

INTERNATIONAL FESTIVAL
LYON

18th FESTIVAL
FROM APRIL 1st TO APRIL 3rd 2022

QUAIS DU POLAR

PRESENTATION FILE





Palais de la Bourse © Emma Willery

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MEET US ON THE 2022 FESTIVAL

The 18th festival will take place from April 1st to April 3rd 2022.

The city will be at the heart of next year's programme; it is an inexhaustible source of inspiration for authors and can be a setting as much as a character on its own. World cities, dark cities, cities in constant mutation and utopian cities...we will draw up a world map of crime fiction cities with guest authors. The journey will take us in every corner of the world and will question the new challenges of our post-covid society and reconnect with the international dimension of the festival.

Adaptation will also be at the centre of interactions: from book to screen with films and series, but also from novel to graphic novel, from text to podcast, from podcast to graphic novel and even from film to book.

« Par excellence » genre for film adaptation, crime fiction constantly develops through numerous media, and extends its influence over new cultural sectors.

Lastly, just a few days away from the presidential elections, we will open up exchanges on more political topics, which will obviously be covered from a literary angle.

This year, the festival will continue to echo through musical, cinematographic and multidisciplinary projects across the city, the metropolitan area and the region.



Chapelle de la Trinité - L'autre loi des séries, le héros récurrent © Laurent Bouchard

A RENOWNED FESTIVAL

Quai du Polar festival has become « the » essential meeting point of the genre in France. Now well settled in the French and European cultural landscape, it is acknowledged by book, publishing, audiovisual professionals and by the general public. More and more people gather around the various events offered by the festival. Since 2005, authors from 60 different nationalities have been invited.

Every year, 120 French and international authors come to Lyon for 3 days to meet their public during conferences, round-tables, signing sessions, concerts, film screenings...

The festival is held on 5 main premises on the Presqu'île, in the city centre, and extends its programme to more than fifty venues in Lyon and the region, all organising events echoing the festival.

Quais du Polar is a free event. The next festival will take place from April 1st to April 3rd 2022.

2021 FESTIVAL BY THE NUMBERS

- Over 110 auteurs in Lyon (14 represented nationalities)
- 10 international authors (visioconferences) took part in panels and round-tables (Brazil, South Korea, Great Britain, USA...)
- 70 000 festival-goers came to the festival events despite the health situation issues
- 27 300 Facebook followers (+ 18.7 % since 2020) (3rd french book event ranked after Paris and Angouleme)
- 4 500 Instagram followers (+ 164.7 % since 2020)
- over 400 articles (printed press and digital)
- 51 venues hosted festival events across the Lyon territory
- 31 cities were associated to the festival
- 106 cultural events in the City of Lyon, the Metropole and the Auvergne-Rhône-Alpes Region
- 185 partners (institutional, cultural, media, providers and private partners)
- 68 round-tables took place in the festival venues
- 17 live panels organised with French and international authors
- 26 cinema screenings
- 6 concerts
- 300 volunteers (of all ages, from all backgrounds)
- 2 300 school and university students from the region were implied in various mediation projects
- **New venues:** Great Crime Fiction Bookshop on the Quai Sarrail, youth area at the Parc de la Tête d'Or, conference and great noir dictation at the Odeon Theatre, Fourvière
- **New panel formats:** 8 panels in bars, restaurants, on barges and Lyon rooftops, 6 cruise panels on the Bateaux Lyonnais, 5 literary walking tours, 4 double-decker bus tours with Lyon City Tour, 2 writing workshops on cruises along the Rhône River, 1 sightseeing train ride.
- 25 journalist - moderators covered the event
- The Great City Investigation organised by Quais du Polar was available during 15 days through two different routes: over 150 winners were picked at random
- 10 independent bookshops at the Great Crime Fiction Bookshop on Quai Sarrail
- 6 bookshops and second hand bookshops attended the Little Bookshop at the Hôtel de Ville
- 6 800 books sold during the festival, for a turnover of 90 000 €
- A meaningful impact on local tourism and economy: 1 200 meals were booked in 6 Lyon restaurants and almost 1 000 nights were booked in 7 Lyon hotels for the festival guests, and a significant increase in tourism over the weekend of the festival.



