

The World Comes to Wales for the Weekend?

Assembling celebration and resistance at rural festivals

CROESU

Dr. Sam Saville

Prof. Michael Woods

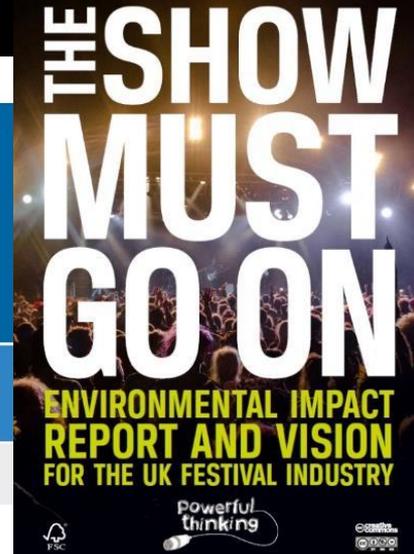
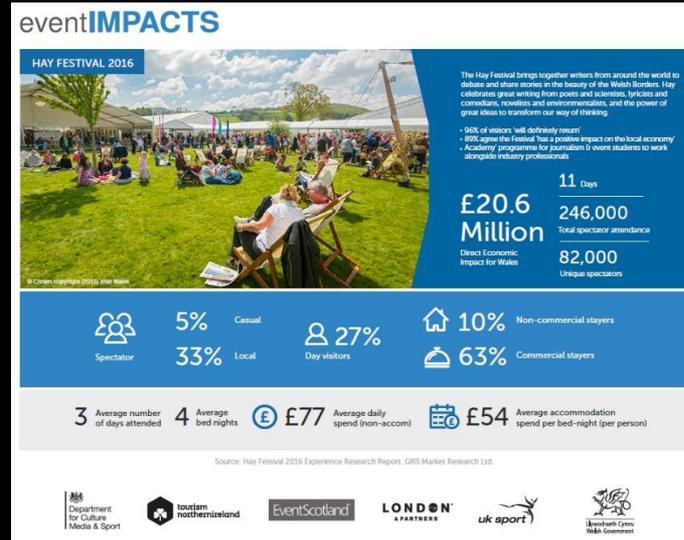


CROESU

- Festivals research and literature
- Assemblage approach and methods
- Research findings: eating, drinking, walking, talking, singing and dancing!
- Conclusions

Festival Research

- Event management
- Social, economic and environmental impacts
- Experiences of festival goers
- Festivals and rural and urban regeneration



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Modelling welsh cultural events

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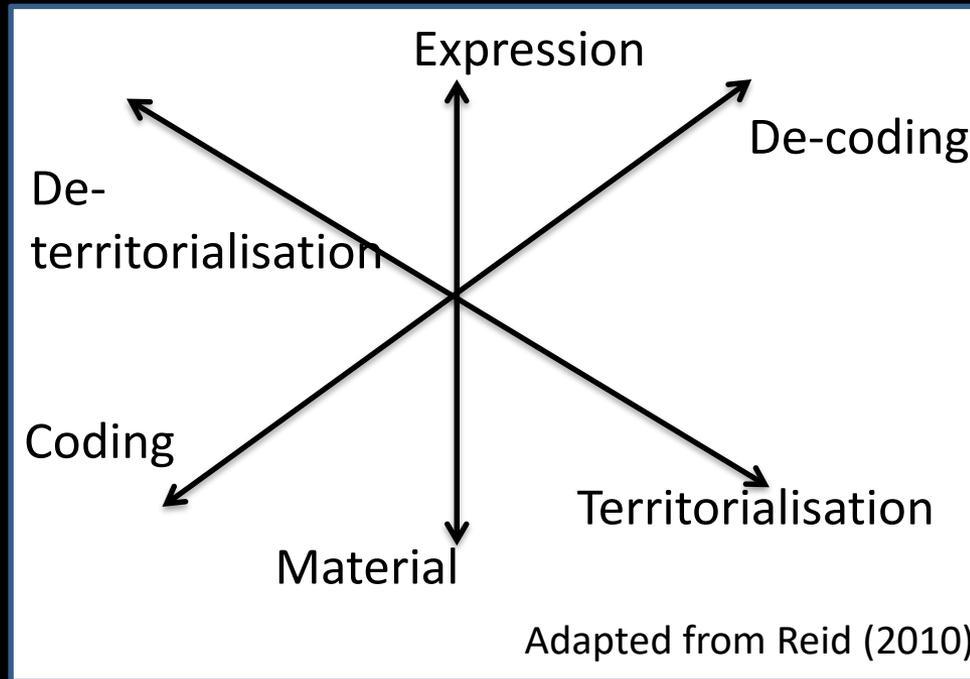
ABSTRACT

