

INTERNATIONAL FESTIVAL
LYON

19th EDITION
FROM 31st MARCH TO 2nd APRIL 2023

QUAIS DU POLAR

PRESENTATION FILE



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Palais de la Bourse - Facade © Justine Peilley

MEET US ON THE 2023 FESTIVAL

The 19th edition of the Quais du Polar international festival will be taking place from 31st March to 2nd April 2023 in Lyon.

For this next edition, Quais du Polar will be shining its spotlight on **NOIR LITERATURE FROM SPAIN** which, like its French counterpart, has been enjoying a huge resurgence since the mid-2000s, to such an extent that it has become a genuine publishing and cultural phenomenon. Alongside a broad panel of authors embodying the variety and wealth of the genre, we will be taking you on a journey through this country's sometimes dark and tortured history as we stroll down the streets of Barcelona or Madrid, and will invoke their figurehead, Manuel Vázquez Montalbán, who left us 20 years ago. A literary, but also cinematic and culinary voyage into the soul of a modern monarchy, where books and culture play a major role.

The festival will also be exploring the topic of **"NOIR LITERATURE AND JOURNALISM"**, two forms of writing that have always been intrinsically linked. As the literature of reality and heir of the soap opera, noir fiction very often shines a light on current events and local news in search of a form of truth. Many writer-journalists, former journalists, or even noir fiction authors themselves choose to feature journalists as protagonists in their novels. From writing articles to essays or novels, our guests will be telling us all about their journey and how reality influences their writing.

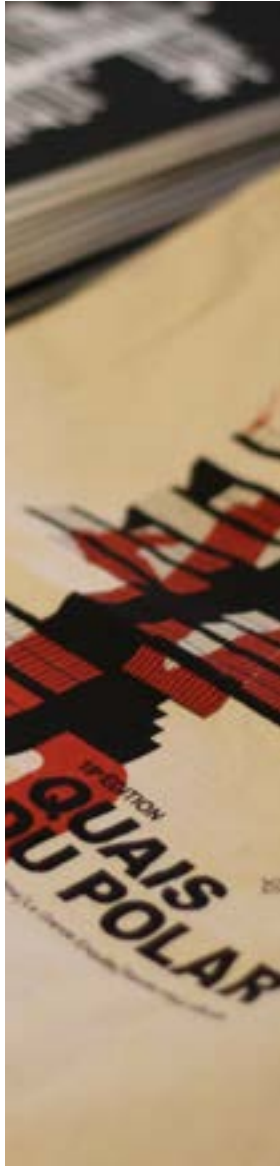
In 1963 was published John Le Carré's *The Spy Who Came in from the Cold*, which set the benchmark for **ESPIONAGE NOVELS** by integrating darker, more realistic codes, in particular. Sixty years down the line, Quais du Polar will be paying tribute to this legendary author through a literary and cinematographic voyage around the espionage novel, a genre that has been brought back to the forefront by the current geopolitical climate. Authors and specialists will be inviting us into this highly secretive and international universe, with its spies and secret services, its codes, its plots, and its conspiracies.

A RENOWNED FESTIVAL

The Quais du Polar international festival is THE unmissable event for aficionados of the noir genre. Having become part of the French, European, and international cultural landscape, it is recognised by professionals from the literary, publishing, and audio-visual industries and by the general public, who turn out in droves to the festival's various events. Since 2005, authors from 60 different countries have been invited. Every year, more than 120 authors from all over the world gather in Lyon for 3 days to meet their readers for conferences, roundtables, book signings, concerts, movie screenings, and many literary events held by the festival's partners. Quais du Polar is hosted across 5 main venues in Lyon's city centre, known as the Presqu'île (French for "peninsula"), and its programme extends to over sixty different structures located throughout Lyon and its surrounding region, where events that "echo the festival" are organised. Quais du Polar is an entirely free festival that depends on the support of its private and public partners to continue to promote noir and detective novels to a local and international audience.

