

The Arts Festivals Summit Peralada / Girona

23-26 April 2023

European Festivals Association (EFA)

Hosted by Festival Castell de Peralada

The Arts Festivals Summit of the European Festivals Association (EFA) is the annual meeting moment of the international festivals community. It brings festival makers from all over the world together for four days in one place to speak about the arts, arts festivals and their role in local communities. The Summit travels from city to city, country to country to explore the artistic, cultural, social and political communities in different places, offering the chance to the local communities as well as the international EFA community to build new relations and connections. The Arts Festival Summit 2023 in Peralada/Girona hosted generously by the Festival Castell de Peralada follows EFA's 70th anniversary in 2022 that announced new initiatives inviting cities, decision makers, artists, the press and business representatives into the conversation about EFA's 70 Years-On Agenda.

200 arts festivals, cities, stakeholders from all over the world will meet from 23-26 April 2023 to discuss how arts and local stakeholders can intensify their relations in view of the challenges societies and communities are facing. A new understanding of joint responsibilities might lead to new agreements and forms of collaboration between festivals, cities, and the business sector.

We need to meet and talk about the ins and outs of festival making, artistic programmes, questions of audiences, relations with our cities, sustainability, the use of digital tools, festivals as means for reconciliation and bridge-building, while at the same time acknowledge the fragility of our times and the constraints the current numerous crisis bring along.

FESTIVALS

Festivals are the most successful formula to bring the arts to audiences. The number of festivals is growing world-wide: hundreds of thousands of them take place every year all across Europe and the world. More and

more groups of people learn from this success-formula to develop their business (models). Audiences increase, even and maybe because of the technological superlatives offered to us. New digital reproduction opportunities to enjoy the arts 'at home' actually trigger potential audiences to experience the original live. The encounter with friends in the public space is a festive happening and again much needed as numbers of audiences show.

Many questions have been accentuated in recent times about the way we live and organise our lives, about human connections, about the cooperation between countries, about the mandate of the EU and other supra-national organisations, the future of our international relations and solidarity, about the 'pains' of today's globalised world.

Festivals are one of the most powerful agents of reflection, of recovery and renewal.
EFA offers a platform to debate about these questions and enter into new forms of relations, conversations, and actions with festivals stakeholders.

THE ARTS FESTIVALS SUMMIT



Arts Festivals Summit 2022 in Yerevan, Armenia

Since 2017 (Wiesbaden, hosted by the Rheingau Music Festival, 2018 Ljubljana, hosted by Ljubljana Festival, 2019 Lisbon, hosted by the Estoril Lisbon Festival, 2021 Galway, hosted by the Association of Irish Festivals and 2022 Yerevan, hosted by the Yerevan Perspectives International Festival), the Arts Festivals Summit is the key annual gathering for festival

makers connecting festivals from around the globe in one city in a 4-day programme.

The Summit brings festivals of various arts disciplines, smaller and established festivals together. It offers a platform to bring international knowledge about current festivals affairs, to exchange with international speakers and opinion makers about the place of arts festivals and their role in societies today. Also invited are stakeholders such as: policy makers from the European Commission, European Parliament, Council of Europe, Chambers of Commerce, Cities, national tourism board, business representatives, UNESCO, journalists...

With inspirational presentations and panel discussions with various stakeholders, eye-to-eye encounters, one-on-one formats combined with group conversations, cultural visits, a qualitative artistic programme, tours of the unique surroundings: the 4-day Arts Festivals Summit has something unexpected and expected for all of us.

THE ARTS FESTIVALS SUMMIT 2023: Focus on Business

Following the launch of the 70-Years-On Agenda in 2022 at the occasion of the 70th anniversary of the European Festivals Association, new partners have been invited to join the conversation on the arts and arts festivals. 10 cities signed the EFFE Seal for Festival Cities and Regions. The EFFE Seal is a recognition and an invitation to cities and regions that wish to associate and integrate their development and image with a strong festival, cultural - and European - commitment.

In 2023, more cities will join the EFFE Seal process in Girona. And we open a new line of structural communication with the business community. Lets talk business.