This paper describes the development of a best practice managerial model for Welsh cultural events. A theoretical model, comprising four stages: decision; planning; implementation; evaluation, was synthesized from an extensive review of the literature. The theoretical model was then used as a projective instrument for in-depth interviews with managers of three Welsh cultural events: Llangollen International Music Festival, the May Fair at the Museum of Welsh Life, and the Uddf Esteddfod. From the interviews, three reasonably similar practical models were developed. These three models were then unified in a single best practice model, through the use of Delphi technique. The initial decision phase for the first year of each event differed markedly between events. However, the event managers were able to achieve consensus on a best practice annual managerial model for cultural events.

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Festivals as 'carnavalesque'

Festivals as assemblage?



De-Landian terminology (!)

Assemblages: components can perform material and / or expressive roles in one or multiple assemblages / sub-assemblages.

Exploring expressions of globalization



- Practices not just representations
- Observations and participation as well as interviews

Expressive Components



Eating and Drinking

Walking and Talking

Singing and Dancing

(Thinking and
Feeling)

(Buying and Selling)

Eating and Drinking



OLD GRANARY PIEROGI

- Baked **PIEROGI** £7
+ house slaw + dip
 - Baked **PIEROGI** + soup £7
 - Boiled & pan-fried **PIEROGI** £7
(served 4 - caramelised onion, cheddar, hibe - soured cream)
 - KOPYTKA** (crispy Polish gnocchi) served with: £7
• Herefordshire beef goulash
• wild mushroom sauce
 - BIGOS** (Polish hunter's stew) served in a bread bowl £7
 - Cream of tomato & basil **SOUP** £6
 - Celeriac, spinach & tarragon **SOUP** £6
 - Polish sour **SOUP** (Zurek) £7
- served in a bread bowl*

Slow Food
Ludlow Market
Made Herefordshire

THE BRITISH
ST. FOOD
AWARDS 2017
FINALIST

- ### Breakfast
- Super healthy **PROSO MILLET 'porridge'** £6
with fruit compote, local slow motion coconut milk, 8 organic & local berries
 - Scrambled eggs £6
with heritage tomato & local brown egg butter & leaves
 - Scrambled eggs £6
with Polish smoked sausage & leaves
 - Boiled & pan-fried **'RUSKIE' pierogi** £6
 - Baked pierogi £4.50



Small menu board with prices: £4



Gluten-free available!!!

Pierogi, not pasties!!!
Our delicious, Polish style baked pierogi are lovingly handcrafted yeast dough cases filled with a variety of gourmet fillings.



MEAT A-N-D GREEK

AUTHENTIC GREEK CYPRIOT BBQ

@meatandgreek

COLLECT
HERE
YIANNIS!

CHICKEN SOUVLAKI - £7.00
PORK SOUVLAKI - £7.00
HALLOUMI PITTA (V) - £7.00
ADD HALLOUMI? - £1.00

What is Souvlaki? - A TOASTED PITTA BREAD PACKED WITH JUICILENT CHARCOLED CHICKEN OR PORK BEEF FROM THE GREEK. GARNISHED WITH HOMEMADE TZATZIKI, HOUMMOS, CHOPPED ONION & ONION. ALLERGENS - PLEASE ASK TEAM MEMBER

