The World Comes to Wales for the Weekend?
Assembling celebration and resistance at rural festivals

Dr. Sam Saville
Prof. Michael Woods
• Festivals and globalization
• Assemblage approach and methods
• Research findings: eating, drinking, walking, talking, singing and dancing!
• Conclusions
Festivals and Globalization

Festivals have been a part of ‘every society, on every continent and throughout history’

Newbold and Jordan, 2016

La Tomatina tomato festival, Spain  
Newtown Food Festival
Festival Research

Music Festivals and Regional Development in Australia

Modelling welsh cultural events

Tourism Management Perspectives

The Show Must Go On: Environmental Impact Report and Vision for the UK Festival Industry

Beyond the Carnivalesque

Chris Anderton

19th Annual DORRINO
FOLK & BLUEGRASS
FESTIVAL

Chris Gibson and John Connell
Exploring expressions of globalization

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

- Hay Festival
- Fire in the Mountain
- Llangollen International Musical Eisteddfod
- Green man
- Abergavenny Food Festival
Expressive Practices

- Eating and Drinking
- Walking and Talking
- Singing and Dancing
  (Thinking and Feeling)
  (Buying and Selling)

In the interest of public safety we now conduct random bag searches. Thank you for your co-operation.
Eating and Drinking
OLD GRANARY
Pierogi

Baked Pierogi + house slaw + dip £7
Baked Pierogi + soup £7
Boiled & pan-fried Pierogi (served with braised red onion) £7

Kopytka (crispy Bliss gnocchi) served with:
Herefordshire beef goulash
Wild mushroom sauce

Bigos (Polish hunters stew) served in a bread bowl £7

Cream of tomato & basil Soup £6
Celery & spinach Soup £6
Staragon Soup £6 (served in a bread bowl)
Polish sour Soup £7

Breakfast

Super healthy Proso Millet porridge £6
Scrambled eggs £6
Scrambled eggs with heirloom tomatoes £6
Boiled & pan-fried Pierogi £4
Baked pierogi £4

Gluten-free available!!!

Pierogi, not pasties!!!
Our delicious, Polish style baked pierogi are lovingly handcrafted yeast dough discs filled with a variety of gourmet fillings.
MEAT AND GREEK
AUTHENTIC GREEK CYPRIO INT BBQ

COLLECT HERE

CHICKEN SOUVLAKI £17.00
PORK SOUVLAKI £17.00
HALLOUMI Pitta (v) £17
ADD HALLUMI? £1.00

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WATER £1
go! SOFT DRINKS £1
“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... 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”. 
Walking and Talking

Hay festival 2017 audience, image Sam Hardwick
“Our programme is becoming a lot more inclusive. A bit more political... We’ve got the freedom because we’re independent... We made a big installation that said Resist and it flashed ... 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.”

Hay Interview 13th Sept 2017
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
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
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
Cosmopolitan celebrations

“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

- Festivals as spaces to explore different cultures
- Festivals aiming to enable a cosmopolitan view point
- Finding ways to create old ‘festival spirit’
[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
Expressions of Globalization

How do cultural practices reflect global-local relationships?

www.global-rural.org