

The annual Get-Together of festival makers

IMPROMPTU*

*An impromptu is a piece of music containing improvisational elements, often in free-form but sometimes also in ternary form (ABA, AAB or ABC form). It is mostly written for piano and based on a musical idea, which is worked out in the composition. This musical form dates from the Romantic era, when composers went looking for new and more personal forms of expression.

Senses, Places and Destinations or Arts Festivals, Cities, Communities and Cultural Tourism

Arts festivals are strong elements in a city's life. They bring communities together that otherwise would not meet in such a convivial atmosphere. They contribute to the feel of a city, to its character, its soul. Arts festivals create the conditions for audiences to discover different forms and artists. Creators translate the place, the world, into artistic expression and mirror the paths to audiences they may not have realised were reachable.

A festival encapsulates an aspect of the traditions and identity of a place and its people. It stimulates an interaction between locals and visitors, bringing them together in shared diversity. It lives up to the highest aspirations of tourism, offering visitors more than they expect from a passive visit, and local people a chance to engage with those arriving from elsewhere.

When we have a closer look, statistics show that festivals are strongly embedded in their local communities as artistic platforms. In most cases, the name of a festival carries the name of the city. Audiences participating in arts festivals come often from the same location or the surrounding region. Only the larger festivals have the capacity to draw a major part of their audiences from abroad, who travel for the specific purpose of experiencing that festival's programme. Any festival, though, that has a high level of artistic achievement contributes immensely to the attractiveness of a place, independently of its size. Once visitors are at a festival, they will also look for everything else a city's culture can offer.

THANKS TO THE SUPPORT OF OUR PARTNERS



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With over a billion tourist visits annually worldwide, tourism has become a significant economic, social and cultural force. Tourism is fundamental to the development of a promotional policy for heritage and the cultural values of a region. Tourists often immerse themselves in the destination's cultural menu: tours, festivals, events, museums, theatre, sights and sounds. High quality cultural activity is a major economic factor of economic value that brings prestige and is an indispensable part of the competitive attractions in today's tourism.

The role a festival plays in developing the vision, mission and community content of its host is crucial, as is that of city managers in realising the proposals, ideas and ambitions of arts festivals. At the other end of the scale, festivals fulfil a European vocation by extending the concept of a shared space and community.

But do cities longing for more tourists have the same agenda as festivals longing for more audiences? What are the shared strategies?

Lets take a step back and ask ourselves:

- How can the power of the arts be applied as an “instrument” to influence the life in our cities and territories today?
- What role for artists, festivals, urban developers and tourism colleagues in agreeing a joint vision for our cities?
- What formats are there for dialogue?

The Arts Festivals Summit Lisbon 2019 will make a bow throughout the three days from concepts, practices, questions and needs in the world of tourism, to the local, urban reality, its communities (also in a European context) and the role of arts festivals as well as the arts and artists. By sharing practices and lessons learned, we hope to contribute to the development of our cities and come to a joint vision and agenda.

To this end the EFA – Eurocities Ljubljana declaration will be followed up in conversation between various involved stakeholders including:

- festival makers
- artists who embed their work strongly in community/place development
- mayors and city officials
- marketing people in the city
- European platforms for co-operation such as Eurocities, ASfE or EFA
- Tourism agencies