© Sandrine Thétilat

PROGRAMME REVIEW

VIRTUAL AND HYBRID PANELS

Since Fall 2020, Quais du Polar offers regular online events called « les Lives de Quais du Polar », an essential way to connect authors, readers and festival-goers. **17 online live events** with French and international authors have been organised since last October : **Michel Bussi, Franck Thilliez, Michael Connelly, Harlan Coben, John Grisham, R.J. Ellory, Don Winslow, Deon Meyer** and many more... More than **3 000 viewers** followed these online live events and over **50 000 people** watched the replays on our social networks or on our partners' social media (Le Point magazine, partner publishers, Centre Culturel Canada...).

INNOVATIONS

In 2020, for the virtual festival and in 2021, the Quais du Polar team had to take into consideration health requirements and restrictions which have evolved throughout the organisation of the event; a good opportunity to show its adaptability by offering innovative and new formats. An open-air bookshop area was created for booksellers, authors, panels and concerts all through the weekend. The European area with its exhibition and the meeting area were hosted on the premises of the Palais de la Bourse. The Great City Investigation was adapted with 2 different routes and extended over 2 weeks.

Festival-goers also experienced unique tours :

- walking tours : on the footsteps of Bertrand Tavernier, of Frédéric Dard, or following authors staging the city
- on barges, to experience an hour cruise with an author along the Saône river
- on double-decker buses, to meet real crime experts : investigative reporters, court officials, police officers...
- on cafés' terraces to experience a sunny and friendly moment with invited authors.



PARK Seo-Lyeon (visioconference from South Korea) © Sandrine Thesillat

LITERATURE PROGRAMME

- 110 authors of 14 different nationalities among which David Vann, Hervé Le Tellier, Florence Aubenais, Michel Bussi, Franck Thilliez, Adeline Dieudonné, Carlo Lucarelli, Nicolas Mathieu and many others.
- Great Crime Fiction Bookshop: 10 independent bookshops from the region
- 530 signing sessions
- 68 conferences and panels on literature, current events or social matters
- **Noir dictations** in partnership with the Agence Nationale de Lutte contre l'Illettrisme (ANLCI) animated by personalities (Franck Thilliez for the all audiences dictation and Rachid Santaki and Nathalie Somers for the youth dictation)
- 8 literary prizes were awarded during the festival

SCREENING PROGRAMME

- Première (*Boîte noire* presented by Yann Gozlan)
- Focus on European cinema (*Piranhas, La Isla Minima, Sound of Noise*)
- Focus on Korean cinema (*Joint Security Area, J'ai rencontré le diable*)
- Focus on justice and true crime (*L'Affaire SK1, La Vérité, Jusqu'à la garde*)
- Tribute to Bertrand Tavernier (*Quai d'Orsay* introduced by Jean-Christophe Rufin, *Coup de torchon, L'Appât*)
- Noir week-end at the Institut Lumière (*Le Petit criminel* presented by Florence Aubenais, *Inception, Jar City, L'Âme des guerriers, Les bas-fonds, Mulholland Drive*)
- Noir films favourites (*Violent cop, La Nuit nous appartient*)
- TV series screenings in partnership with Polar+ and Canal+
- Short films in partnership with the Clermont-Ferrand international short film festival
- Young audiences (*Une vie de chat, Sherlock Junior*)

MUSICAL PROGRAMME

- Music panels with authors (on rock, jazz, classical, electro and rap music)
- Concert-film (VOL 404)
- Two blind-tests noir films et noir series
- Two concerts (Cyrous, Orange Signal)

YOUTH PROGRAMME

- Free Youth area at the Parc de la Tête d'Or for children from 2 to 18 with 15 different events: reading sessions, workshops, games, mini-investigations...
- Readings and tchats with youth authors
- Creative workshops

