et des œuvres à l'étranger* (Directorate General of Cultural Relations and Works Abroad) was established to promote cultural, scientific initiatives abroad.

1945 – 1955: The development of French Cultural Diplomacy

Since the beginning of 1945 and forward, the cultural initiatives concerned on three aspects: to reconstruct the flow of exchange on intellectuals that have been interrupted during the war, supplied the demand of teacher, books, and resources abroad, to validate the French position in spite of the issues dealt in that period. There were quite high numbers of cultural cooperation agreement signed. Colonization came after and the goals aimed in French cultural initiatives added new concern by helping the new independent states. Moreover after this period, more cultural cooperation and development in French cultural initiatives were settled. For example in 1979, *Direction générale des relations culturelles, scientifiques et techniques* (Directorate General of Cultural and Scientific Relations), added scientific and technological promotion along side the cultural and linguistic activities abroad.

French cultural services and activities were being modernized in three key concepts: professionalization,

exchange, and media.⁷ The professionalization activities reflect on the ability for cultural practitioner and actor to be able implementing the cultural promotion to the foreign countries. For example the recruitment is from Drama School. Moreover training is practice for personnel in France. The next concept is exchange. Exchange means here that there is dialogue between cultures. It is one-way implementation no more, but rather active exchange from both parties.

This historical review of French cultural activities was by the reformation done by Minister of Foreign Affairs, Alain Juppé, in 1995.⁸ The reformed was concerning about four main ideas; 1) leading or developing the foreign affairs through reestablishing the cultural and linguistic aspect of the cultural policy, 2) distributing the personnel through a better management procedure, 3) embracing the quantitative and qualitative measurement for the evaluation process, and the last is 4) creating and offering career path for those who involved in the cultural activities.

The latest French cultural diplomacy is arranged in law of 27 July 2010, based on this new regulation in promoting and implementing cultural activities, cooperation and partnership abroad, there are three new

⁷ Phillippe Lane, 2013, “French Scientific and Cultural Diplomacy” Oxford University Press, pp 7 -18

⁸ Ibid

agencies established within 2010.⁹ On the website owned and managed by French government there are some field of action of cultural diplomacy that counted within its programs such as Internet and ICT, Cultural exchanges, Cultural and creative industries, Keep up with French media abroad, Media and broadcasting, Books and the written word, Cinema, Visual arts, Music, and also Performing arts.¹⁰ French involvement in cultural cooperation is aim to be contributing in endorsing the cultural diversity that became the ideas that spread widely in France since the beginning of 2000 (See Appendix 2).

There are several main objectives of French cultural network abroad: 1) to promote dialogue and artistic exchange (visual arts, performing arts, and music), as well as 2) ensure that the action and coordination of the French cultural network overseas, 3) circulated French audiovisual production and backing the specialized operator, and 4) promoting French film through cooperation with universities and cultural agency, also 5)

⁹ A New Actor to Implement Cultural Diplomacy of France, taken from Institut Francais: <http://www.institutfrancais.com/en/new-actor-implement-cultural-diplomacy-france>

¹⁰ The Fields of Action for Cultural Diplomacy, taken from French Diplomatie: <http://www.diplomatie.gouv.fr/en/french-foreign-policy/cultural-diplomacy/the-fields-of-action-for-cultural-diplomacy/>

promotes French participation in the global debate of idea.¹¹

2. French Cultural Diplomacy Agencies

Ministry of Foreign Affairs

France Ministry of Foreign Affairs operates a wide network of cultural department and agency abroad. All these establishments are joining together with local partner to achieve defined objectives; 1) Bring the French culture and the work of French artist to wider audience in the world. French cultural networks held around 50,000 events in a year, 2) building and maintaining networks, it is not only between creative artist but also between cultural policy makers to answering demands from artist and professional abroad.¹²

France's artistic policy in the international level managed by three priorities¹³:

