

INNOVATION • CREATIVITY • PARTNERSHIP

November 2017 - February 2018



State visit of French President to India, 2016

Joining hands

Dear Friends and Partners,

When the French Republic decided in 1985 to create Seasons to give pride of place to the culture of another country, India was naturally selected to inaugurate this initiative. A dialogue was established between France and India and, four years later, French artists and cultural collaborators, in turn, came to present their productions in India.

Illustrating the fruitful development of Indo-French relations that have thrived since then, Bonjour India was launched in 2009, travelling across India to offer a series of events around ideas, science and arts. Namaste France, the festival of India in France, soon followed, re-affirming this dynamic process.

In 2013, the second edition of Bonjour India encouraged Indo-French collaborations and co-productions, attracting a considerable audience within the span of three months.

Now that our relation has grown in trust, size and scope, let's strengthen our partnership from the heart. Bonjour India 2017-2018 will thus focus on innovation and creativity, establishing a platform that will allow us to create joint initiatives in all possible fields.

I do believe that our two countries have much to gain by joining hands and shaping new patterns of development, for our enterprises, our societies and our citizens.

Merci and welcome on board this beautiful journey!



HIS EXCELLENCY
MR. ALEXANDRE ZIEGLER
AMBASSADOR OF FRANCE
TO INDIA



BONJOUR INDIA 2017-2018 WILL CELEBRATE INNOVATION, CREATIVITY AND THE PARTNERSHIP BETWEEN INDIA AND FRANCE.

Scaling up and moving us together into the future, Bonjour India 2017-2018 will serve as a platform for the incubation of dreams, ideas and projects.

It will tell the story of our rich relationship;

It will highlight what our countries can do together in terms of technological, social and environmental innovations;

It will feature performances and shows created together by French and Indian artists;

It will foster debates on yesterday's and tomorrow's ideas.

In the four months spanning November 2017 to February 2018, Bonjour India will criss-cross the length and breadth of India's territory.

From Kolkata to Ahmedabad, from Kochi to Lucknow, Indo-French co-productions will bring out their creative potential, partnering as well with India's major fairs and festivals.

And, for the first time, Bonjour India takes the train.



At the heart of the Indo-French relationship is the story of how and when we met.

Past events and contemporary testimonies will come to life through audio, visual, digital and physical content. Conferences will host historians and creators, as well as anonymous enthusiasts of Indo-French relations.

This story will unfold around a 20th-century original French art masterpiece.

A first-of-its-kind interactive exhibition will trace back and celebrate the remarkable story and history of France and India's relations, taking us forward into a promising and productive common future.

This exhibition will explore cultural, political and private dimensions of a rich and often joyful shared history where historic moments alternate with intimate encounters and ordinary lives.

Bonjour India A Tale of Two Countries will also create an innovative project aiming to protect and revitalise our common heritage. It will involve schools across the country, French and Indian students in architecture, and link history to technology.

smart citizen

PUTTING THE
HUMAN BEING AT
THE HEART OF THE
CITY

France and India, together, are building tomorrow's cities. From heritage to state-of-the-art technology, from connectivity to sustainable development, the two countries intend to provide modern citizens smarter cities. Beyond access to public utilities, the stake is also to provide opportunities for their common and individual blossoming, by way of education, art, know-how and innovative processes.

Teaming up enterprises, fab-labs, researchers, thinkers and artists, Bonjour India Smart Citizen will present new ways of living in the city, living the city.

Our modern world is shaped by mobility, both physical and virtual. As world leaders in these value-creating industries, France and India are involved in projects around aerospace, railways, cars, metros, as well as digital and intellectual connections.

Bonjour India High Mobility will showcase the strong partnership developed by our countries, opening new avenues for mobility between India and France, and unfolding creative roadmaps to build future networks.

high mobility

MOVING UP TO
TOMORROW'S
NETWORKS

go green

OUR EARTH:
A COMMON
CAUSE

Since Paris COP 21 meeting, India and France are working hand in hand to foster development that allows future generations to live better, greener lives. Renewable energies, low-carbon industries, sustainable lifestyles are the basis on which to build this future.

Bonjour India Go Green will underline citizen, entrepreneurial and government initiatives, helping to develop local and global solutions.

