





Some facts about *Rock en Seine*

- A open air festival in Ile-de-France (Paris region)
- A summer end festival : last weekend of august
- A very special location, at Paris gate : Domaine national de Saint-Cloud
- A homogeneous pop rock line-up, mostly international with both headliners and new comers
- A human scale festival : 40 000 cap.
- Diversified cultural actions proposed



Rock en Seine, the (short) story

- **2003 - Rock en Seine is born!**

On Wednesday 27th August, a crowd of 22,000 people danced around the site (in the blistering heat) to the sounds of Massive Attack, PJ Harvey, Beck, Morcheeba, Keziah Jones...



- **2004 - Two days!**

In its second year, Rock en Seine ran for two days, meaning twice as many bands, double the fun and a lot more rain! The festival was also opened up to other art forms, with Rockfolio (an open-air gallery exhibiting 50 photos by Claude Gassian), Rock en Strophes (a competition for writing and composing rock songs) and Rock en Clips (a selection of the year's best rock clips). The line-up included Muse, The White Stripes, Sonic Youth, The Chemical Brothers, Archive, Daniel Darc and The Roots...



- **2005 - Year three, stage number three!**

The festival site was expanded in order to set up a third stage: the ideal opportunity to offer a wider range of the moment's best rock artists and to incorporate a campsite into the heart of the festival site. More than 46,000 people turned up to watch performances from Pixies, Franz Ferdinand, Robert Plant, Foo Fighters, Queens of the Stone Age, The Arcade Fire and Jurassic 5.



- **2006 - Born to last**

By its fourth year, Rock en Seine was definitely here to stay and underwent some real changes. Improving services for visitors was the main aim. Enlarging the site, adding a giant screen to the Cascade stage, decorations and a wider range of food and drink stalls. The line-up delighted the 57,000 festivalgoers who came to hail artists such as Radiohead, Morrissey, Beck, DJ Shadow, The Raconteurs, Patrice and TV on the Radio.



- **2007 : Three days!**

For its 5th anniversary, and supported by Région Île-de-France, Rock en Seine was extended for its first three-day festival, bringing together the best of the current rock music scene with Arcade Fire and Björk.

Rock en Seine, the (short) story



- **2008 - Welcome kids!**

The sixth edition of Rock en Seine saw some new festival-goers, as it allowed children in for the first time! The kids could frolic about in a specially designed village, while their parents enjoyed the concerts of Rage Against the machine, Justice, REM, Hot Chip, The Raconteurs. ...



- **2009 - Record crowds for a super sunny year!**

In 2009, the three days of the festival beat to the rhythm of some lovely surprises: one of the first ever performances from Them Crooked Vultures, as well as the reformation of Faith No More and super gigs from Prodigy, Offspring or Cypress Hill, ... This year saw record crowds and the hot, sunny ambiance almost overshadowed the Gallagher brothers' split (and subsequent cancellation of the Oasis gig), which was the only bum note of the festival's 7th year.



- **2010 - The festival is sold-out for the first time!**

In this exciting atmosphere, many surprises happens. Roxy Music gives an amazing show, Cypress Hill is astonished and Queens of the Stone Age is as rock as ever! And the final of the festival, Arcade Fire's Wake Up singer under the rain, was very beautiful.



- **2011 - Four stages!**

In 2011, it's 15 additional concerts that are offered to festival goers gathered in St. Cloud! With a brand new fourth stage, the Rock en Seine festival has evolved and opened a space among the trees. More space, more bands: more than 108 000 festival goers had dance on Arctic Monkeys' rhythms, Foo Fighters' riffs, or the hypnotic anthems of Archive.



- **2012 - Ten years!**

For already ten years, Rock en Seine has proposed the top of rock creation! From the 2 scenes and one day of the beginnings, the festival widely grew up. With its 4 scenes and 3 days of music, Rock en Seine has now the aura of a major national, and even worldwide event. A tenth anniversary, full of creations and surprises, has marked this great success. A symphonic orchestra, a collective eccentric show, a monumental exhibition, a crazy vintage funfair, and even the participation of a famous fashion designer celebrated this decade.



