

The World Comes to Wales for the Weekend?

Assembling celebration and resistance at rural festivals

Dr. Sam Saville

Prof. Michael Woods

CROESU



CROESU

- 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

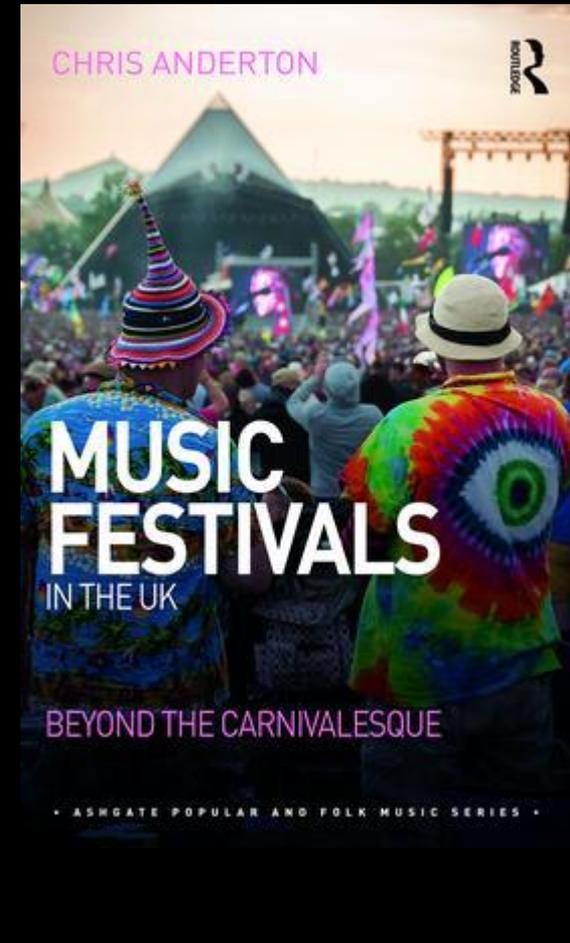
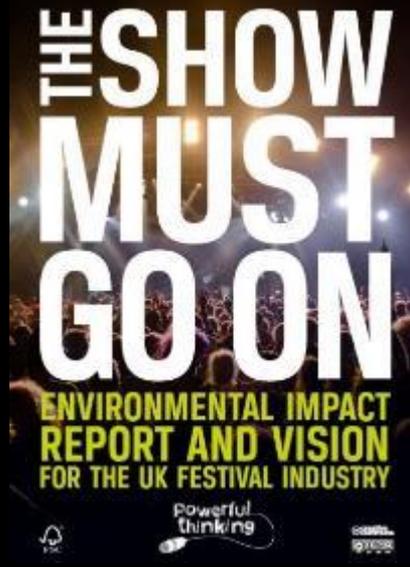


La Tomatina tomato festival, Spain



Newtown Food Festival

Festival Research



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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 a 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 Hay Fair at the Museum of Welsh Life, and the Tydd Estabod. From the interviews, three reasonably similar practical models were developed. These three models were then distilled into a single best practice model, through the use of Delphi techniques. 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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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)

Eating and Drinking



OLD GRANARY PIEROGI

- Baked **PIEROGI** £7
+ house slaw + dip
 - Baked **PIEROGI** + soup £7
 - Boiled & pan-fried **PIEROGI** £7
(served 4 - 2 served, 1 bread onion)
(sour, like soured cream)
 - **KOPYTKA** (or spicy Polish gnochi) £7
served with:
• Herefordshire beef goulash
• wild mushroom sauce
 - **BIGOS** (Polish hunters stew) £7
served in a bread bowl
 - 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, almonds, coconut milk & poppy seeds
- Scrambled eggs £6
with heritage Leicester Corn Flour
- Scrambled eggs £6
with Polka, smoked sausage
- Boiled & pan-fried **'RUSKIE** pierogi £6
- Baked pierogi £4.50