EVENTS ECHOING THE FESTIVAL

- Visits and tours
- The Great City investigation: to discover the city of Lyon and its districts through a theatrical paper chase-investigation
- Paper chase at the **LUGDUNUM – Musée et théâtres romains** (created by the author Richard Normandon)
- Conversation around a masterpiece and paper chase at the **Musée des Beaux-Arts** (created by the author Claudine Aubrun)
- Panel on whales with Sonja Delzongle and Olivier Adam, bioacoustician, at the **Musée des Confluences**
- Choreographic performance in a giant Cluedo-style, orchestrated by the **Maison de la Danse**
- Meetings with authors in **libraries, bookshops, museums, media libraries...** throughout the whole region
- Exhibitions
- Escape Game, murder parties, investigations, literary cafés

PROFESSIONAL GATHERING

- 200 book and audiovisual professionals (publishers, authors, agents, producers...)
- 14 round-tables
- Award winning ceremony for the **Polar en Séries Prize** ligne
- Dedicated areas for professional meetings
- A **training day** on the crime fiction topic dedicated to teachers and librarians

CULTURAL MEDIATION EVENTS FOR ALL AUDIENCES

- Schools: a day dedicated to schools (primary, secondary, high schools) organised in June
- Students: the opportunity for volunteer students to meet book and audiovisual professionals
- Prisons: during the *Polar derrière les murs* programme *Crime fiction behind walls*
- Hospitals
- **Noir dictations** organised in partnership with the Agence Nationale de lutte contre l'Illettrisme

YEAR-ROUND EVENTS

- Meetings with authors (all audiences and school audiences)
- Online live events
- Premieres
- Exclusive contents on our social networks all year long
- Games and contests
- Crime fiction reading circle with readers from the Neuville-sur-Saône media library

QUAIS DU POLAR, A CITIZEN FESTIVAL

ACCESS TO CULTURE FOR ALL

Free access

Defending crime fiction and police literature by granting free access to all panels and conferences is first and foremost a way to provide a gateway to all types of literature and to culture in general.

Conferences with invited authors are also available for free since 2016 on live streaming and replays.

Reaching audiences that are furthest from cultural practices

Polar derrière les murs – Crime fiction behind walls: initiated in 2002 by the Auvergne-Rhône-Alpes Agency for Books and Documentation, Quais du Polar took over this organisation in 2012, with the support of the DRAC Auvergne-Rhône-Alpes Region. Several guest authors visit regional penitentiary institutions in order to strengthen the « inside/outside » link, to give inmates the opportunity to (re)discover noir literature and to talk about the genre.

Events in hospitals: every year, Quais du Polar initiates and develops a close partnership with cultural services of several hospitals (eg. the Massue Medico-Surgical Rehabilitation Centre and the Emile Pélican Residence of Bourg-en-Bresse). These projects take shape through workshops with authors, meetings with patients, the medical staff, and visitors.)

EDUCATION

Fight against Illiteracy

Since 2013, in partnership with the National Agency Against Illiteracy, Quais du Polar offers a Great Noir Dictation on the crime fiction theme. In a friendly atmosphere, all audiences (children and adults) are made aware of illiteracy issues. This noir dictation is read by famous authors and actors (Alexandre Astier, Dominique Pinon, François Morel, Amélie Nothomb, Caryl Férey, Philippe Torreton, François Rolin, Philippe Manoeuvre, Franck Thilliez etc...). An opportunity for the festival to underline the fact that crime fiction remains a committed genre, concerned about giving access to reading to all.

Pedagogical actions

In 2021, 2300 school and university students of the region have been implied in different mediation actions: reading novels written by guest authors, writing contests, meetings with authors, the Great City Investigation...

DIVERSITY

A multidisciplinary festival

Quais du Polar takes up several artistic forms to promote the « bad genre », such as cinema, music, theatre, gastronomy, exhibitions and dance... A way to reach a wider audience while giving the opportunity to discover new disciplines.



Chapelle de la Trinité - Les routards du polar © Margaux Comorèche



European corner - Palais de la Bourse © Emma Willery

International dimension

Deeply rooted on its territory, Quais du Polar is also acknowledged for its high quality programme by the national and international literary landscape. It has become a model for other literary events which turn to the festival to consult its know-how.

Foreign authors are the best ambassadors of the festival. With their enthusiasm they ensure a valuable promotion of the event, while also promoting the city of Lyon, book professionals, the French readership and our partners through different innovative projects implemented each year.

