

**European Festivals Research Project (EFRP)
and
Festival Boršnikovo srečanje, Maribor (Slovenia)**

invite proposals for presentations at the EFRP research workshop

Artistic festivals and continuously operating cultural organizations

Maribor, 21-23 October 2011

Artistic festivals emerged in Europe after the World War Two with the aim to provide extraordinary artistic experiences that the existing cultural organizations could not deliver throughout the habitual cultural season. This compensatory role of the artistic festivals has been modified with their proliferation and increasingly international output of cultural organizations. The workshop seeks to reconsider the relationship of festivals and continuously operating cultural organizations as competitors and partners. In some instances festivals are launched by continuously operating cultural organization as a special program at the end, at the beginning or throughout the season, in order to create in the public a feeling of business *not* as usual. With the increased practice of international co-productions, the relationship between these two sorts of organizations is becoming even more complex and interdependent. Original festival productions continue their life on the programs of venues and rep companies and many leaders of the continuously operating cultural organizations appear also in the role of the festival programmers and producers. Festivals often depend on the venues, technical infrastructure, human resources and marketing services of the continuously operating cultural organizations. Public authorities, potential sponsors and donors are also facing a dilemma which of these two types of cultural entrepreneurship to favor and how to preserve some rational balance of investment and support that will ensure both the continuity of cultural offer and special, festive and unusual attractions.

Some 14 presentations could be featured in the workshop. They can be of different sorts: case studies and comparisons, typological analysis of the relationships, examination of specific aspects of competition, interdependence and synergy; approached from the point of view of artists, programmers and producers, funders, critics or audiences; dealing with programming and producing issues, logistic, marketing and communication, audience development and esp. educational activities, media coverage, sponsorship and cultural policy.

Researchers are invited to submit short proposals (150-250 words) of their research presentation by 15 April 2011 to Dr Dragan Klaić, EFRP Chair at draganklaić@gmail.com. Accepted proposals are to be developed by the authors into PowerPoint presentations of maximum 10 slides. In the Maribor workshop, each presenter will have 15 minutes for own PowerPoint presentation, with ample time reserved for discussion. PowerPoint presentations (in English) should be sent by September 30.

By sending in their proposals, presenters consent to have their PowerPoint presentations published on the EFRP public depository at www.efa-aeef.eu for the future benefit of the wider community of those interested in festivals research.

The organizers will provide hotel accommodation and meals for the presenters at the EFRP workshop. Participants will be responsible for their own travel costs. Colleagues whose proposals are accepted are advised to arrive on Friday, 21 October before lunch time and depart on Sunday, 23 October after lunch. Maribor is just a 30 min car ride from the Graz airport in Austria (a Schengen border – no border crossing stop), well connected with Munich, Frankfurt, Berlin and other German cities as well as with Vienna, Zurich and London Stanstead. The hosts will provide transfer from the airport to Maribor and back. One can also fly to Zagreb or Ljubljana and continue by train or bus to Maribor.

This workshop is part of a larger festival program, composed by Alja Predan, festival's Artistic Director. Participants will have an opportunity to see several Slovene and international performances and meet many performing arts professionals. In 2012 Maribor will be one of two European Capitals of Culture – see www.maribor2012.info.

The European Festivals Research Project (EFRP) is an international, interdisciplinary consortium, which is focused on the dynamics of artistic festivals in contemporary life. One of its principal aims is to understand the underlying causes of the current proliferation of festivals and its resource implications and diagnostic perspectives. EFRP focuses on those festivals that are driven by a firm artistic vision, involving international programming and which benefit from substantial support from public authorities. The consortium instigates research papers, studies, trainings, publications and debates and articulates tentative conclusions, trends, forecasts and recommendations for festival operators, public authorities (as subsidy givers) and potential sponsors. All research outcomes are being made accessible in a public depository at the web site of the European Festivals Association (<http://www.efa-aeu.eu/efahome/efrp.cfm>). Periodically EFRP organizes intensive research workshops on specific topics where the results of research are presented and discussed. Such workshops have taken place in Nitra (2005), Leicester and Le Mans (2006), Barcelona (2007), Helsinki and Moscow (2008) Novi Sad and Leeds (2009) and Poznan (2010). Further workshops are in preparation and potential hosts and topic suggestions are always welcome. An edited book on festival politics, programming, impacts and governance will be produced by the consortium and associated researchers in 2011. For suggestions, proposals, ideas or to be placed on the mailing list, please contact: Dr Dragan Klaić, EFRP Chair (draganklaic@gmail.com) or Christopher Maughan, EFRP Coordinator (ccm@dmu.ac.uk).

Festival Boršnikovo srečanje, Maribor (Maribor Theatre Festival) is the oldest, most reputable and leading theatre festival in Slovenia. Since 1996, the year of its debut, its home institution has been the Slovenian National Theatre in Maribor. Its kaleidoscopic history has seen much turmoil and change. Eventually, the festival established itself as the national theatre competition. The best performances of the past season compete for several awards. The festival is held every year in the second half of October and lasts ten days. Recently, conspicuous efforts have been made towards internationalization and the festival has evolved into an international event: international symposia, foreign guests, producers and performances have become a constant part of festival activities (www.borstnikovo.si).