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



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AUTHENTIC GREEK CYPRIOT BBQ

@meatandgreek

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HERE
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PORK SOUVLAKI - £7.00
HALLOUMI PITTA (V) - £7.00
ADD HALLOUMI? - £1.00
Wine & Spirits 17, 8 PAGES WITH BEANS, BAKALAVA,
JUICY TASTY CHARCOOLED CHICKEN OR PORK PASTRY
FROM THE GREEK, SPANISHED WITH HUMMERIN
TARTAR, FLOURISH, CAPPED, BAKED & OVEN
BLENDED - PLEASE ASK TEAM MEMBER

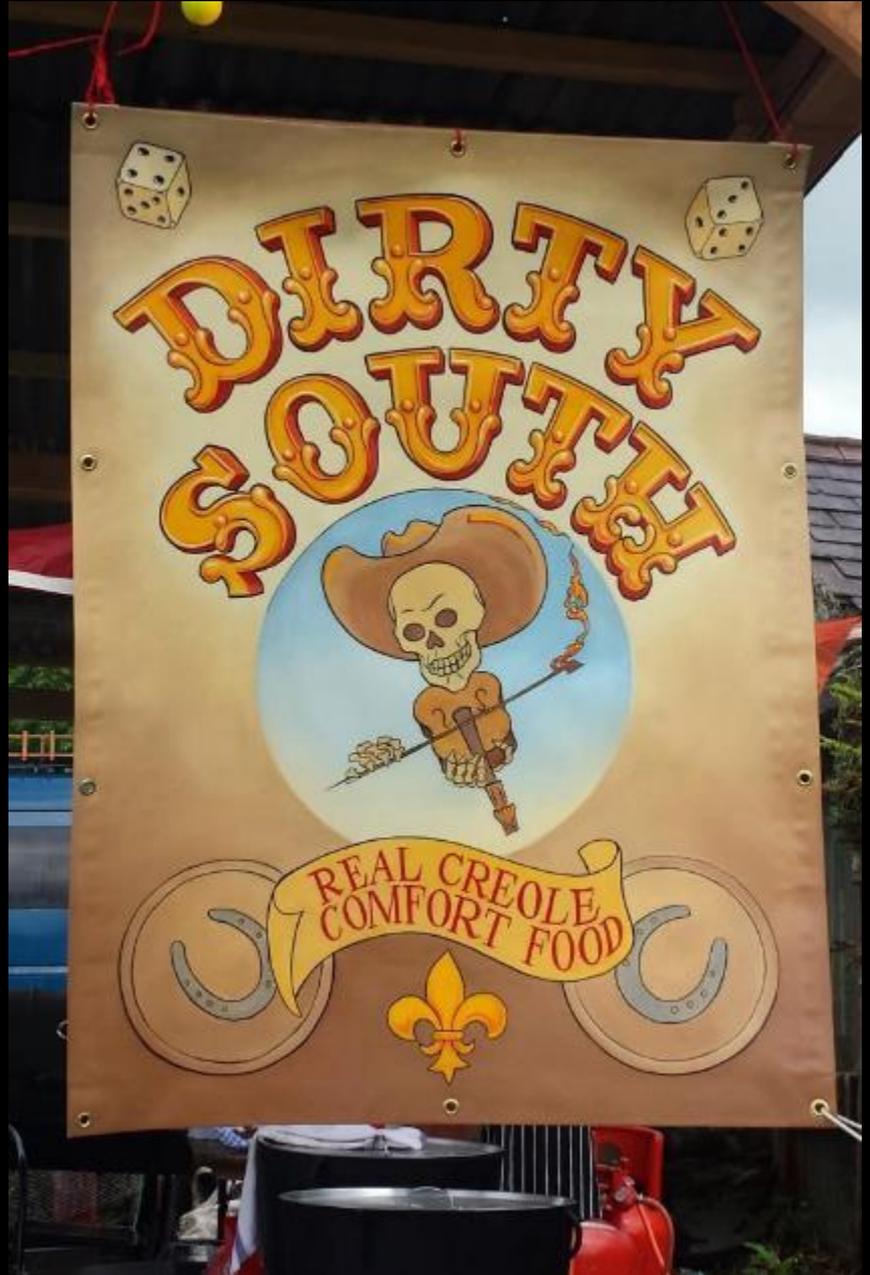
ORDER
HERE
WATER £1
OFA!
SOFT
DRINKS £1





“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”.