EFA intends to bring the 'enabling' stakeholders together that contribute to festivals' commitment and work towards the artists, the arts and the audiences: Cities, sponsors, governments, EU and other stakeholders will be invited to dialogue with the festivals community, artists as well as concert halls, theatres and artistic and cultural networks: What is the power of festivals? What is the state and future of our festivals post-corona? What resources do they need to get back to full operation? What is the role of the private sector?

Marketing through sponsorship is evolving all the time. Sponsorship is fast becoming an important channel in marketing strategy. It is the perfect environment to create a window into a business' culture, to tell stories and bring a brand to life in a way that is much more difficult to achieve

through the other marketing channels alone. “The industry is increasingly moving away from purely focussing on returns on investment to a more blended approach which takes into consideration the return on purpose. The arts are well placed to capitalise on this, especially festivals that attract large numbers of people, where brand presence is usually easier to achieve than traditional arts outlets, where there is the ability to create experiences and tailored content that help brands engage with new audiences as well as their clients” Michelle McLeod, Sponsorship Manager at Baillie Gifford during the Round Table between EU Commissioner for Culture and arts festivals on 23 June 2020.

The Arts Festivals Summit 2023 will invite for the first time the business community. Collaboration and innovation have never been so important, and the Festival Castel de Peralada, an EFA member with a strong business-based support and approach, is the ideal host for meaningful exchanges between festival and business representatives.

PERALADA / GIRONA

The mediaeval Castell de Peralada is the setting for the Castell de Peralada Festival during the months of July and August. Set in the Castle Park gardens, the Auditorium is the ideal venue for concerts on a summer night. The Church and the Cloister, by contrast, hosts recitals, chamber concerts and small-format operas. History and prestige identify the Festival which, both for its artistic events and for the exceptional nature of the setting in which it is staged, place this mediaeval town at the cultural and leisure heart of the summer nights of the Costa Brava.

Girona is located in the northeast of the region of Catalonia, in northern Spain. It is the so-called “City of the Four Rivers” and shows us a historic centre dominated by medieval buildings and reminders of Romans, Arabs and Jews. Its outstanding beaches are part of what is known as the Costa Brava and are located in such internationally famous resorts as Tossa de Mar, Cadaqués and Portlligat.

ABOUT THE HOST FESTIVAL CASTELL DE PERALADA

Founded in 1987, the Festival Castell de Peralada is regarded as one of the major arts events of the summer. Patronage of the Festival is part of the Peralada Group's corporate social responsibility policy, in line with the international spirit of active contribution to culture and the promotion of

music. It is a unique initiative in terms of the support and promotion of music and a clear commitment to the excellence of the artistic proposals in lyric and dance. The local production, the commitment to new creators, the support for composers and the invitations to major artists and companies have contributed to the cultural enrichment of our country.

It goes without saying that this dossier is but a starting point for possible collaborations with your organisation at various levels of the organisation's activities: EFA's FestivalFinder.eu www.festivalfinder.eu is a platform in continual growth attracting 2500 festivals as a search engine for Europe's vibrant festival life; EFA's EFFE Awards and the EFFE Label have been celebrated now in 3 editions; the Festival Cities Alliance with the contribution of some 80 festivals cities is a new initiative leading to stronger, structural collaborations between festivals and cities that is now formalised in the EFFE Seal for Festival Cities and Regions ; EFA's The Festival Academy brings together a network of 900 Young festival managers from more than 80 countries.

ABOUT THE EUROPEAN FESTIVALS ASSOCIATION

The European Festivals Association (EFA) with its history of 70 years connects thousands of music, dance, theatre and multidisciplinary arts festivals and festival associations in 40 countries. EFA members are the core element that make the Association an open, influential, international place for any festival that wants to be part of a bigger festival community.

Arts Festivals Summit 2023 - Programme

The annual Get-Together of festival makers in Peralada and Girona, Spain hosted by the Festival Castell de Peralada takes place from 23 to 26 April 2023. At a glimpse, the programme looks as follows (times shown are according to Spanish time UTC+2).