Rock en Seine audience

110 000 festival goers (among which 18 000 3-day passes) in 2012

Tickets are 109 euros for the 3 day Pass, and 49 euros for a Day Pass

A mixed audience

55 % of women, 45 % of men

all ages groups are represented (average is 24)

20 % are under 20 yo / 25 % are between 21 and 24 / 25 % are between 25 and 29 / 30 % are 30 and more

Geography

30 % live in the Île-de-France region (outside Paris)

25 % live in Paris city

30 % come from other regions

15 % come from other countries

Fidelity

Opinion of the audience towards the festival was last year 96 % of global satisfaction and 61% of « totally satisfied »

45% came in the past, it was the first time for 60% of them

Festival goers and Green

- 94 % think the site is clean

- 96 % are aware of the actions of the festival regarding green.

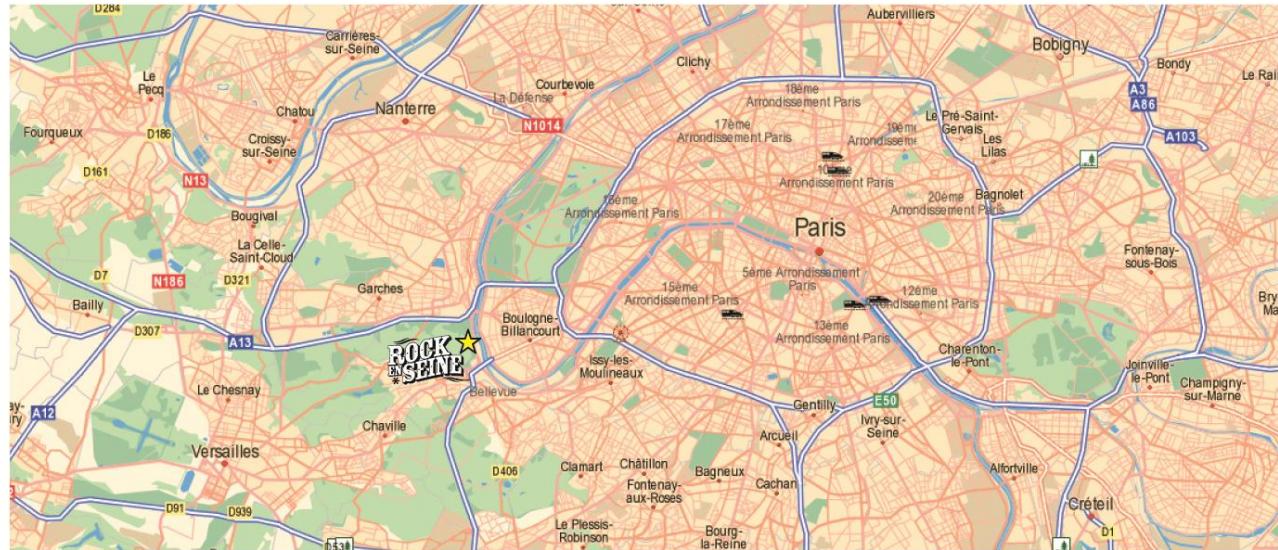


Domaine national de Saint Cloud the green Homeland





Situation





The countryside







...in the middle of 7 cities







The rules

No contructions / No holes / No noise / No trees dommage

- Mobility management
 - Public = 85 % use public transport
 - Staff = bikes and electric cars
- Environment protection
 - Trees and flowers
 - Fountain and statues
- Donation
- Waste management