Since 2005, authors from 60 different nationalities took part in the festival. In 2021, despite the health crisis and complex travelling conditions, authors from 14 different nationalities managed to reach Lyon and took part in the Quais du Polar festival: Germany, Croatia, USA, Great Britain, Greece, Iceland, Slovakia... Many different cultures and many different view points on today's society were shared during panels and audience question time.

« Polar Connection » professional days have also become an obvious meeting point for all international publishing, audiovisual and new media professionals and gather year after year an increasing amount of interested people.

A model of cultural engineering

In Lyon, during Quais du Polar, worldwide authors and professionals gather and talk about literature, art, culture. Many points of view on our contemporary world are on the menu; as well as an opening on its future. These inspiring meetings nourish our desire to promote French crime fiction and its authors throughout the world and encourage the development of various exchanges. The event and the genre are now boosted beyond our frontiers.

Quais du Polar continues its collaboration with Germany and the Institut français to highlight French crime fiction and its authors (who are or will be translated in German) through the « Krimi à la française » programme, during the Leipzig Book Fair (this year the fair was virtual). The initiative was to write a crime fiction novel with four hands. This French-German collaborative writing experience will be published in France and in Germany with the support of the French-German Citizen Fund.

Exchange projects with South Korea, in Lyon last April and in Seoul in June 2020 have been suspended and have found their ends in 2021. The festival team acknowledges the incredible determination and spirit of flexibility shown by the international partners and the invited authors to continue, in spite of everything, the mission of highlighting the Francophone crime fiction abroad.

RESOURCE CENTRE

Professional training

Every year, Quais du Polar organises a crime fiction training day dedicated to teachers, documentalists, librarians. With the ENSSIB and with the support of DRAC Auvergne-Rhône-Alpes, the goal of this day is to introduce crime fiction to teachers and librarians and give them keys for them to begin working on the genre with adults and secondary and high school students. It will be held in Lyon on Thursday, March 31st 2022, with meetings and round-tables with authors and publishers invited to the festival, and also with workshops on the implementation of writing activities.

With the Institut français

Quais du Polar carries out several studies on French crime fiction on behalf of the Institut français. Thereby were carried out a panorama on French crime fiction of the twentieth century, a study on French crime fiction reading habits throughout the world, and a panorama on contemporary Francophone crime fiction. These documents have then been distributed to all Book Departments (“Bureaux du livre”) abroad.

CRIME FICTION

LYON, CRIME FICTION CITY !

Lyon witnessed the birth of cinema with the Lumière Brothers, but also: criminal anthropology, methods of scientific investigations and forensic medicine. European capital of printing, book and Renaissance humanism, Lyon is also a city notable for popular revolts and great political utopia. Today it is a moving metropolitan area, a stronghold for culture and European way of life.

Nowadays, Quais du Polar festival revives and shares this rich cultural patrimony, between Saône and Rhône Rivers, through a modern, federating event open to the world. The event takes place on a vast territory that includes 59 cities and over 1,3 million inhabitants and is among the most attractive places in Europe.

THE « BAD GENRE »

A contemporary genre

The image of police literature, or « noir » literature, has much evolved these past years. In full swing today, crime fiction is acclaimed by all readers, including « white » literature fans and cinema enthusiasts. One book out of five published in France is a crime fiction novel. That is: 1200 published titles, 80 specialised series and 20 million copies sold per year. The crime fiction genre is gaining unprecedented enthusiasm which spreads to other disciplines as well, such as cinema, TV and theatre.

An international perspective on the world

Far from the “trench coat detective” cliché, crime fiction deals with current issues of our society and offers a major opening on the world with authors from all nationalities (USA, Europe, Latin America, Scandinavia, Asia...).

A wide audience

Crime fiction gathers both female and male readerships, from the youngest to the oldest, and they can be fond of noir, spy, mystery, thriller, historical crime fiction. Long considered as a minor genre, crime fiction is now one of the most popular literature styles in France and throughout the world.