THE 2022 EDITION IN NUMBERS

- 130 authors present in Lyon (21 nationalities represented)
- 80 000 festivalgoers
- 28,700+ followers on Facebook (+37% since 2019) (2nd largest literary event behind the Angoulême International Comics Festival)
- 6,200+ followers on Instagram (+148% since 2019)
- 600+ articles in the written and digital press
- 150 cultural events across Lyon and the region
- 25 partner towns
- 69 partners locations and institutions (museums, libraries, theatres, cinema, schools, hospitals, prisons...) in Lyon, its metropolitan borough, and the region
- 80 meetings and roundtables in the festival's main venues
- 28 movies screenings
- 313 volunteers from all ages and all walks of life
- 567 members to support the organisation
- 3,300 pupils involved in the various mediation programmes, from kindergarten to high school.
- 180 partners (private, institutional, cultural, media, and suppliers)
- 320 literary and audio-visual professionals accredited for the Polar Connection professional events
- 30+ journalists (France, Spaine, Belgium, Switzerland, Italy) present
- 173 teachers, librarians, and school librarians signed up to the training day
- 10 independent bookshops present at the Great Noir Bookshop in the *Palais de la Bourse*: 25,000 books sold for a turnover of 220,000€
- 6 bookshops and second-hand bookshops present at the Little Noir Bookshop in the City Hall
- 40+ bookshops from Lyon Metropolitan Borough and the Region present throughout the festival to advise readers
- Impact on the tourism industry: 1 600 meals served across 8 restaurants and approximately 1,000 nights booked across 9 Lyon hotels for guests of the festival, and a significant increase in the number of tourists in Lyon throughout the weekend of the festival.



Goodies © Justine Peilley

ACCESSIBILITY TO THE FESTIVAL'S VENUES

Devoted to organising an event that can be enjoyed by everyone, Quais du Polar decided to create an accessibility division within its team in order to provide a tailor-made festival experience to people with disabilities. An “accessibility supervisor” was present throughout the festival to provide assistance to people with disabilities and help them navigate through the event. During the three days of the festival, Quais du Polar introduced various measures to make the festival accessible to all: 3 meetings were translated into French sign language, 2 cinema rooms and 2 conference rooms were equipped with loop amplifiers or Fidelio systems.



Palais de la Bourse - Passageway © Justine Peilley

AN ENVIRONMENTALLY FRIENDLY EVENT

Quais du Polar is sensitive to the issue of environmentalism and has been working towards limiting its carbon footprint and waste production for years. We work exclusively with local contractors and suppliers, minimise paper consumption, and prioritise travelling by train for our French and European guests. This year, we decided to work on reducing our waste production by limiting the number of plastic bottles used by our staff, our public, and our guests. We are constantly looking for new, long-term solutions to reduce the festival's environmental impact, and have been working on issues such as the provenance of our paper and our website's carbon footprint. As part of this process, we were able to greatly reduce our paper waste for the 2022 edition by using reusable signage and working with greener materials, hand in hand with our local printers. Agreements have been in place for years with TER Auvergne-Rhône-Alpes (Regional trains) for local festivalgoers to enjoy discounts on their local travels. A partnership is in place with TCL (Lyon public transport) to communicate with local residents on how to access the festival's various venues using public transport, considerably reducing the number of car journeys.

THE QUAIS DU POLAR PROGRAMME

LITERARY PROGRAMME

- **130 authors from 21 different nationalities:** Michel Bussi, Antoine de Caunes, Caryl Férey, Camilla Grebe, Paula Hawkins, Arnaldur Indriðason, Philippe Jaenada, Laurent Joffrin, David Joy, Val McDermid, Deon Meyer, Bernard Minier, Marie-Aude Murail, Guillaume Musso, Olivier Norek, David Peace, Franck Thilliez, Irvine Welsh...
- **The Great Noir Bookshop:** 10 independent bookshops with over 25,000 books sold
- **650 sbook signings**
- **80 conferences and meetings** on literary subjects and current or societal issues
- **10 great interviews**, including 6 cruises on the Saône aboard the Bateaux Lyonnais
- **Great Noir Dictations** hosted by celebrities: Antoine de Caunes for all audiences, and Marie-Aude Murail for the children's dictation
- **9 literary awards**