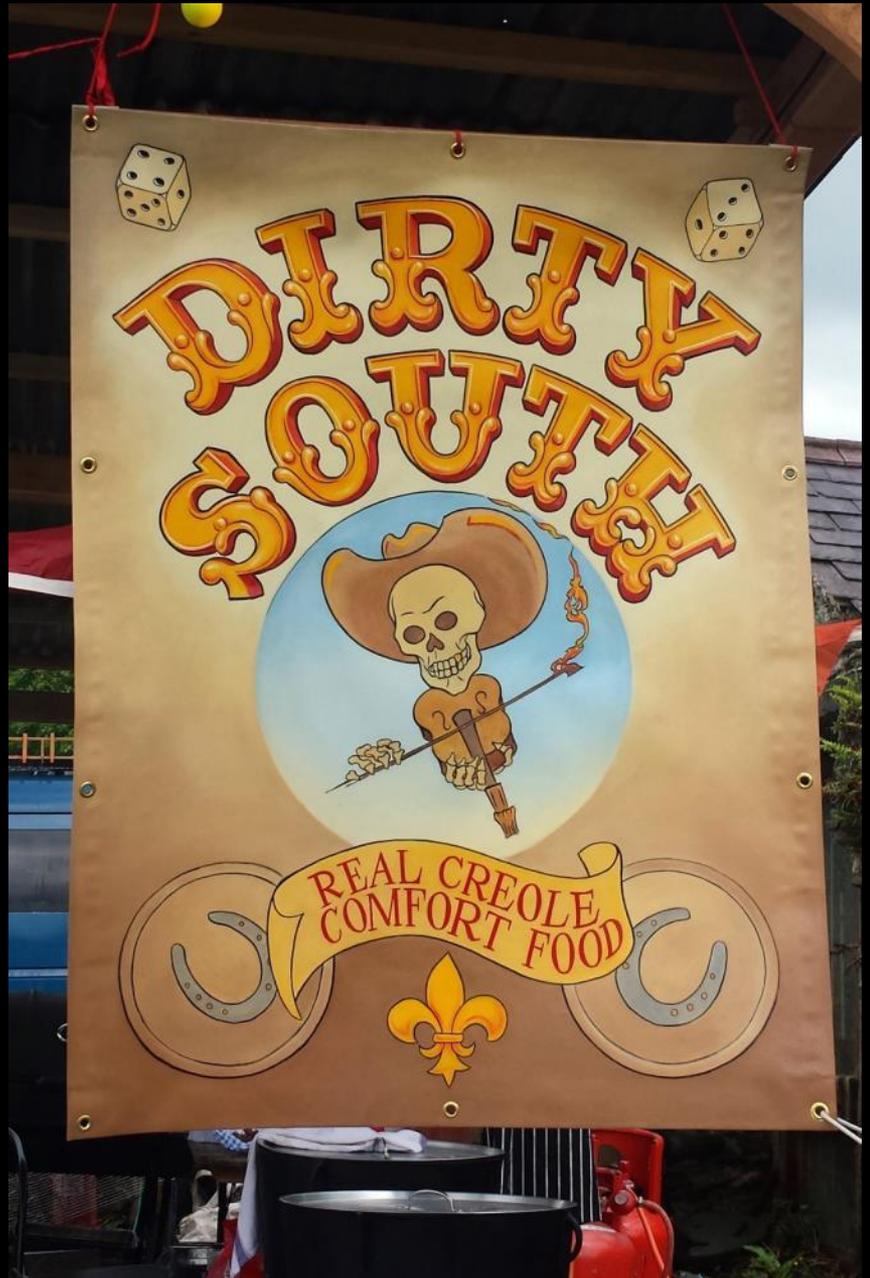
ORDER
HERE
WATER £1
SOFT DRINKS £1
OPPA!



A vibrant outdoor market scene with a large crowd of people. In the background, there are several red and white striped awnings. A sign for "JAPANESE STREET FOOD" is visible on the right. The scene is set against a backdrop of green trees and a string of lights. A semi-transparent dark box is overlaid on the center of the image, containing white text.

“There’s a lot of people from Thailand who they were born and brought up here, but their cultural background is Thai, and they make Thai as Thai people make it, but they make it using British local ingredients because that’s where they’re living, and to me that’s one of the most exciting things about being British at this point in time is that you have this vast cultural hotch-potch which is great”





The Green Bean

one pot cooking from around the world

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One pot cooking from around the World

WHEAT FREE • DAIRY FREE • GLUTEN FREE

TEA

CAFÉ TIÈRE

COFFEE

£1.25

TODAY'S MENU

Carriish Chicken Chorizo

CHICKEN BREAST AND CHORIZO WITH BUTTER BEANS, OLIVES AND PEPPERS COOKED WITH SHERRY, RED PAPRIKA AND RED WINE STOCK. 8 UK POUNDS

Caribbean Chicken

CHICKEN BREAST MARINATED IN CARIBBEAN SPICES WITH FRESH LIME JUICE AND GARLIC COOKED WITH RED PEPPER, TOMATO AND ONION SAUCE.