Bonjour
India
curatorial
team

curated
high-profile
communication
events

visibility and
publicity
through indoor
and outdoor
branding

coverage on
dedicated Bonjour
India communica-
tion tools: website,
facebook page,
twitter

focused
media campaign
via major local,
national and
international media
outlets

media
coverage in
print, TV,
radio, online
and more

Bonjour
India
PR agency

Bonjour India
communication
team

2013 Bonjour India

190

150 events &
40 shows

420

French &
Indian artists
& experts

Over a million
spectators in three months

over 1300
press articles

1300

TV coverage
in India &
France

TV

"Colourful,
diverse, and surprising."
[The Asian Age](#)

"A complete visual delight."
[Millenium Post](#)

"Heartful of soul"
[Time Out](#)

"Meeting of minds"
[The Hindu](#)

make the future join bonjour india!

You are an **enterprise**, an **NGO**, an **institution**, an **individual**:

Nurture a project for your community with Bonjour India.

Involve your **ideas and resources** to develop **Indo-French projects**.

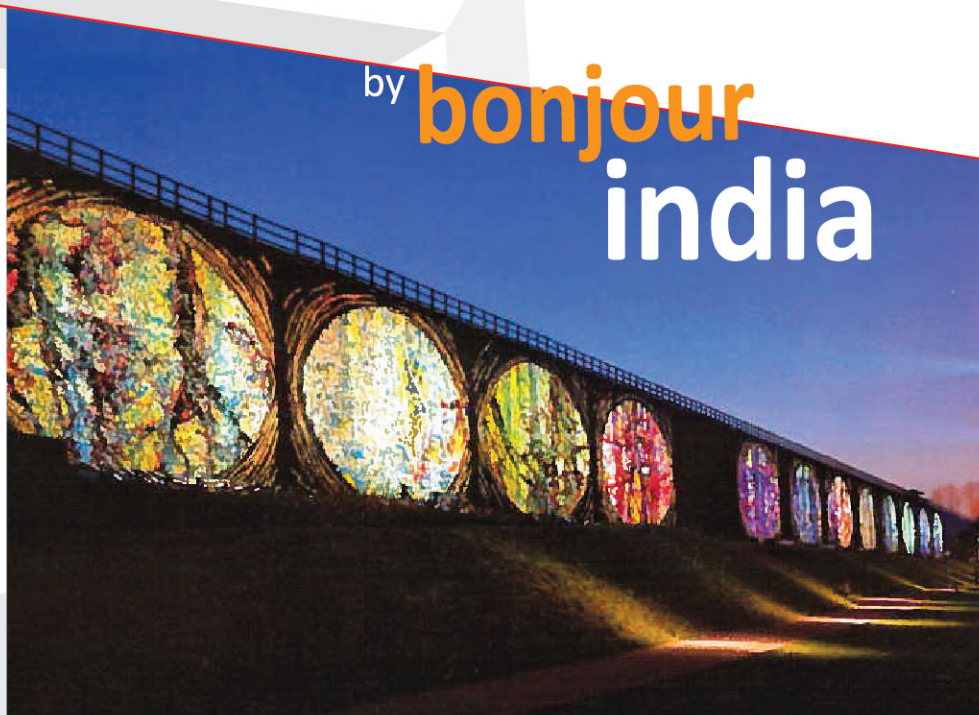
Your creativity is our limit!

Partner with us exclusively or through various levels of sponsorship to become a valued contributor to Indo-French relationships.

Support Bonjour India through locations, logistics and resources.

Capitalize on the widespread and high-profile media coverage generated in India, France and worldwide

by **bonjour**
india



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BONJOURindia

INNOVATION • CREATIVITY • PARTNERSHIP

Mumbai
Bengaluru High Mobility
Performances Research Debates
New Delhi Nagpur Ibrahim Maalouf Chennai
Innovation Science Festival
Community A Tale of Two Countries Goa
Bhopal Heritage Technology Partnership Hyderabad
Exhibition Music Varanasi
Ideas Indore Smart Citizen
Gastronomy Green Passard
Puducherry
Go Green
Nicolas Sanhes Art and Steel
Pune 10 Years 10 Movies Exchange
Cinema Kochi
Kolkata Dreams
TransExpress Ahmedabad
Dance
Jaipur Lucknow Creativity Dialogue
French Tech Tour Know Your French Indian Heritage
Chandigarh
Kolkata Book Fair Guest of Honour
Original Masterpiece Fab Lab
Street Art