WYL CWRW CYMRAEG Y CWRT

COURTYARD WELSH BEER FESTIVAL

PLEASE
ORDER BEER
BY BREWERY





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



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HOT
SURFACE

WELSH CAKES
MELT IN THE MOUTH
Hand-baked to a traditional recipe
4 for 9.95
6 for 12.95
Take home the authentic taste of Wales

MEGAN'S KITCHEN
Handmade in Llangollen

FOOD HYGIENE RATING
5

Walking and Talking



Hay festival 2017 audience, image Sam Hardwick



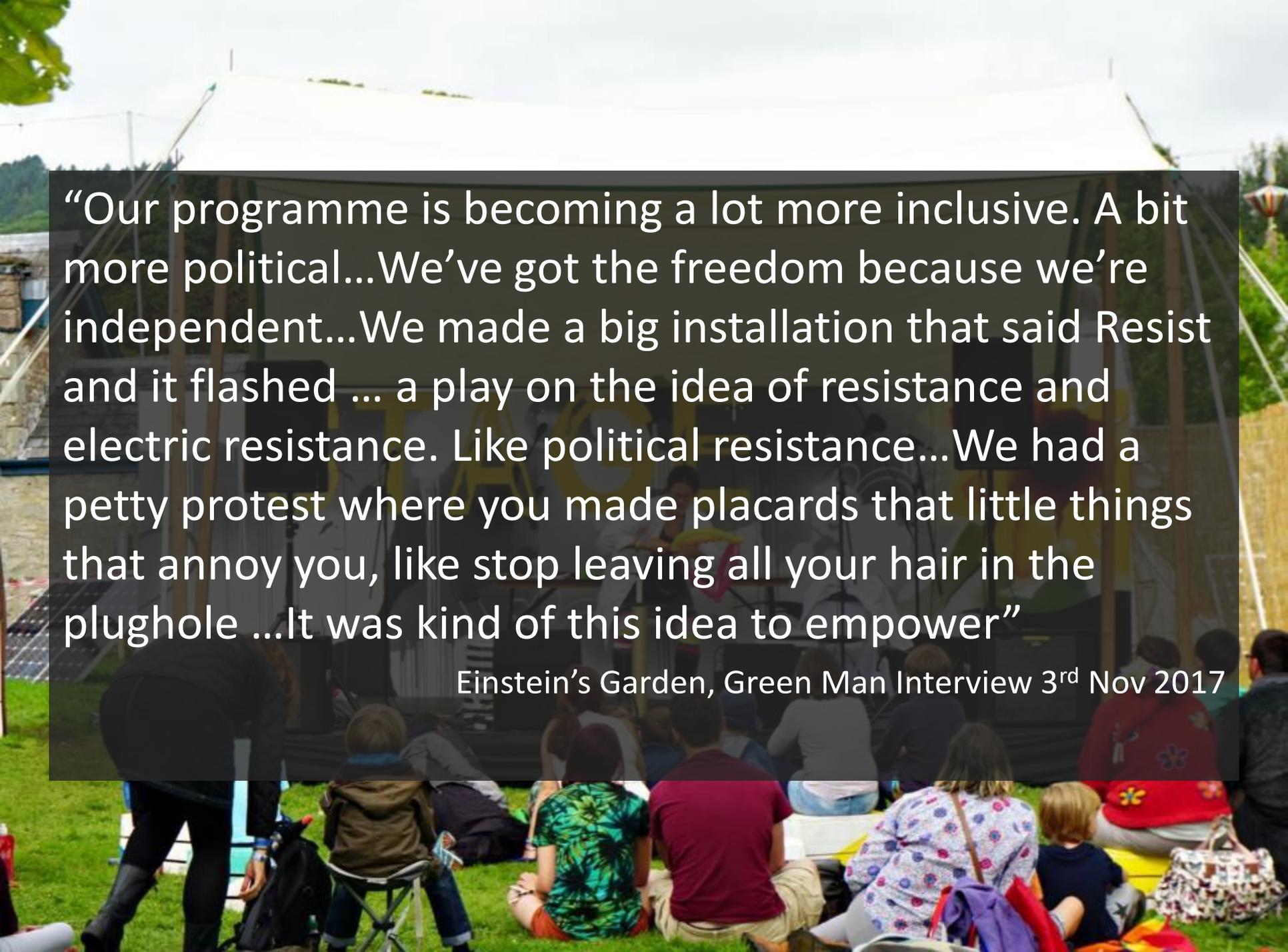
@WalesTUC
- introduces -

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 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