Massaman Curry

SWEET POTATO AND SQUASH COOKED IN COCONUT MILK WITH PINEAPPLE AND PEANUTS. 8 UK POUNDS, 300gms FAT & BUTO

Persian Fusion

think Persian with a touch of fusion. We'll do it for you. Aubergine, portabello, mushrooms, walnuts, pineapples, tomatoes, lime juice, raisins and some kashmiri tomatoes.

straight up

£5.00 one dish, rice £7.00 2 dishes, rice

'Can't decide'

£5.00 two dishes, rice & salad £8.00 3 dishes, rice & salad

'totally can't decide'

THAI - three dishes, rice & salad £10.00

GRAND BUFFET £12.00

UTEN FREE

+ DAIRY/WHEAT

BREAKFAST

The bloody Mary of Breakfasts

DRICED SMOKED BACK BACON PAN-FRIED WITH FRESH MUSHROOMS AND ONIONS, TOPPING A HOMEMADE CUMBERLAND SAUSAGE MIX STEW WITH PLUM TOMATOES AND HENZ WITH BAKED BEANS ON A BED OF BASMATI RICE, ALL FINISHED WITH A FREE RANGE EGG £7.00

GLUTEN FREE

WYŁ CWRW CYMRAEG Y CWRT

COURTYARD WELSH BEER FESTIVAL

PLEASE
ORDER BEER
BY BREWERY

PLEASE
ORDER BEER
BY BREWERY





MEGAN'S KITCHEN
WELSH CAKES
 Traditionally made in Wales by Megan's Kitchen
 Llangollen.



CAUTION
HOT
SURFACE



FOUR DELICIOUS MELT IN THE MOUTH
Welsh Cakes
 Hand-baked to a traditional recipe
 4 for 1.00
 6 for 1.25
 Take home the authentic taste of Wales

MEGAN'S KITCHEN

 Handmade in Llangollen



HYGIENE RATING
 HYGIENIC 14-15 OCTOBER

Walking and Talking





@WalesTUC
introduces
breakfast with
BRENDAN COX



WE'VE GOT
MORE
COMM



“Our programme is becoming a lot more inclusive. A bit more political...We’ve got the freedom because we’re independent. ...We can actually have a political agenda...We made a big installation that said Resist and it flashed and lit up at night when you powered it, and a play on the idea of resistance and electric resistance. Like political resistance...We had a petty protest where you made placards that little things that annoy you, like stop leaving all your hair in the plughole ...It was kind of this idea to empower”