ON-SCREEN PROGRAMME

- **28 screenings** across 16 cinemas in Lyon and the Metropolitan Borough
- **Premieres** (*South Sentinel*, *For a Fistful of Fries*, *Miracle*, *Irvine Welsh's Crime* (TV show) in partnership with Polar+)
- **Spotlight on “The city and noir”** (*The Murderer*, *Only God Forgives* and a Michael Mann cycle in partnership with the ADRC - National Agency for the Propmotion of Cinema : *Thief*, *Heat*, *Miami Vice*)
- **Spotlight on “Horrific noir”** (*Giallo evening: Tenebrae*, *Deep Red*)
- **Spotlight on “Cosy crime”** (*Knives Out*)
- **Spotlight on “Noir at war”** (*Woman at War*, *In the Fade*)
- **Tribute to Jean-Paul Belmondo** (*Breathless*)
- The unmissable **Noir Week-end noir at the Institut Lumière** (*Tell No One*, *Rififi*, *The Girl on the Train*, *The Pelican Brief*, *In a Lonely Place*, *American Gangster*)
- **Documentaries** (*Green Forests and the Red Carpet*, *The Earth is All that Lasts*)
- **Young audience** (*Chicken Run*)
- **Featurette** (*Killing Time – Director's Cut*)
- 3 screenings of **short films** in partnership with the prestigious Clermont-Ferrand International Short Film Festival

A MUSIC PROGRAMME

The festival's music programme has grown in importance these past few years, opening a dialogue with literature:

- **4 musical encounters** ith authors (on rock, jazz, and electronic music)
- A noir special **blind test**: noir film soundtracks and playlists from the festival's guest authors.

YOUTH PROGRAMME

- **3 associations and organisations present in the Salle Lumière youth area at the Palais de la Bourse**
- **2 board game organisations, members of La Fajira**, in the **Salons Rouges youth area at City Hall**
- **1 screening of a children's film** at the **Lumière Fourmi** cinema
- **1 fun activity** organised aboard the **Croix Rousse** with **Lyon City Tram** inspired by guest author Jørn Lier Horst's book **The Maltese Mystery**
- Lots of entertainment with board games, paper chase, escape game, and murder party in the city's bookshops and cultural organisations.

EVENTS ECHOING THE FESTIVAL

- **62 events organised in partnership with 50 partner organisations from 25 towns**
- **28 literary events, 25 events around games, and 8 visits and walks**
- **36 authors invited to meet their readers across the entire region**

PROFESSIONAL EVENTS

- **320 accredited international professionals** from the book, audio-visual, and digital industries
- **14 scheduled gatherings** or specific roundtables with **60 participants**
- **20 professionals invited from different countries** (publishers, translators, festival representatives...)
- **The 3-day Polar Connection Fair** for B2B events among peers
- The **Polar en Series** prize rewarding literary works for their potential adaptation to the TV screen
- **20 guest literary influencers** (blogs, booktube, Instagram) with dedicated reception on Saturday
- **The Vivier (“talent pool”)** operation, connecting future professionals with Polar Connection accredited professionals
- Partner publications printed for Polar Connection: *A Year of Noir with Page de Libraires (French/English)*, *Noir special by Livres Hebdo*
- A special evening organised at INTERPOL to introduce professionals present at Quais du Polar to the areas of expertise of INTERPOL

CULTURAL MEDIATION FOR ALL AUDIENCES

- **Pupils:** two days dedicated to pupils from primary school to high school
- **Future professionals:** privileged meeting opportunities to introduce volunteers to guests from Polar Connection, and professionals from the book and audio-visual industries
- **Noir behind bars:** meetings and mediation operations in 7 of the region's prisons
- **Noir in hospital:** meetings and mediation operations with the medical, surgical, and rehabilitation centre of *Les Massues* and *La Ferme du Vinatier*
- **Noir Dictations** organised in partnership with the National Agency Against Illiteracy (ANCLI)
- **313 willing volunteers**, including 9 interns from a job integration programme, 7 from EPIDE (job insertion infrastructure), 2 persons from a community work programme, 6 young people from the Emile Zola disability service and support organisation, 7 young people from the TAPAJ job integration programme, 6 volunteers from the SNU (general national service)

YEAR-ROUND

- A meet and greet event in autumn with a foreign author for pupils and the general public
- Live meet and greets with authors on our social media platforms
- Noir on Holiday Festival in July for families and children from Lyon and the Metropolitan borough
- Giveaways

A CITIZEN FESTIVAL

ACCESS TO CULTURE FOR EVERYONE

Free access

Defending the noir genre and crime literature by offering free access to all events and conferences is our way of creating a gateway to all forms of literature and to culture in general. All of the conferences dating back to the 2016 edition are also available to stream live or on demand for free on [Sondekla.com](https://sondekla.com).