Renowned authors

James Ellroy, Dennis Lehane, David Peace or Michael Connelly... are regularly listed among the greatest contemporary authors. And novels by Dan Brown, Jean-Christophe Grangé, Harlan Coben or Patricia Cornwell... are often ranking first among best sellers.

QUAIS DU POLAR, A UNIQUE CULTURAL EXPERIENCE

A festival of discoveries

In an increasing publishing production, the role of festivals such as Quais du Polar is vital to allow the most interesting authors to emerge and meet their readership. Many authors, now acknowledged, have made their first steps at Quais du Polar. The festival continues its scouting mission for tomorrow's authors: many unknown authors are invited for their first novel waiting to be discovered by the public and critics.

A think tank

Even if literary topics remain at the heart of interactions, the festival is also an opportunity to discuss the state of the world. Historical, sociological, economical, social and psychological interrogations find their natural place alongside all artistic issues.

A festival open to all and for all

The Great City Investigation organised in Lyon by Quais du Polar continues to generate a strong interest from a wide audience: schools, locals, tourists, families... The cinema programme is also an opportunity to widen the scope of visitors. Thanks to its experience, Quais du Polar offers more and more activities and events while maintaining high quality meetings and panels, always free and open to all. The mediation work of Quais du Polar is a very important key to the vitality of the event. It allows all those who are distant from cultural practices to live moments rich in sharing (penitentiary centres, hospitals...). All these actions give meaning to the festival and highlight the commitment of crime fiction authors; they often request to take part in these actions and exchanges...

Quais du Polar, a warm welcome

Despite its growth, the festival manages to keep its very special atmosphere, both festive and friendly: in one word, its trademark. Every year, this atmosphere is praised by professionals (authors, publishers, booksellers, journalists) as well as by festival-goers.

COMMUNICATION PLAN

BILLBOARD CAMPAIGNS IN LYON

- 850 copies (Decaux junior and senior) during 7 days in February and 15 days in March-April 2022 in Lyon and in the metropolitan area
- 40 kakemonos on poles along the quai Victor Augagneur and quai Sarrail, 1,88 x 0,78m in March-April 2022
- 2 mupis platine (bus shelter size posters) on the sidewalk next to the Palais de la Bourse in April 2022
- Outdoor signs in front of festival venues and kakemonos for partner venues during the week before the festival
- Complete design of 2 flower kiosks on the rue de la République (Lyon 2nd) during 15 days in March-April 2022

PRINTED COMMUNICATION MEDIA

Post card format :

50 000 copies distributed in Lyon and in the Rhône-Alpes region, in February 2022.

Investigation Booklet :

Design of a 32 page booklet to follow the Investigation through the streets of Lyon, 10 000 printed copies

The Festival's Guide :

- 30 000 copies distributed for free, from March 2nd 2022, in Lyon and throughout the region
- Dedicated to the general audience, as well as to all involved professionals and to the media in contact with the festival.
- Sale of advertising spaces :
 - Inside front and inside back cover: 3 500 €
 - Back cover (customised in the festival's colours): 4 000 €
 - Inside full page : 3 000 €
 - Half page : 1 800 €
 - Banner (horizontal): 1 000 €

MEDIA PLAN

Advertising spaces in the press

Publication d'encarts publicitaires dans une sélection de titres en local, régional et national. Diffusion de spots publicitaires en radio et télévision nationales.

Web

- Web site www.quaisdupolar.com
- Online live streaming and replay on the web site live.quaisdupolar.com
- Facebook (over 27 300 followers), Twitter and Instagram.
- Communication on the web sites of the Ville de Lyon, Métropole de Lyon, Région Auvergne-Rhône-Alpes, Office du Tourisme de Lyon and on all our partners' web sites.

Couverture médiatique (liste non exhaustive)

- National daily press: 20 Minutes, Le Figaro, Le Monde, Le Parisien, Libération...
- Weekly magazines: Elle, Le Point, Marianne, L'Express, Télérama, Paris Match, Télé 7 jours, L'Obs, Madame Figaro, Figaro Littéraire...
- Auvergne-Rhône Alpes and other regional press: Le Progrès, Le Petit Bulletin, Lyon Capitale, Tribune de Lyon, Radio Scoop, RCF, L'Alsace, Aujourd'hui en France, Nice Matin, Ouest-France...
- Professional press: Livres Hebdo, Écran Total, Biblioteca, Page des Libraires...
- Radio and TV: France 3, Polar +, BFM, Europe 1, LCI, RTL, Chérie FM, France Inter, France Culture...
- Foreign press: El País, RTBF, Le Soir, Tribune de Genève...