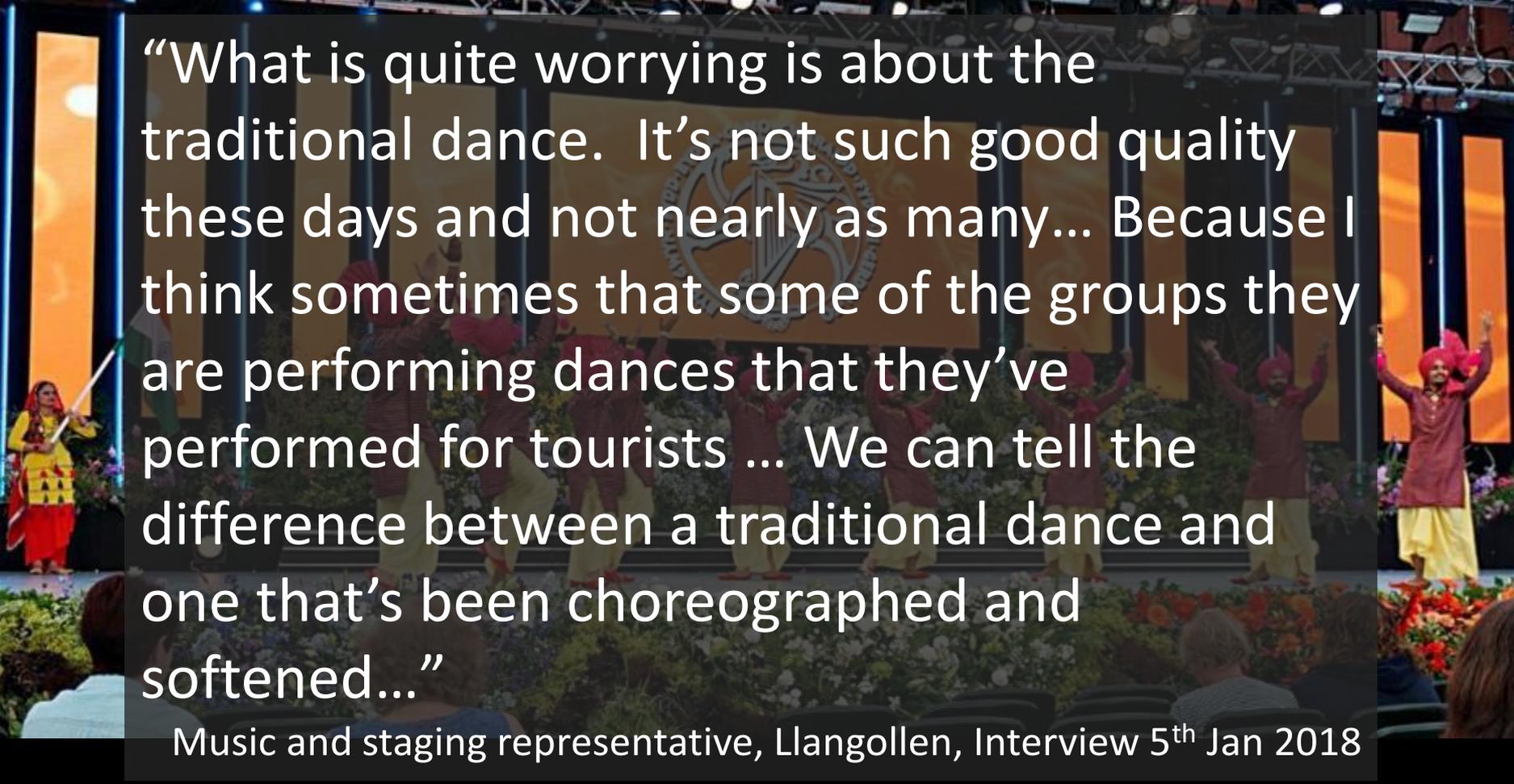


“It’s not just pretty. It’s an industry. Whilst you’re coming to a rural area you shouldn’t think that you’re coming to necessarily recreational land. ...This is as industrialised as Wolverhampton or Manchester or Port Talbot. It’s just a different industry and I think that’s quite important to register.”