Audiences removed from cultural practices

Noir behind bars: initiated in 2002 by the Agence Rhône-Alpes pour le Livre et la Documentation (French for “Rhône-Alpes Agency for Books and Documentation”), Quais du Polar has taken on the mantle from this organisation since 2012 with the support of the DRAC (Regional Direction for Cultural Affairs) and the Rhône-Alpes Region. Many authors invited to the festival visit various regional prisons to strengthen the link between “inside and outside” and to allow inmates to (re)discover the noir genre and crime literature.

Hospital meetings: Quais du Polar has continued to build a close relationship initiated many editions ago with the cultural services of various hospitals such as the *Saint-Luc Saint-Joseph* centre and the *Ferme du Vinatier*. These projects take the form of workshops with authors, meet and greet events with patients, medical staff, and visitors.

EDUCATION

Fighting illiteracy

Since 2013, Quais du Polar has joined forces with the ANCLI (National Agency to Fight Illiteracy) in organising a great dictation placed under the banner of noir and fun to sensitise the public (children and adults) to the issue of illiteracy. This noir dictation is read by established authors and actors (Alexandre Astier, Dominique Pinon, François Morel, Amélie Nothomb, Caryl Férey, Philippe Torreton, François Rollin, Philippe Manœuvre, Franck Thilliez, Antoine de Caunes, among others). This is the festival’s way of reaffirming its commitment to make reading accessible to as many people as possible.

Educational initiatives

In 2022, 3,300 pupils and students read books written by our invited authors and took part in the short story writing competitions, the meet and greets with authors, and the Great Investigation in the city.



Palais de la Bourse - Hall - Volunteers © Justine Peilley



Palais de la Bourse, Salle de la Corbeille - Grande Librairie du polar © Sandrine Thesillat

DIVERSITY

A multidisciplinary festival

Quais du Polar is much more than a literary festival. To bring the “disreputable genre” to the public, the festival encompasses many art forms such as cinema, music, gastronomy, art exhibitions, and dancing as a way to connect with a broader audience and promote new forms of artistic expression.

International dimension

Deeply anchored in its local roots, Quais du Polar is also recognised throughout the national and international literary world for the quality of its programme. It has become a template for many other literary events who often call on its expertise. Foreign authors are the festival’s greatest ambassadors, and their enthusiasm is the greatest seal of approval not only for the festival, but for city of Lyon, French literary professionals, the French readership, and our partners. Since 2005, guests from more than 60 different countries have attended the festival.

A model of cultural engineering

During Quais du Polar, authors and literary professionals from all over the world converge in Lyon to exchange ideas on literature, art, and culture, bringing with them their points of view on the modern world and its future. These inspiring encounters feed our desire to promote French noir literature and its authors to the entire world, which has led us to develop exchanges to spread the event and the genre beyond our borders (Germany, Romania, Canada, China, South Korea, India, among others).

RESOURCE CENTRE

Professional training

Every year, Quais du Polar organises a day of training for teachers, school librarians, and librarians to learn about the noir genre. In partnership with the ENSSIB (National Superior School of Information Science and Libraries) and the DRAC Rhône-Alpes (Regional Office for Cultural Affairs), this day is intended to educate teachers and librarians about the noir genre and to give them tools to work on this genre with adults and high school students.

This event will be taking place on 30th March 2023 in Lyon; authors and publishers invited to the festival will be taking part in meet and greet events and roundtables, while workshops on how to implement writing in the classroom will also be organised.

Close ties with the Institut Français

Quais du Polar carries out research on the noir genre at the request of the Institut Français, including a panorama on French noir novels of the XXth century, or a study on the readership of French noir novels across the world, and an overview of contemporary francophone noir novels. These documents are then shared with all Bureaux du livre (French foreign book offices) across the world.

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: 3,300 published titles, 80 specialised series and 23 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.



Palais de la Bourse - Atrium - Bénévoles © Justine Peilley

COMMUNICATION PLAN

BILLBOARD CAMPAIGNS IN LYON

- 300 copies (Decaux junior and senior) during 7 days in February and 21 days in March-April 2023 in Lyon
- 40 kakemonos on poles along the quai Victor Augagneur and quai Sarrail, 1,88 x 0,78m in March-April 2023
- 2 mupis *platine* (bus shelter size poster) on the sidewalk next to the *Palais de la Bourse* during the event
- Outdoor signs in front of the festival venues and kakemonos for partner venues during the week before the festival.