Einstein’s Garden, Green Man Interview 3rd Nov 2017



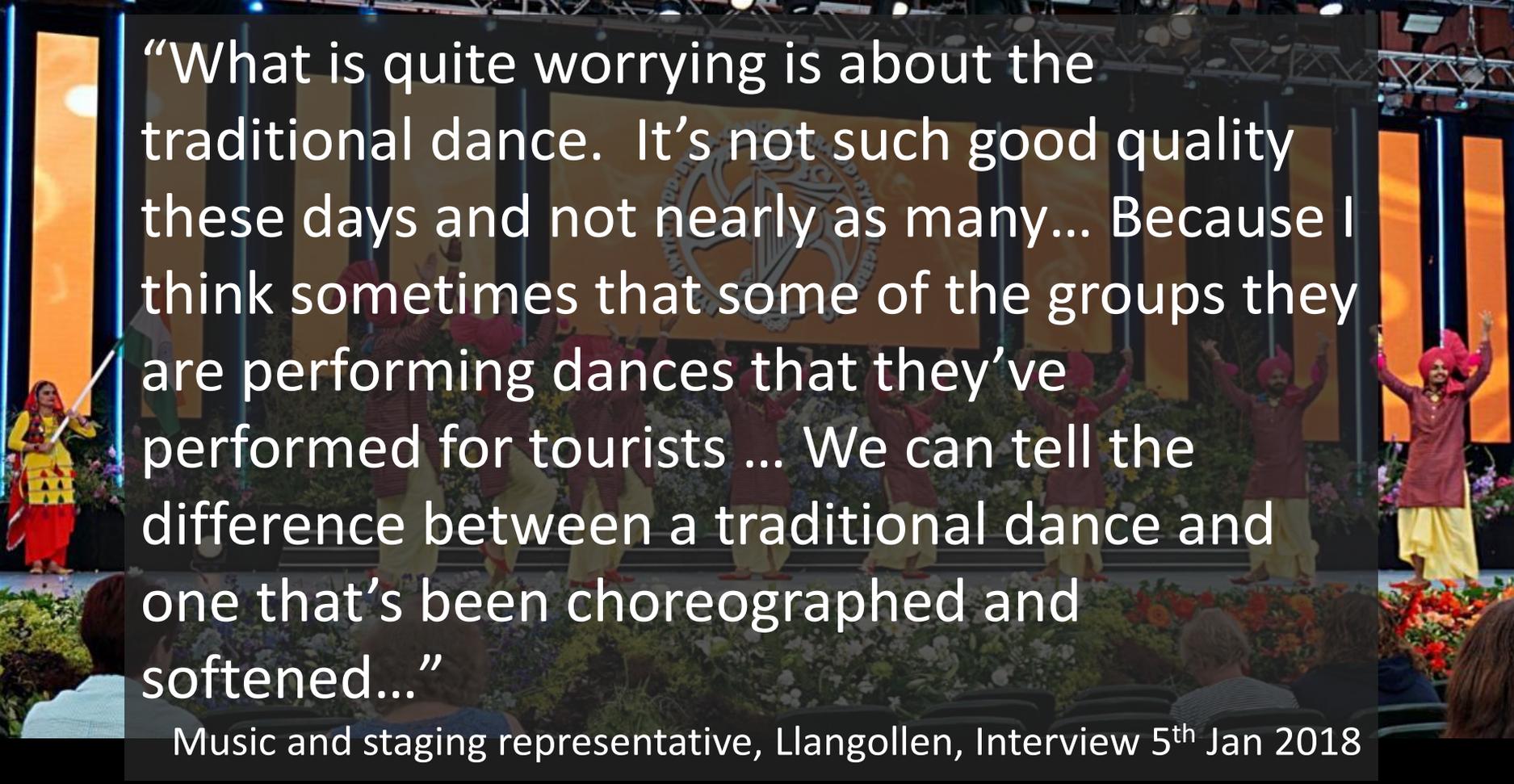


“It’s not just pretty. It’s an industry. Whilst you’re coming to a rural area you shouldn’t think that you’re coming to necessarily recreational land. ...This is as industrialised as Wolverhampton or Manchester or Port Talbot. It’s just a different industry and I think that’s quite important to register.”