¹¹ A Brief Outlook of French Cultural Diplomacy, 2012, Annual Conference of Cultural Diplomacy, taken from [culturaldiplomacy.org](http://www.culturaldiplomacy.org/academy/content/pdf/participant-papers/2012-12-aaccd/A_brief_outlook_of_the_French_cultural_diplomacy_Richard_Bonfatto.pdf):
http://www.culturaldiplomacy.org/academy/content/pdf/participant-papers/2012-12-aaccd/A_brief_outlook_of_the_French_cultural_diplomacy_Richard_Bonfatto.pdf

¹² France's cultural policy abroad, taken from France Diplomatie:
<http://www.diplomatie.gouv.fr/en/french-foreign-policy/cultural-diplomacy/>

¹³ Cultural diplomacy, taken from *France Diplomatie*:
<http://www.diplomatie.gouv.fr/en/french-foreign-policy/cultural-diplomacy/>,
retrieved June 25, 2016

1. Circulating contemporary creation in all forms

The circulation of contemporary creation outside France through action such as Baltic Sounds French, France Danse, pairing of gallery for example Berlin-Paris, and multidisciplinary festival in China. While, the promotion inside France is through Focus platform. Focus platform launched in 2008 encompass field of dance, theater, circus, and street arts.

2. Promoting French culture and implementing cultural diversity

In this priority, French is open their door for the foreign culture that brought to France but also French also tries to promote their own culture abroad. This is two-way system where France accept the diversity of other culture as well as offering and showcasing their own culture to the diverse cultural stage. For example is the Year of France in China (2004-2005) and Year of India in France.

3. Building the professional capacity of differ artistic sections

France is also pursuing the policy to develop and cooperate in different artistic sector such as under the

ZSP. The example is the *Afrique et Caraïbes en creation* which managed by Institut Francais.

Institut Francais

Institut Francais is a merging of Service de Coopération et d'Action Culturelle (SCAC) and Centre Culturelle Francaises (CCF).¹⁴ The incorporation of previous two institutions established in order to run a specific system with more autonomous financially and together with Alliance Francaises becomes the agents of French cultural cooperation and presentation abroad. Institut Francais will explain further and in detailed on the next part of this chapter.

Alliance Francaise



Figure 3.1 Logo Alliance Francaises¹⁵

Alliance Francaise is founded in Paris on 1883, originally settled by intellectuals and scientist. In that

¹⁴ IFI Presentasi, taken from IFI: <http://www.ifi-id.com/presentasi>

¹⁵ Logo Alliance Francaises, taken from France Diplomatie: <http://www.diplomatie.gouv.fr/en/french-foreign-policy/cultural-diplomacy/france-s-overseas-cultural-and-cooperation-network/article/the-institut-francais-and-the>

time, France was expanding to Africa, and the intellectuals seen that it was not enough just to brought weapon and fight with people, France need to bring something else, which is their culture (See Appendix 2). Alliance Francaise becomes the world's leading of cultural network with roughly 1,040 establishments in around 360 countries all around the world.¹⁶ According to the website of French Diplomacy, there are 6 million people involved in the cultural activities in this agency. Alliance Francais tries to achieve three main missions: 1) Serving and offering people French language course in France and abroad, 2) Promote awareness of French and Francophone cultures, and last but not least 3) promoting cultural diversity.¹⁷ Alliance Francaises is basically independent group that begin as the initiation to create space to exchange culture, learning French language, and place for discussion.

Campus France Indonésie

Campus France is the national agency that promotes higher education of France in the country where they are. Campus France in Indonesia is a place where Indonesian people getting information about higher education

¹⁶ The Institut Francais and The Alliances Francaises, Promoting French Culture Abroad, taken from France Diplomatie: <http://www.diplomatie.gouv.fr/en/french-foreign-policy/cultural-diplomacy/france-s-overseas-cultural-and-cooperation-network/article/the-institut-francais-and-the>

¹⁷ Ibid

opportunity in France. Campus France duty is to promote France university, college to Indonesia as well as giving help and support for Indonesian who wants to apply to French higher education institution.¹⁸

The cooperation in arts and culture between France and Indonesia based on three principles; 1) align French offer and the Indonesian request, 2) working with public and private institutions, and 3) develop exchanges in the field of creative industries.¹⁹ The network of French cultural diplomacy is not only involving the Ministry of Foreign Affairs and its officials but also a combination and cooperation with other ministers. Ministry of Culture and communication held dialogue with Ministry of Foreign Affairs, such dialogue created Institut Francais agency, which need cooperation between two departments. Better cooperation between both departments is important to maintain French cultural initiatives abroad. Take for example, promotion of French cinema abroad needs a collaboration between ministry of culture and communication, National center of film and animation (*Centre national du cinema et de l'image animee* (CNC)).