Singing and Dancing

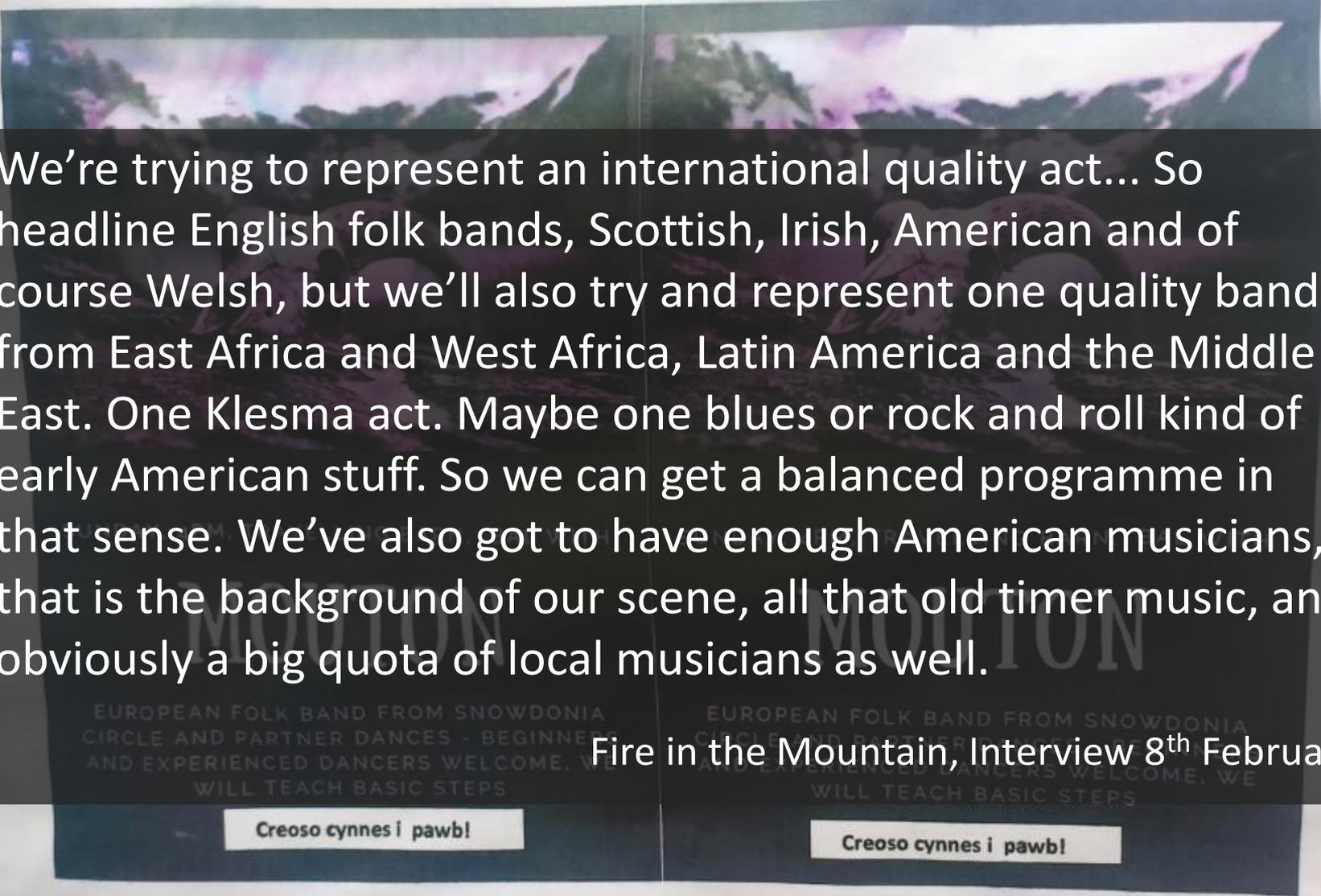


“What is quite worrying is about the traditional dance. It’s not such good quality these days and not nearly as many... Because I think sometimes that some of the groups they are performing dances that they’ve performed for tourists ... We can tell the difference between a traditional dance and one that’s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