Singing and Dancing

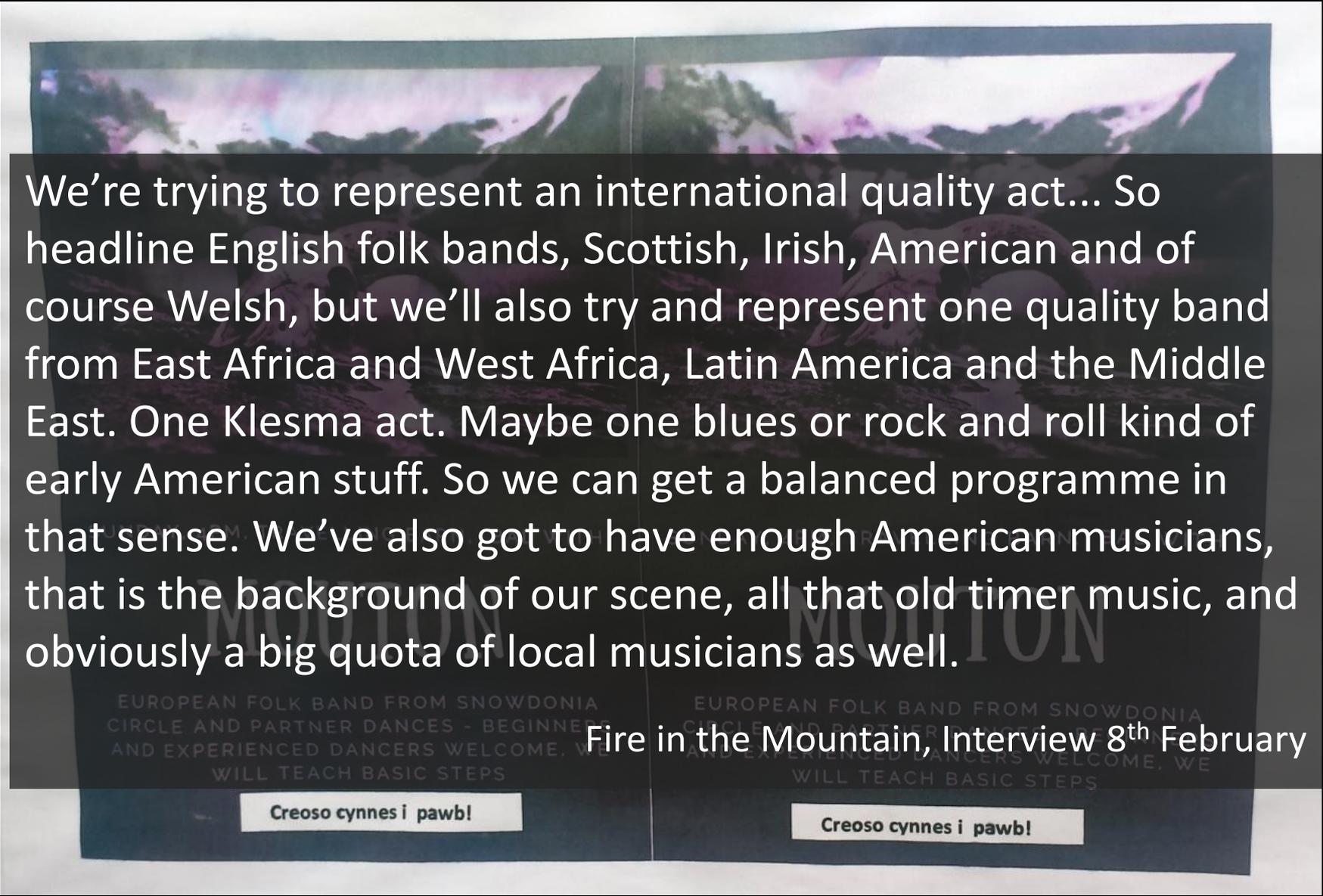


“What is quite worrying is about the traditional dance. It’s not such good quality these days and not nearly as many... Because I think sometimes that some of the groups they are performing dances that they’ve performed for tourists ... We can tell the difference between a traditional dance and one that’s been choreographed and softened...”

Music and staging representative, Llangollen, Interview 5th Jan 2018

The Real Folk Cultural International Academy, Llangollen 2017





We're trying to represent an international quality act... So headline English folk bands, Scottish, Irish, American and of course Welsh, but we'll also try and represent one quality band from East Africa and West Africa, Latin America and the Middle East. One Klesma act. Maybe one blues or rock and roll kind of early American stuff. So we can get a balanced programme in that sense. We've also got to have enough American musicians, that is the background of our scene, all that old timer music, and obviously a big quota of local musicians as well.

Fire in the Mountain, Interview 8th February

Creoso cynnes i pawb!

Creoso cynnes i pawb!