¹⁸ Tentang Campus France, taken from Campus France:
<http://www.indonesie.campusfrance.org/id/node/7069>

¹⁹ See Appendix 1

B. Institut Francais D'Indonésie (IFI)



Figure 3. 2 Logo Institut Francais²⁰

Institut Francais D'Indonésie is an agency or institution that operates under the law of 27 July 2010 and established on January 1st 2011.²¹ Under the guidance of Ministry of Foreign Affairs, Institut Francais has a new responsibility regarding the French cultural diplomacy. Institut Francais is not only operated in Indonesia but also other countries that established diplomatic relations with France such as Hongkong, Japan, Italy and another 80 more countries. In Indonesia itself, there are several office of Institut Francais located in Jakarta, Jogjakarta, Surabaya, Alliances Francais in Bali, Medan, Balikpapan, and Semarang.

Institut Francais is quite new actors to implement cultural diplomacy of France. In Indonesia itself, Institut Francais D'Indonesie replaced Lembaga Indonesia Perancis

²⁰ Logo Institut Francais, taken from France Diplomatie:
<http://www.diplomatie.gouv.fr/en/french-foreign-policy/cultural-diplomacy/france-s-overseas-cultural-and-cooperation-network/article/the-institut-francais-and-the>

²¹ The Institut Francais and Alliance Francaise, promoting French Culture Overseas, taken from France Diplomatie:
<http://www.diplomatie.gouv.fr/en/french-foreign-policy/cultural-diplomacy/france-s-overseas-cultural-and-cooperation-network/article/the-institut-francais-and-the>

that initially handle and manage culture and education cooperation between Indonesia and France. Inside Institut Francais there are five attaché that work in five field, cultural field, education, training, universities, and science.²²

²² See Appendix 2

List of Institut Francais D'Indonésie (IFI) in Indonesia

No	Name	Address
1	Institut Francais D'Indonésie Jakarta	Jalan Salemba Raya no. 25, Jakarta 10440 Telepon : 021 - 390 8585 Fax : 021 - 390 8586 Email : info.jakarta@institutfrancais-indonesia.com mailto:info.jakarta@institutfrancais-indonesia.com Facebook : facebook.com/IFI.Jakarta Twitter : @IFI_JAKARTA
2	Institut Francais D'Indonésie Surabaya	Jalan Ratna 14 Blok C2, Surabaya 60246 Telepon : 031 - 503 5036 Fax : 031 - 503 5021 Email : info.surabaya@institutfrancais-indonesia.com mailto:info.surabaya@institutfrancais-indonesia.com Facebook : IFI Surabaya Twitter : @IFI_Sby
3	Institut Francais D'Indonésie Yogyakarta	Jalan Sagan, Yogyakarta 55223 Telepon : 0274 - 566 520 Fax : 0274 - 562 140 Email : info.yogyakarta@institutfrancais-indonesia.com mailto:info.yogyakarta@institutfrancais-indonesia.com Facebook : IFI Yogyakarta Twitter : @IFI_Yogyakarta
4	Institut Francais D'Indonésie Bandung	Jalan Purnawarman no.32, Bandung 40117 Telepon : 022 - 421 2418 Fax : 022 - 420 7877 Email : info.bandung@institutfrancais-indonesia.com mailto:info.bandung@institutfrancais-indonesia.com Facebook : IFI Bandung Twitter : @IFI_Bandung
5	Alliance Francais De Balikpapan	Komplek TOTAL E&P Indonesia Jalan Gunung Bugis, Balikpapan 76123 Telepon : 0543 - 533 526 Fax : 0543 - 533 058 Website : www.afbalikpapan.org
6	Alliance Francais De Denpasar	Jalan Raya Puputan I no. 13A, Renon, Denpasar, Bali 80235 Telepon : 0361 - 234 143 Fax : 0361 - 234 143 Email : info@ftdenpasar.org Facebook : AF Denpasar Website : www.afdenpasar.org
7	Alliance Francais De Medan	Jalan Hasanudin no.5B, Mean 20153 Telepon : 061 - 453 7447 Website : www.afmedan.org
8	Alliance Francais De Semarang	Jalan Piere Tendean no.30, Semarang 50132 Telepon : 024 - 356 7431