Creoso cynnes i pawbl

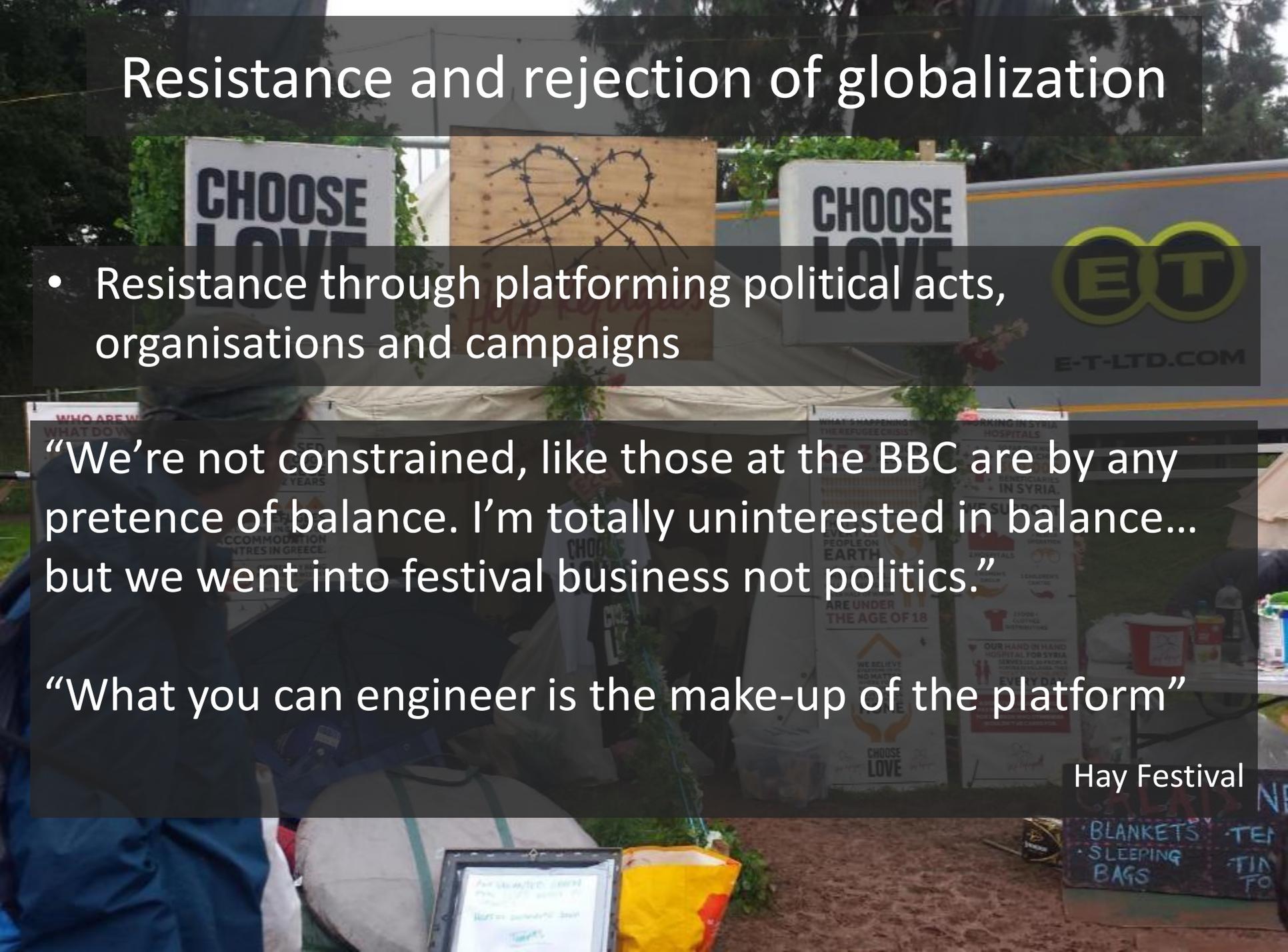
Resistance and rejection of globalization

- 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!
WAE

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



Read More...



www.global-rural.org