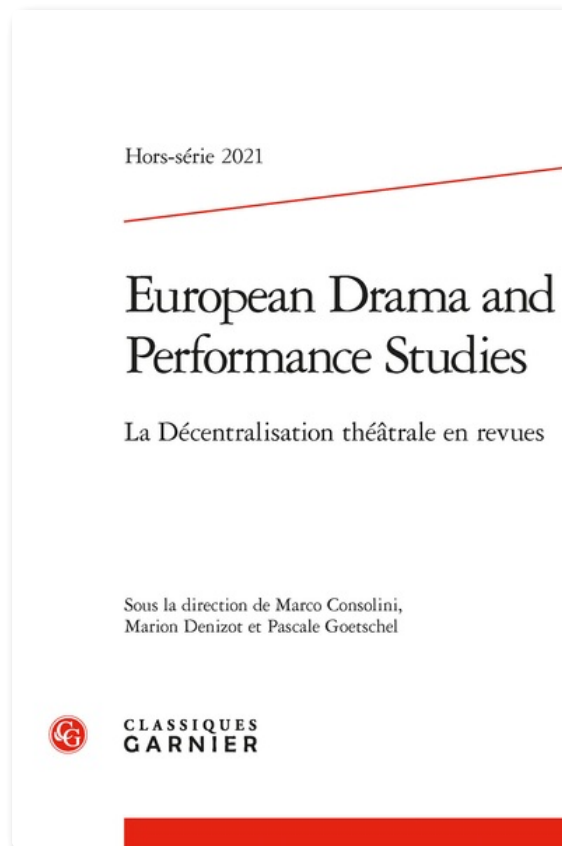




Magazine-programs as propagators of theater decentralization

The Compagnie André Mairal, Théâtre de Champagne-Comédie de Reims, 1962–1970

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Abstract: The André Mairal Company, which became a permanent national company in 1960, founded the Théâtre de Champagne-Comédie de Reims in 1962 and operated it until 1970. André Mairal's magazines allowed him to promote decentralization, creating direct dialogue with the public and implementing the complementary goals of the Maison de la culture André Malraux in Reims after he was entrusted with its settling. He could thus advertise his claims after the Villeurbanne Declaration in which he took part.

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