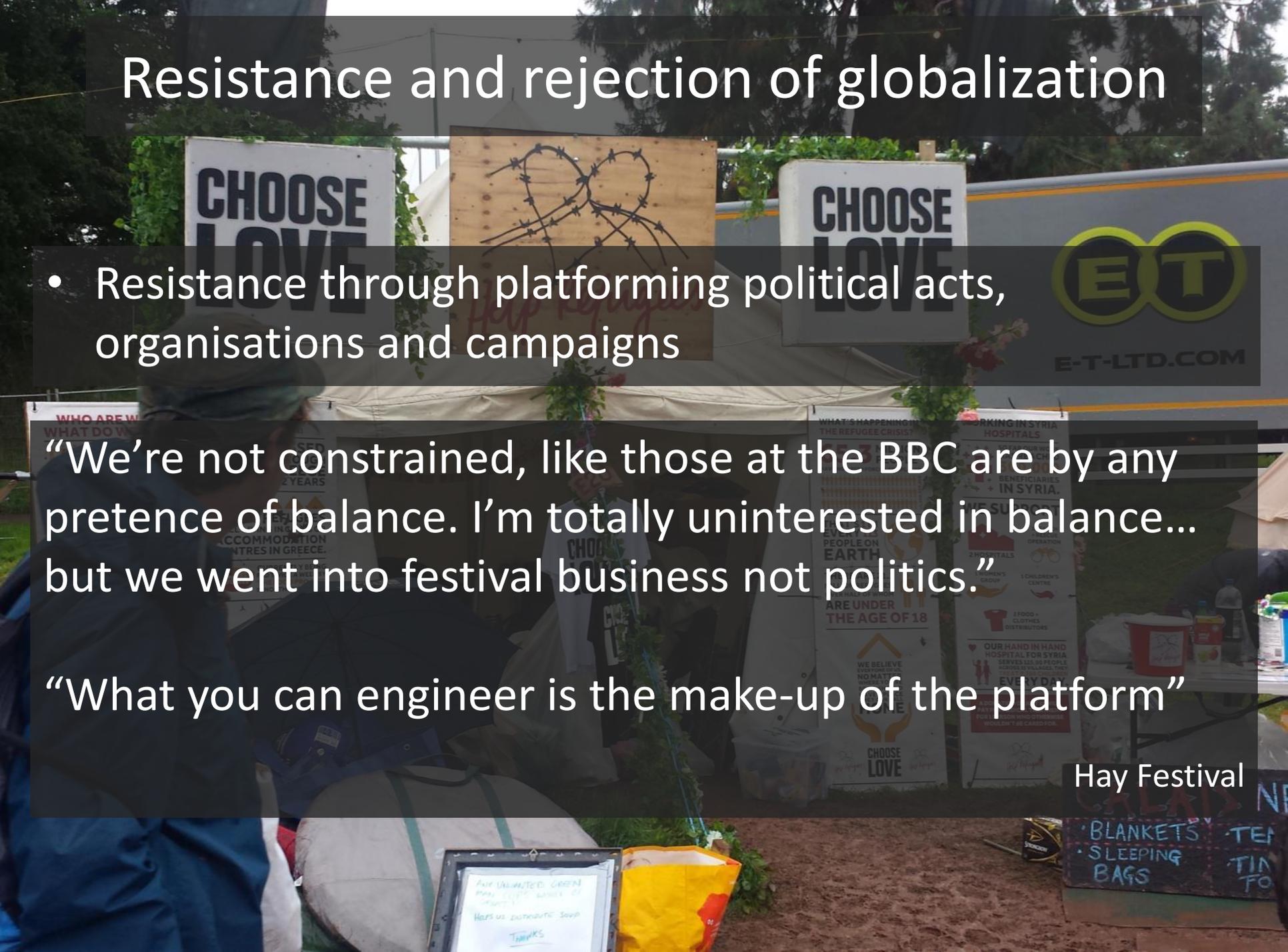
Resistance and rejection of globalization

- Resistance through platforming political acts, organisations and campaigns

“We’re not constrained, like those at the BBC are by any pretence of balance. I’m totally uninterested in balance... but we went into festival business not politics.”

“What you can engineer is the make-up of the platform”

Hay Festival



Purple Moose Brewery!

- Rejections of sponsorship, commercialisation, management structures...

"Dark side of the moose" 4.6%
Chestnut, coffee, smoked, bitter

"There's a huge scene now, lots of ... multi-billion pounds international conglomerates that have taken over so many festivals. So we try to buck that trend. We publish our accounts online ... We've registered ourselves as a non-profit organisation. So we're not there to make loads of money. We can't be sold. We can't be bought. We've insulated ourselves from the big business takeover".

Fire in the Mountain

Hopcraft Brewery!

WAFB

Cosmopolitan celebrations

- Festivals as spaces to explore different cultures
- Festivals specifically aiming to enable a cosmopolitan view point
- Finding ways to create old 'festival spirit'

“We’re very inclusive ... I think it’s more to do with an easy acceptance of difference, but I don’t necessarily think that’s a global thing. I just think that’s a human thing.”

Green Man, Interview 29th Nov 2017

[I hope] “that we maintain the basic being of the Eisteddfod, which is getting people together from all parts of the world through music and dance. Highlighting the peace message”

Llangollen, Interview 24th April 2017

“Literature is about the other. The whole purpose of literature is to allow you... to imagine the world from someone else’s perspective. That’s a global thing.”

Hay Festival



Rural roots



Conclusions

GANDHI'S FLIP-FLOP

Non-violent curries for the civilly disobedient

VEGETARIAN INDIAN EATABLES

- Culture beyond representation
- Not wholly materially focussed
- Practice and process based approach of Assemblage – provides some balance
- Much more to be said – endless assemblages!