PRINTED COMMUNICATION MEDIA

Post card format

50 000 copies distributed in Lyon and the region, in February 2023.

Investigation booklet

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

The Festival's guide

- 25 000 copies distributed for free, from March 2nd 2023, 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.

MEDIA PLAN

Advertising spaces in the press

Advertisement published in a selection of local, regional and national press titles. Advertising broadcasts on national radios and TV channels.

Web

- Website www.quaisdupolar.com
- Online live streaming and replay on the website Sondekla
- Facebook (28 700+ followers), Twitter et 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.

Media coverage

- 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, La Croix...
- Auvergne-Rhône-Alpes and other regional press : Le Progrès, Le Petit Bulletin, Lyon Capitale, Tribune de Lyon, Grains de Sel, 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 télé : France 3 Auvergne-Rhône-Alpes, Télé Matin, M6, ARTE, France 24, Polar +, BFM, Europe 1, LCI, RTL, Chérie FM, France Inter, France Culture, Radio Scoop...
- Foreign press : El País, RTBF, Le Soir, Tribune de Genève, Version Femina...

QUAIS DU POLAR AS SEEN BY OUR GUESTS



Olivier Norek © Margaux Cormorèche

AUTHORS

Michèle Pedinielli : “This was my first Quais du Polar at the Palais de la Bourse and these past four days have been incredible. I was lucky enough to participate in three completely different events (the prison in Riom, the Neuville media centre, and the City Hall with Bernard Poirette) and to meet hundreds (hundreds or thousands, it’s hard to say) of readers. I had this strange feeling of being both on a cloud and on a roller-coaster at the same time and the result was fantastic.”

Nicolas Beuglet : “Last year was great, even though the crowds had not yet returned in their usual numbers. But this year, for us, it was much more than a return to normal! From talking with my fellow writers, the feeling is not one of mere satisfaction, but of utter joy! The conferences were, as usual, diverse and really brought added value for visitors (which they let me know on several occasions) and authors alike. The crowds really showered us with joy through their sheer numbers, enthusiasm, and desire to exchange with us. As for the organisation, it’s no secret that it epitomises a well-oiled and well thought-out machine. Basically, it was like the good old days of the festival, with the added joy of rediscovering the sweet taste of freedom.”

Bernard Minier : “Quais du Polar has returned to its temple and we authors have been reunited with our readers! Thank you to the staff at Quais du Polar, the volunteers, the booksellers at Le Tramway bookshop and, of course, to the readers who turned out in droves!”

Marlène Charine : “Three days at breakneck speeds, each reader lovelier than the last, a plethora of brilliant writers, a conference in a stunning venue, encounters, laughs, one dead pen, and lots of newly adopted Léonies. Sheer joy!”

PUBLISHERS

Éditions Calmann-Levy : “A massive thank for such a wonderfully heart-warming edition. It was fantastic to finally be reunited in Lyon, seeing the authors so happy to be reunited with their readers, and once again experiencing the positive atmosphere that is so characteristic of your festival. A massive thank you to each and every one of you for your enthusiasm and warm welcome. We look forward to seeing you all again next year.”

Sonatine éditions : “A massive thank you to everyone at Quais du Polar for this wonderful edition, which definitely felt like a rebirth for everybody involved: our staff and our three authors were thrilled with the reception! The rewarding encounters, busy book signings, unforgettable evenings, and flawless organisation made for an excellent weekend. Everything was perfect! And this edition was also a chance to confirm (if ever it did indeed need to be confirmed) that readers will forever be undeterred by the weather!”

Éditions l’Atalante : “I wanted to thank you all for all the energy you put into making this such a great event. The joy of rediscovering these moments of interaction was undeniable. Olivier Bordaçarre enjoyed the diversity of your programme, in particular, and the event at the museum of fine arts was perfect. Well done once again to each and every one of you, enjoy your rest, and we will see you again in 2023.”

Éditions Quarto : “A massive thank you for inviting me to Quais du Polar and for letting me experience the festival from the inside! Huge thanks to everyone involved in organising the event and for your warm welcome. I was absolutely thrilled to be invited to discuss classics of noir literature and hope to be seeing you again soon.”



Pétronille Rostagnat © Margaux Cormorèche

THEY SUPPORTED US IN 2022

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PARTENAIRES OFFICIELS



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AVEC LE SOUTIEN DE



MÉDIAS ASSOCIÉS



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