Table 3.1 Institut Francais in Indonesia²³

²³ Annuaire, Réseau de Cooperation et D'action Culturelle, Ambassade de France en Indonésie, November 2008

Institut Francais D'Indonésie has specific desk job in its implementation, the function are:

1. Introduction to French culture with cultural diversity concept

Institut Francais became place to celebrate the French culture. Introduce it to the society especially within the area of IFI. IFI organize many events in order to introduce French culture with specific content that symbolize France such as Spring Poet Festival, Francophonie week, European Day, Photography Month, and Printemps Francais. Printemps Francais is a program where all IFI and Alliance Francais in Indonesia celebrate together within period of time, usually between May and June.

2. French Language Teaching

France tries to improve its cooperation with Indonesia, especially in education sector by operating French language course periodically and open for public.

3. Actively involved in intellectual discussion

IFI also held cultural discussion, workshop, and seminar which inviting qualified experts and speakers, intellectuals or scientists from France through collaboration with actors and local organizations in the

field of higher education, culture, arts, social, scientific, and also technology.

In term of funding's, Institut Francais gave by French government certain amount of funds for one-year program. Budget for all year long program will be decide by Institut Francais director which later need approval from Institut Francais Paris (See Appendix 1). The background why IFI organize cultural event is so that IFI is not only center for French language teaching but also cultural center. IFI tries to collaborate with French artist and local artist for cross culture program.

Under the Ministry of Foreign Affairs of France and France's Embassy in Indonesia, there are yearly programs in three fields:

1. Event: Exhibition, performance, workshop, residency, discussion with artist and professionals in cultural field, as well as intellectual and scientists from France.
2. France's symbolic event with artist and professionals such as; spring poet festival, Francophonie week, European day, Photography month and so on.
3. Local events, this event are based on location of Institut Francais Indonesia. IFI yogyakarta and IFI Bandung for example might have different local events.

Institut Francais focuses on two main tasks, first implementing major operation, and secondly supported French cultural network abroad. IF task in implementing major operation cover French pavillon, promoting art scenes, support for solidarity zone countries, programming cross-cultural exchange.²⁴ Institut Francais designed and organized of French pavillon in major event such as Venice Biennale (Visual arts and architecture), Sao Paulo International Architecture Biennale, and World Film Pavillon. Moreover, Institut Francais also responsible in promoting the art scenes and at the same time creating opportunities for group of creative community and artist from France and abroad. Not only what had mentioned above, Institut Francais plays important role in constructing the work dynamic in priority solidarity zones (ZSP) countries.²⁵ Institut Francais also responsible on supporting France's cultural network by supporting the project that exposing the French culture. Those projects are not initiated by France government, but through direct proposal from the artist, companies, and overseas partner. For performing arts and fine arts promotion is

²⁴ The Work of Institut Francais, taken from France Diplomatie: <http://www.diplomatie.gouv.fr/en/french-foreign-policy/cultural-diplomacy/france-s-overseas-cultural-and-cooperation-network/article/the-work-of-the-institut-francais>

²⁵ Priority Security Zones (Zones de Sécurité Prioritaires (ZSP)) were created on July 2012. Zones that defined within these zones are the one that defined based on the insecurity and socio-economic imbalances. ZSP created to provide and support the territories that are suffering from insecurity that they face everyday. Qu'est-ce qu'une ZSP?, taken from Interieur.gouv.fr: <http://www.interieur.gouv.fr/Archives/Archives-des-actualites/2013/ZSP/Qu-est-ce-qu-une-ZSP>

undertaken by Institut Francais. The distribution and spread of artists and French cultural institutions abroad is important for their works, economy, as well as their reputation.