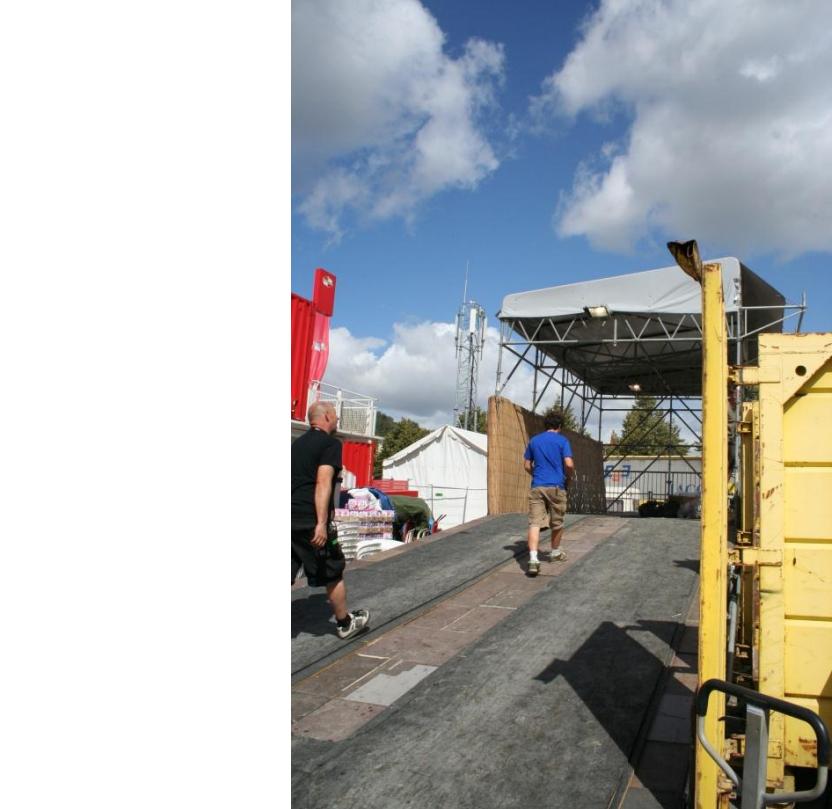
Waste management

- Plastic cups
 - An experimental start in 2007
 - Generalised in 2008
 - 200 000 cups for the edition (one third « collector »)
 - In 2012, 4 tons of plastic garbage saved
- Disposable Ashtrays
 - 10 000 astrays offered in 2012
- Recycling waste
 - A cleaner site
 - A positif ecological impact
 - Public education
 - Helped by professionals



Recycling of waste

- Organization :
 - Everywhere : backstage / public / camping
 - Everybody : staff / public / shops and booth holders
 - Always : before, during and after the festival
- Staff : one manager
 - 5 people the week before,
 - 94 during,
 - 10 the week after the festival.
- Equipment
 - 170 bins (double or tri flux)
 - 20 batteries bins and 10 for oil
 - 160 garbage dumpster (660l)
 - 10 containers (33m²)
 - A « sort center » platform
- Result : 22 tons of waste recycled, out of 66 collected
 - 7 tons of plastic and paper (less than 10% refusal at waste sorting unit)
 - 3 tons of cardboard (less than 3%)
 - 7 tons of wood (id)
 - 4 tons of glass (less than 3%)







To the loo

- Green toilets, a challenge
 - First experience in 2009
 - A partnership with a pro
 - Dry toilets, with litter treated by compost treatment
- In 2011, the biggest implantation
 - Team of 10
 - 70 toilets (nearly the third of the whole)
 - 70 'gents'
- Issues : Place and Cost
- Our solution : The Loo Platform



Toilettes Sèches

www.gandousiers.com



Femmes



Hommes

Toilettes sèches sur Seine
Gandousiers

Des toilettes sèches pour préserver nos ressources naturelles et nos sols.
A la fin du festival, de nombreux composts peuvent être récupérés pour les régions parisiennes.
Pourquoi gaspiller et polluer l'eau lors que le compostage évite tout déversement dans les rivières chimiques et autres pesticides ?
Nous fabriquons également nos propres ressources pour la terre.

Merci,
Les Candousiers

www.gandousiers.com

Les Candousiers
Service de toilettes sèches

Lavabo

Urinoirs





Other actions

- Accessibility
 - Disabled
- Energy
 - 4th Stage equiped with LED
- Health
 - 20 000 earplugs offered
 - Drugs and aids prevention
- Causes
 - 3 associations helped each year with :
 - Booth on festival site
 - Communication
 - Direct donation
- Food :
 - Diversity : 30 differents restaurants (traditional and world food)
 - Bio restaurants and bars



And what's next ?...

- A strong envy to move forward, and improve the efficiency of the actions, but ...
 - ✓ It costs a lot of money
 - ✓ It's hard to have an expertise on all the subjects
 - ✓ It's hard to find financial support and partners
- In 2013, we'll try a brand new approach...



The Green Alliance



- The 3 biggest french rock festivals : 500 000 festival goers
- Each festival leader on a different subject
- Share of expertise
- Common strategy to find sponsors and partners

ROCK en SEINE

DU
23 AU 25
AOUT
2013

PHOENIX
NINE INCH NAILS
FRANZ FERDINAND
KENDRICK LAMAR
VITALIC VTLZR
TAME IMPALA
PATRICE...

SYSTEM OF A DOWN
PAUL KALKBRENNER
A\$AP ROCKY
ALT-J
GARY CLARK JR
MAJOR LAZER
THE BLOODY BEETROOTS...

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