



Vieilles Charrues 2017 – Jérôme Tréhorel

Rob: And I am with Jérôme Tréhorel who is the Director of the Vieilles Charrues here in Carhaix. Thank you very much for your time, Jérôme, you must be very busy right now.

Jérôme: Yes, thank you for coming. Yes, it's a moment just before the construction, the beginning of the construction of the festival so we have a lot of meeting and a lot of things to do before the opening day.

Rob: I understand you've sold all the tickets.

Jérôme: Yes, it's the first time that we've sold all the tickets two months before the event. Uh, it's a very good thing for you because, uh, uh, we imagine that the public love the Vieilles Charrues and it's the best answer for us, uh, to, to see that all tickets are, are sold but uh, it's very strange for us because you know that it's nearly four Stades de France during four days in Carhaix in our small town so it's very strange to imagine that all people want to come to the Vieilles Charrues.

Rob: And how many people are we talking about, how many tickets have you sold?

Jérôme: We have sold more than 220,000 tickets for the public and we have tickets for the partner so we will around the 70,000 people each day at the festival during four days so nearly 280,000 people during four days at the Vieilles Charrues.

Rob: Wow, that's a lot of, uh, people.

Jérôme: Yeah, a lot of people.

Rob: A lot of volunteers to help?

Jérôme: Yes, we had around 6... 6,000 volunteers who came to help us. It's a lot of non-profit organisations close to Carhaix who came to help us and we give them financial help to, to their own project at the end of the festival and it's around the 100 non-profit organisations who came with their volunteers and we give them around the 100,000 euros for their own project each year.

Rob: And this is money that is generated by the festival?

Jérôme: Yeah, yeah. The festival decided many years ago to help their own projects in response to thank them for coming and help us to welcome all these attendees during the festival.

Rob: The festival is over four days. If the weather is fine, will there be enough beer.

Jérôme: No, it is very strange but if you have a lot of sun dur.... during the festival people don't drink a lot of beer. They prefer, it's more important to drink water and water is free at the Vieilles Charrues. But, you know it's better when the sun's shining because all people have the... have a big smile during the festival and are happy to be here to make a, a great party with great music. But we had some years ed.... raining edition and we know to organise an edition when it's rain but it's not the same atmosphere. So we prefer when the sun is shining.

Rob: How many years has the Vieilles Charrues been going now?

Jérôme: It began in '92 and it will be next, uh next month the 26th edition of the festival.

Rob: You've been in charge for how long?

Jérôme: I began in '98 as volunteer, I work at communication and press office. It was the years when a lot of artists have problems to win the life with the disc, it has changed economical model about the festival because the price of the artist grow, grow, grow up a lot of and we have to find other solution to pay the artists because, um, you know that at the Vieilles Charrues we don't have any help from different French institution. We have a specific economical model. Eighty percent of the Vieilles Charrues budget is with the, the festival here and twenty percent with different sponsors, so we had to reorganise our economical model to continue to have the big head-liner.

Rob: Because you've got some great names.

Jérôme: Yeah.

Rob: Who are you looking forward to seeing this year?

Jérôme: This year we had...we will have Arcade Fire, we will have Kungs and Manu Chao, Renaud, Royal Blood from Great Britain, and we have again Midnight Oil, Paolo Conte, Macklemore & Lewis, DJ Snake, we have more than eighty bands will come during four days.

Rob: Why do you think it's so successful?

Jérôme: I think because we have a specific spirit in the Vieilles Charrues, a specific way in our mind. We want to, to welcome people in our party as if we organise a barbeque at home in our garden. We want to, to be accessible for all people, accessible with the price. A ticket is during three years at 44 euros, it's less price than go, to go to a French venue, a French Zénith or the Arena at Brest or the Liberté at Rennes for one artist, and we want to be accessible by the price and we want to be accessible by the music. We try each year to organise the most beautiful musical photography of the year, but you know that it's not very easy because it's a very controversial business now all over France but all over Europe and all over the world. So the bands, most of the big bands go in the different event where they give a lot of money, and in France we give more money but we are not the country where you give the most money, so it's not easy but we have the advantage to hold the Vieilles Charrues and now the Vieilles Charrues is now a name, a big name in Europe because we have a specific spirit, specific organisation with volunteer and we have, I think, the best attendees all over Europe. Because when a band come on stage and begin their, their show, they have the, the big sea of people from them

and they are very lovely with the band and we have a specific atmosphere and there is also the state of atmosphere in other events.

Rob: I have noticed when I have been to the Vieilles Charrues there were people from all generations there. I mean, mostly young people but also some very young people and also some older people, like myself.

Jérôme: Yes, because we want that it's a festival for everybody and it is a festival for everybody of each age and each music, each style of music and we want to panache, to mix. It's a, a very good game for us to imagine a line up with sometimes the band for the kids, or the children and sometimes the, the, the music for people who are more age and, uh, and maybe for parents and I very like to, to imagine that families can go together to the festival, and you know that this year for example, when we present the line up and know that Manu Chao will play, all people more than 40, 45 years said 'yes, it's from the former days since 20 years at the Vieilles Charrues, and young people said 'who is Manu Chao.' And the month after we announce the, the head of the line up and we announce FEDER, MHD, those then are for the young guys, and my partner, my parents said what's this band, I don't know them.

Rob: You're a music fan, I presume?

Jérôme: Yeah, yeah.

Rob: What kind of music do you like?

Jérôme: I love, I really, really love Brit pop. I fell in love where.., when I was 16 or 17 and it was a real flash for me. One day I hear about David Bowie or Suede Band and it was a revelation for me. I remember at this time that I live close to Saint-Brieuc and we don't have internet and I go to Saint-Brieuc to buy the NME and Melody Maker because I want to know what will happen in UK before those bands come to, to France.

Rob: What do you think the impact is for Carhaix?

Jérôme: Ah, I think it's a very good impact. It's very important for this small town to have a, a huge event as the Vieilles Charrues and to have an event who may come Bruce Springsteen, James Brown, Bob Dylan, Neil Young and Muse and other one. It is very important for this way and other way for an economical impact because we try to organise this event in working with the different energy around the festival in Carhaix, and then the Finistère and the French Brittany, and we try to find all that we need, all over the territoire. And it's Vieilles Charrues' touch that all the festivals don't have.

Rob: Last question. When are the Rolling Stones coming to play?

Jérôme: Ah ha. If you are there in a number phone I, I, I want it because it's one of my dream to make them come but you know that when they play they play in big stadiums, so know that the Vieilles Charrues the capacity is quite the same as the Stade de France so I try to work with the different producers to make them understand that we can do this here. In terms of technical condition we can receive bands like Rolling Stone. In term of budget, artistic budget I think that we can welcome them. They know that we have the best audience all over the world. It is what they want, I want them.

Rob: Jérôme Tréhorel, director of the Vieilles Charrue, thank you very much for your time.

Jérôme: Thank you very much.