In summary, Institut Francais D'Indonésie is an institution under the France's Ministry of Foreign Affairs that manages the cultural cooperation between France and Indonesia. Together with Alliance Francaises, Institut Francais D'Indonésie is responsible as the representation of French cultures, ideas, and values in where they exist. Institut Francais and Alliance Francaises are two main groups that manage, create, and responsible on the implementation of Printemps Francais in Indonesia, specifically.

C. *Printemps Francais (2012 – 2016)*

Printemps Francais or Spring Festival is an event that held annually from beginning of May until June to celebrate the beginning of spring. The first Printemps Francais was in 2005. At first, this festival only held in cities where Centre Culturel Francais (CCF) or French Cultural Center exist such as Jakarta, Bandung, Surabaya, and Yogyakarta. This festival is meant to open dialogue upon culture and intellectual discussion.

The main purpose of this festival is to introduce and present French contemporary art and culture from every aspects and artistic field (such as music, performing arts, and visual arts) by bringing French artists and artworks from

many art discipline. In this thesis, the range will be started from *Printemps Francais* in 2012 until the recent *Printemps Francais* in 2016 to limit the research. *Printemps Francais* originally is not the idea or proposal from Indonesian government, but rather it is the idea of French government (See Appendix 2). It started with the Spring Festival in Hongkong, French day. *Printemps Francais* was not only held in Indonesia, this concept was adopted in Southeast Asia countries. *Printemps Francais* that held in Indonesia is mainly organized by two main agency of French cultural network, which are Institut Francais and Alliance Francaises.²⁶

Printemps Francais has been held since 2005 until the recent one in 2016. This thesis will focus on the *Printemps Francais* from 2012 – 2016. Since *Printemps Francais* 2012, the *Centre Culturel Francais* (CCF) was more integrated to one another after the establishment of Institut Francais in 2011. But, the writer would give a highlight on activities in *Printemps Francais* 2010 and 2011 as well. In 2010, *Printemps Francais* celebrated along with 35th Year of Lembaga Indonesia Perancis (LIP) Yogyakarta. The festival consisted of Puppet Theater, Hip Hop Dance, and *Fête de la Musique* (Pesta Musik).²⁷ The time of the event is quite different from the recent Festival, this festival started in May and ended in August. From all the performances, one of it was

²⁶ See Appendix 2

²⁷ Voila *Printemps Francais* 2010 35 Tahun LIP/CCF, Lembaga Indonesia Perancis (LIP) Yogyakarta

in collaboration with Indonesian puppet group, Papermoon. French puppet group *Déssaccorde* worked on project Imago which written in *Gémenos* (place near Marseilles), which tried to develop visual story that create a possibility to had contact with public (especially kid) with different culture.²⁸

Printemps Francais in 2011 held in four cities where Institut Francais are located such as Bandung, Jakarta, Surabaya, and Yogyakarta. During this festival, held also festival Senima Perancis 2011 within the same period of time. One of the performances was Cédric Hanriot, a Jazz musician; he presented “French Stories” which performing the old classic French song in a new packaging.²⁹ Song from famous artists such as Edith Piaf delivered with blend of afro-beat, hip-hop, and electro. This was one of example of performance that could deliver the French best creation in modern approach.

Furthermore, in this part, the writer will give description of *Printemps Francais* that held in Indonesia between 2012 and 2016. This description is in order to give an illustration how this Festival was celebrated in Indonesia and what kind of cultural products that brought through the performances presented in the festival. From 2012, this festival is not only celebrated in those four cities but it is held in wider scale.

²⁸ Imago by Déssaccorde and Papermoon, Brochure Voila Printemps Francais 2010, Lembaga Indonesia Perancis (LIP) Yogyakarta.

²⁹ Musim Semi Perancis 2011, Printemps Francais 2011, Brochure issued by Lembaga Indonesia Perancis (LIP) Yogyakarta.