OUR GUESTS

Patrice Gain (Grande Librairie du polar) © L. Bouchard



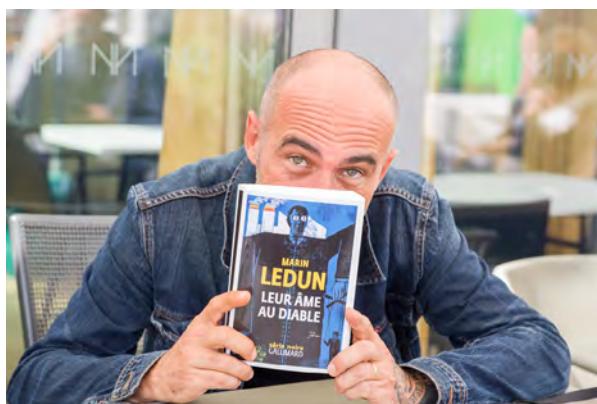
AUTHORS

Olivier Truc : « We are back in business, with the essential Quais du Polar festival which is renewed this year. And it more than ever deserves its reputation. Many great moments, the chance to get together again, many anecdotes and big laughs... »

Marc Fernandez : « It was good, it was great, it was Quais du Polar 2021. It was a very special festival this year, even better than the others because we missed it so much. Congratulations and great thanks to the festival team, you are the best! Nothing can stop you, not even pouring rain. It felt so good to see all crime fiction friends again. Let's do it again next year ! Can't wait ! »

Georges Arion : « I am now back in Bucharest and I am hurrying to address a big thank you. Participating at Quais du Polar was an honour for me. Please pass on my thanks to the whole team. You are great ! I hope to see you again. With all my consideration. »

Jean-Christophe Portes : « Quais du Polar has been an extraordinary experience for me – and I choose my words carefully. I discovered passionate and open-minded booksellers, an eager audience, a very well prepared round-table organiser... I assure you that I will keep all this in a corner of my heart. And of course, I would be delighted to be part of your selection again, someday. »



Marin Ledun (Maison Nô) © L. Bouchard

EDITORS

Édition de la Martinière : « This quick message, on behalf of the whole La Martinière littérature team, to thank and congratulate you all for this successful festival, despite the various restrictions and unknown parameters. The organisation was perfect. Our authors were delighted with their encounters and discussions. I once more underline the joy of Dominique Maisons who really appreciated taking part in the event. You can definitely count on our commitment for the next festival. »

Sonatine éditions : « We would like to thank you, and to thank the whole Quais du Polar team and volunteers for this rather special festival ! It was a pleasure for the team to come back to Lyon for the event and to meet again so many people from the sector, authors and readers, for two days. Congratulations for this year's organisation, it was perfect as always – and this means a lot considering the conditions! It will be a pleasure for us to come back next year in April. »

Agullo éditions : « Huge thanks for everything ! Our authors were delighted to participate in such a fair, to see the readers' eagerness and interest and the quality of moderations! Don't change a thing... »



Florence Aubenas (Grande Librairie) © F. Louis

Éditions du Seuil : « I think that we all have been very impressed by the organisation this year. And despite disruptions and adjustments due to the situation, we have all felt, as you said, the intensity and welcoming of this year's festival; it has done us all good! »

Éditions Slatkine & Cie : « An infinite thank you for this extremely well organised fair, which was, in the current peculiar conditions, a real challenge. Our author, Nicolas Feuz, was over the moon. It was, as always, a pleasure to meet again booksellers from Lyon with whom we work so well. In other words, it was a total success, bravo and thank you! »

THEY SUPPORTED US IN 2021

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CULTURAL PARTNERS



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ASSOCIATED MEDIA



PROVIDER PARTNERS



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