

FestFlash on Creativity and Innovation



FESTLAB

An initiative of the
European Festivals Association



Creativity
and Innovation
European Year 2009

FestFlash 1, April 2009 - Launch of an innovative and creative initiative: the EFA FestLab

FestFlash on Creativity and Innovation – the FestLab for Creativity and Innovation brought to life!

What is the innovative in the framework of a festival? What can a festival do to foster creative and innovative talents? Why do festivals play an important role in our modern societies?

The [European Festivals Association](#) proudly presents you with the first edition of the FestFlash on Creativity and Innovation - a series of newsletters spotlighting concrete examples of festivals acting as **laboratories of creativity and promoters of innovation**.

“Following 2008, the European Festivals Association continues to support the exchange between cultures, between people and between the artist and the audience. EFA invites festivals to engage their artistic and social power and act as strong messengers of the European Year of Creativity and Innovation. It is a key mission of EFA, the representative network for festivals in Europe, to support festivals in their ambition to join forces, enter into new collaboration and foster artistic creativity and creation,” as Darko Brlek, President of the European Festivals Association underlines.

Launched at the occasion of the [European Year of Creativity and Innovation](#), the [FestLab for Creativity and Innovation](#) is established to spotlight the excellence of festivals in the creative and societal process and to give incentives to successfully fulfill the festivals’ core mission which still is the artistic one.

In the spotlight

The Launch of the FestLab for Creativity and Innovation: 27 March, Prague

On 27 March 2009 in Prague, the European Festivals Association (EFA) launched its [FestLab for Creativity and Innovation](#). In the framework of the Czech EU Presidency event „[Forum for Creative Europe](#)“, European Commissioner for Education, Training, Culture and Youth, Ján Figel’, assigned [25 major European festivals](#) from 15 different European countries with the [FestLabPass](#).

In his speech, Mr Figel’ emphasised: “It is important that we leave footprints in our lives, that we have some inspiration, some legacy, some

orientation. (...) I am happy that festivals are again acting as ambassadors, as multipliers of all these great important messages and values. I wish them that they leave not only many footprints but inspirational roads to people.”

The most innovative and creative projects will feature on the FestLab website; follow the FestLab mission at www.efa-aeef.eu/festlab and on the [FestLabBlog](http://www.festlablog.org) on the LabforCulture website at www.labforculture.org.



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Related links and documents:

- [FestLab info brochure](#)
- [FestLab mission statement](#)
- Press release in [English](#), [French](#) and [German](#)
- [List of first FestLabPass holders](#)
- [Photo Gallery](#)

In dialogue with...

Kathrin Deventer, EFA Secretary General

Which role does EFA see for arts and culture in our societies today?

Kathrin Deventer (KD): The arts and artists can have a very strong impact on one's mind. Without creativity and creation, there is no humanity. The moment when the arts meet the audience is bristling: I remember my visit to the Alhambra in Granada: a lush summer evening, we listened to a Jewish, Arabic and Christian trio. What an inspirational atmosphere; one felt invited to read more about the roots of our integration process, about the crossing of cultures, religions and customs in Europe.

You understand festivals as laboratories for innovation. Where do their responsibilities lie?

KD: How many artists have grown and are growing their seeds in the womb of festivals? In festivals artists find an international platform for a first try-out in front of a greater audience. A festival is pure opportunity - and bears responsibility: towards the artists, and the audiences! Festivals have an intrinsic task to make artistically strong choices - to be contemporary, to excite, and to surprise. The audience knows: you have to be with festivals to know new trends, to be confronted with the arts, the real essence of why we do festivals! To look into new forms of esthetics, see new forms of partnership models.

In how far is the FestLab able to support this mission of festivals and to unfold festival's creative and innovative potential?

KD: The European Festivals Association takes up the example of festivals as outstanding laboratories that follow the paths of the artists. The FestLab is established to demonstrate the important role that culture, arts, artists and festivals play in creating a fruitful ground for the development of innovative and creative talents. Nurturing creativity in people through the arts - and in particular in the environment of an arts

festival - is almost self-referential evidence.

The FestLab highlights best practices and cases of innovative projects. It stimulates the creative work of festivals in what we call FestLabos, and brings all activities throughout the year together on the FestLab website. Its aim is to spotlight the excellence of festivals in the creative and societal process and to give incentives to successfully fulfill the festivals' core mission which still is the artistic one!

The following FestFlashes will put festivals and their innovative and creative 2009 projects into the spotlight.

FestFlash Highlights

The FestLab includes...

- a [FestLabPass](#): a Pass handed out to festivals joint in their efforts to be laboratories of creativity and promoters of innovation, to act as messengers and to reach out to the media, public authorities etc.;
- a [FestLabPool](#): a rich pool of best practices of innovative works implemented in the framework of an arts festival;
- **FestLabos**: collaborative on- and offline working spaces for organisations participating in the FestLab to exchange about works and practices in order to enhance cross-national circulation of artistic works;
- **FestLabNews - FestFlash** - and [website](#): a communication spot bringing together news, activities and best practices related to the FestLab.

Follow the mission of the FestLab at the [FestLab website!](#)

How to become a FestLabPass holder

The European Festivals Association invites all arts festivals to sign up to the initiative "FestLab for Creativity and Innovation" and commit to its objective. Read the Open Call [here](#).

About FestFlash and EFA

The **FestFlash on Creativity and Innovation** brings news about festivals and their activities implemented in the spirit of the FestLab for Creativity and Innovation.

The FestFlash follows their activities throughout 2009; a **best practices** reader will be published at the end of 2009 showcasing most outstanding examples of festivals' work and reflects on the challenges in the context of fostering innovative and creative talents.

Latest news and relevant information may be found on the **FestLab website** at www.efa-aef.eu/festlab!

The **FestLab for Creativity and Innovation** is an initiative of the [European Festivals Association](#) in the framework of the [European Year of Creativity and Innovation](#).

The **European Festivals Association (EFA)** is the umbrella organisation for arts festivals across Europe and beyond. Over more than 50 years, EFA has grown into a dynamic network representing more than 100 music, dance, theatre and multidisciplinary festivals, national festivals associations (representing on their behalf more than 1,000 festivals) and cultural organisations from 37 (mainly European) countries. Since 2004, the EFA offices are based in Belgium.

EFA is initiator of the **European House for Culture** (www.efa-aef.eu), contributes to the '[Platform for Intercultural Europe](#)', is member of the EU Platform on 'Access to Culture' and collaborates closely with '[A Soul for Europe](#)'.



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