Thanks to the new agency that manage and operate French cultural cooperation in Indonesia, Institut Francais. The integration of old cultural networks agency allows more flexible and independent cultural cooperation and program but still under the guidelines of French Ministry of Foreign Affairs. *Printemps Francais* 2012 was the beginning of wider celebration of the French Spring Festival in Indonesia. The festival was also included in Balikpapan, Medan, Bali, and Semarang.³⁰ This became the remarked of strengthening the cooperation and integration of Institut Francais and Alliance Francaises in Indonesia in order to enforce the cultural diplomacy effort of France. It would help expansion of French cultural presents in Indonesia.

In 2013, *Printemps Francais* organized in 13 cities in Indonesia, which are: Yogyakarta, Bandung, Jakarta, Surabaya, Bali, Balikpapan, Kudus, Makassar, Malang, Medan, Purwokerto, Semarang, and Solo. In this year, it was held from May until June with total fifty-three performances. There was collaboration between circus contemporary named *Chabatz D'entrar* with some of artist form Bandung, one of the Indonesia performer was Bottlesmoker that played the music for this piece.

³⁰ Printemps Francais 2012, taken from France Embassy in Jakarta:
<http://www.ambafrance-id.org/Printemps-Francais-2012>

Poster *Printemps Francais* 2013



Figure 3.3 Poster *Printemps Francais* 2013³¹

Printemps Francais continued the momentum of France and Indonesia bilateral relations, which build, in every field all these years. *Printemps Francais* has become an important stage in cultural phenomenon in Indonesia; it creates open dialogue regarding the issue of culture in France and Indonesia. Corinne Breuze, as French Ambassador for Indonesia, he explained that there will be more cooperation and residency between French artists and Indonesian artist in the future as a result of successful program last year.³²

In 2014, which celebrated the 10th year of Printemps Francais, the festival was presenting collaboration of French artist David Bobbe with Indonesian artist Sha Ine Febrianti on

³¹ Poster Printemps Francais 2013, taken from: <http://www.ambafrance-id.org/Printemps-Francais-2013>

³² Festival Seni dan Budaya Perancis, Printemps Francais, Siap Digelar untuk Kali Kesembilan, 2013, taken from Rolling Stone Indonesia: <http://rollingstone.co.id/index.php/article/read/2013/05/02/2236714/1093/festival-seni-dan-budaya-prancis-printemps-francais-siap-digelar-untuk-kali-kesembilan>

acrobatic theatre called the “Drop”.³³ Director of Institut Francais D’Indonesie in Surabaya, Mathieu Dumesnil, stated that Printemps Francais is place where French and Indonesian artist meet and talk, in which this this festival supports collaboration and residency of both countries’ artist.³⁴ In this special celebration, the festival was held in Bali, Balikpapan, Banda Aceh, Bandung, Jakarta, Makassar, Malang, Medan, Semarang, Surabaya, and Jogjakarta.

Poster *Printemps Francais* 2014



Figure 3. 4 Poster *Printemps Francais* 2014³⁵

The festival started on May 15th 2014 and ended on June 23rd 2016. The opening of this festival was trusted to the

³³ Rona Kota, (2015), Printemps Francais 2014, taken from: <http://majalahscg.com/read/285/ronakota/Printemps-Francais-2014>, retrieved August 16, 2016

³⁴ ibid

³⁵ Poster Printemps Francais 2014, taken from Institut Francais: <http://www.institutfrancais.com/fr/actualites/printemps-francais-2014-en-indonesie-10-ans-cette-annee>

project done by Frank Micheletti, the choreographer of Kubilai Khan Investigation, in Bandung on May 15th.³⁶ As what presented on the years before, on this year of Printemps Francais, the festival presented dance contemporary, puppet theatre, classical music, contemporary music, and photography. On the contemporary dance, all of the artists were from France; they are Kubilai Khan Investigations which performed the Your Ghost is Enough, Pockemon Crew (Silence, On Tourne!), and A.Lter S.Essio (Loss I Layers). Puppet theatre was performed by French famous puppet theater group, *Les Remouleurs* with the performance called *Frontières* that represented the life of immigrant that have to face the harshness of world.³⁷ All other performances were brought from France to Indonesia in 2014, the only collaboration between France and Indonesia artist was the acrobatic theater that has been mentioned above.

In 2015, *Printemps Francais* was held May 15th 2015 and ended on June 16th 2015. This year festival the cities were a little bit different than last year. This festival held in main cities such as Bandung, Jakarta, Surabaya, and Jogjakarta were the Institut Francais exist. The other cities are Malang, Bali, Medan, Padang, Pontianak, Semarang, and Solo. There were several performances during this festival such as Actual Music, Classical Music, Visual Arts, Hip Hop dance, Contemporary circus, Theater, Jazz, and Performing arts. One

³⁶ Constellations, Voila Printemps Francais 2014, p.7

³⁷ Les Rémouleurs, Voila Printemps Francais 2014, p. 23

of the actual music performed by Fancy that takes over the French touch with its elegant and irreverent pop style.³⁸ In this festival there are several collaboration piece between French and Indonesian artist, one of them is Gran Kino (French indie band) and Sarasvati (Indonesian indie band) created musical exploration on old Sundanese script titled Bujangga Manik.³⁹ This moment created a deep discussion between two groups, where each of them could exchange ideas and it gives a different perspective especially for French artists that never been to Indonesia.

On the last *Printemps Francais* in 2016, there are six programs that held in Bali, Balikpapan, Bandung, Jakarta, Malang, Medan, Semarang, Surabaya, and Jogjakarta. The opening of 12th Printemps Francais was held in Jogjakarta on April 28th 2016 in Jogja National Museum. It was open by *Les Remouleurs* collaboration with several Indonesian artists. They were performing The Bird (L'oiseau), a big bird puppet that played by French and Indonesian artist. This performance was showing the cooperation and effort made by French government to be involved more with local, still in order to promoting French cultural creation.⁴⁰

³⁸ Fancy, 2015, Voila Printemps Francais 2015, p. 9

³⁹ Gran Kino & Sarasvati "Bujangga Manik", Voila Printemps Francais 2015, p

.11

⁴⁰ L'Oiseau (The Bird), Voila Printemps Francais 2016, p.9

Poster *Printemps Francais* 2016



Figure 3. 5 Poster *Printemps Francais* 2016⁴¹

According to the director of IFI Jogjakarta, Christine Moerman, *Printemps Francais* 2016, might be the last *Printemps Francais* with this framework. The framework that mentioned is that, the festival over 10 years has been held during three month straight with all the programs and agenda.⁴² There might be a new mechanism to celebrate or practiced this iconic festival in Indonesia. *Printemps Francais* that held every year since 2005 has been a symbol of French art festival here in Asia, especially in Indonesia.

Printemps Francais was encounter and exchange moment between France and Indonesia through participation of Indonesian artist as well as the collaboration of both France and Indonesian artist. Sending of cultural delegation between countries is meant to create fond relations in a good way.

⁴¹ *Printemps Francais* 2016, taken from Kedutaan Besar Perancis di Jakarta: <http://www.ambafrance-id.org/Printemps-Francais-2016>

⁴² See Appendix 1

Cultural exchange between states will affect the way states perceived each other. *Printemps Francais* had a wider scope since 2012 when the Institut Francais in Indonesia was established. At first, the events or activities are centered only in specific cities where the French cultural center existed.⁴³ Every year, the Printemps Francais was held to give Indonesian the opportunity to see or panorama/pictures of contemporary French art scenes.⁴⁴

Program of *Printemps Francais* is divided into three programs, regional, national, and local program.⁴⁵ Regional programs included the same agenda of performance within the Southeast Asia countries. For example, the Hip Hop group who will perform in Indonesia on April, they will also perform in Singapore in May. So, it organized the same group to perform within three months of festival. The national program is a program that implemented only in one country. On this year Printemps Francais, the puppet theater group from France was sent to Indonesia to perform a collaborative piece called “*L’Oiseau/The Bird*”, this program was only available in Indonesia. This performance was meant to be performing in several cities in Indonesia during the festival

⁴³ Bertrand de Hartingh, Director IFI Indonesia on Editorial, Voila Printemps Francais 2014.

⁴⁴ Printemps Francais 2014, taken from Institut Francais:
<http://www.institutfrancais.com/fr/actualites/printemps-francais-2014-en-indonesie-10-ans-cette-annee>

⁴⁵ See Appendix 1 p 94

The integration of French cultural network in Indonesia, help to create more synchronize work during the festival, *Printemps Francais*. As mentioned and explained above, the cooperation between each Institute Francais is better this year with the national program during the *Printemps Francais*.

D. Private Sectors that Support and Involve in French Multi-track Cultural Diplomacy

Printemps Francais is one of French multi-track cultural diplomacy. In its implementation there are many tracks that involved and integrated in this kind of cultural diplomacy. Private sectors or business sectors played in supporting the French Spring Festival in Indonesia along with private citizen, media, and of course the French government under Institut Francais D'Indonesie.

Printemps Francais is self-sufficient festival.⁴⁶ It means that the funds for its budget is came from partnership. On the table above, it could be seen the changes of official partners, associate, and also media partners of *Printemps Francais* from 2012 until 2016. Since, *Printemps Francais* is held under the organization of Institut Francais, which, noted more autonomous agency today, the budget is quite tight. From the table below it could be seen that some of the official partners such as Oh La La that support the *Printemps Francais* 2012, 2013, 2014 was not on the list of two recent festivals. With

⁴⁶ See Appendix 1

many company leaving Indonesia, there is a hardship that face by Institut Francais to able to maintain this program.⁴⁷

Table Sponsored of Printemps Francais since 2012 – 2016

No	Year	Official Partners	Associate Partners	Media Partners
1.	2012	Total, Le Meridien, Weda Bay Nickel, Sheraton Surabaya Hotel and Towers, Oh La La, Telkom Indonesia		Metro TV
2.	2013	Total, Le Meridien, Weda Bay Nickel, Sheraton Surabaya Hotel and Towers, Oh La La, Telkom Indonesia	Rolling Stone Indonesia	Metro TV
3.	2014	Le Meridien, Oh La La, Sheraton Surabaya Hotel and Towers, Total, Weda Bay Nickel	Galleries Lafayette, Sheraton Bandung Hotel and Towers	U see TV
4.	2015	Artha Graha Peduli, Sheraton Surabaya Hotel and Towers, Total, Weda Bay Nickel	Djarum Foundation Bakti Budaya, Ibis Jakarta, Jayanata Surabaya	Jax, Deezer
5.	2016	Djarum Foundation Bakti Budaya, Jayanata, France 24, Sheraton Surabaya Hotel and Towers, Total		Sarasvati, Jax.co.id, Peak, Femina, CLEO, GRAZIA, PESONA, Okezone.com

Table 3.2 Sponsored of Printemps Francais, taken from Voila and other resources.

The private sectors that involved in *Printemps Francais* in Indonesia from 2012 to 2016 can be seen in the table 3.2 above. The sectors that involved were varies, official partnership, associate partnership as well as Media Partners.

⁴⁷ See Appendix 1

The private sectors also not only mentioned French-based private sectors, companies, or groups but also French project in Indonesia such as Weda Bay Nickel. Indonesian companies and private sectors involved also in *Printemps Francais* whether as official partner, associate or media partner. Djarum Foundation was one of Indonesian group that supported *Printemps Francais* in term of budget. From interview with Christine Moerman, Director of IFI Yogyakarta, Djarum Foundation on the latest *Printemps Francais* responsible for Indonesian artists on The Bird project.⁴⁸

In the next chapter of this thesis, it will explain the *Printemps Francais* as the instrument of French cultural diplomacy to Indonesia. It will be focusing on several aspects such as the perspective of cultural diplomacy, actors that involved in the implementation of *Printemps Francais*, Analysis on Private Sectors involvement in supporting *Printemps Francais* as French Multi-track Cultural Diplomacy, and the future continuation of the festival with the current France domestic political and economical conditions.

⁴⁸ See Appendix 1