<https://www.efa-aef.eu/en/initiatives/events/arts-festivals-summit-2023/>

Sunday, 23 April 2023

Arrival of all delegates: EFA Members, EFFE Hubs, Alumni of The Festival Academy, EFFE Label festivals, Spanish festivals, Cities & Regions' representatives, speakers, and others

Registration | 14.00-19.30 at Hotel Carlemany & 19.30-21.00 at Centre Cultural La Mercè - Girona

12.00-14.30 | Individual lunch time

13.00-14.30 | Lunch EFA board meeting (by invitation only)

14.30-18.30 | Sant Jordi festivities across the city of Girona

The streets and squares of Girona are filled with people strolling among the flower and book stalls. You will discover the city by yourself through another light thanks to outdoor activities, human towers, etc.

16.30-18.30 | Festivals and Cities Meet up, in partnership with A Soul for Europe at Hotel Carlemany (for cities and regions representatives and all interested delegates)

[Read more about the Festivals and Cities Meet up here.](#) This session is moderated by [Nicolas Bertrand](#) and [Nele Hertling](#) from A Soul for Europe.

20.00 | Official Opening of the Arts Festivals Summit

At Centre Cultural La Mercè - Girona

20.00 Welcome speeches

- **[Isabel Suqué Mateu](#)**, President of the Foundation Castell de Peralada
- **[Jan Briers](#)**, President of the European Festivals Association
- **[Marta Madrenas](#)**, Mayor of Girona
- **[Joan Francesc Marco](#)**, General Director of the Instituto Nacional de las Artes Escénicas y de la Música (INAEM), Ministry of Culture and Sport, Spanish government
- **Officials from Catalan Government, Diputació de Girona** (tbc)

20.20 How festivals contribute to building a cultural Europe and the responsibility of Festivals to take care of emerging artists: Keynote speech by [Jordi Savall](#), conductor, composer, and viol player.

20.40 New ideas and creative forms for a festival. Rufus Wainwright Hadrian's experience in Peralada: A dialogue between [Rufus Wainwright](#), singer, songwriter and composer, and [Jorn Weisbrodt](#),

Stage Director, with [**Oriol Aguilà**](#), Director of the Festival Castell de Peralada.

21.15 Welcome drink



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Monday, 24 April 2023

A day of conversations, meet ups, keynotes and ceremonies at the Peralada Castle in Peralada

Registration | 9.30-13.30 at Peralada Castle

8.45 | Bus to Peralada: Meeting point at your respective hotels in Girona

10.00-13.30 | Let's talk business

In 3 conversations of 1 hour, the arts community will discuss with business representatives its role and the interaction between arts, festivals and business.

Peralada Castle - Square del Carme, s/n - 17491 Peralada

Beyond and through their primary function of bringing art to the public, festivals generate a multitude of “outputs”. Firstly, they please the organisers, funders, and all stakeholders by returning what has been

invested – and some more if things go normally. In our increasingly sophisticated world, festivals’ externalities or additional effects keep diversifying. Festivals’ impact on well-being and health, urban development and city branding, social cohesion and equity, jobs and taxes have been more and more acknowledged, just to name a few.

And – festivals imply ‘busyness’, in the original sense of the word. They bring vitality to the place. Dynamism, drive and good vibes. Businesses are also ‘busy’ by definition – to what end? To deliver profit? Money in the first place? Respect and contentment, too?

As the arts, in reverse order. Contentment – fulfilment in terms of artistic excellence – is the primary purpose of the arts. Excellence breeds respect. Financial gains are a bonus? The contentment that business and the arts aspire to seem to share common grounds, characteristic of the era. Today, ‘sustainability’, ‘inclusion’, and ‘equity’ seem to come into focus as well.

Are business and arts inverted twins? They seem to evolve side by side and learn from each other. Business and arts handle their environment – their markets – not entirely differently. Sometimes quite similarly. Ranging from the competitive to the inclusive. With the boundaries and definitions of market (and marketing) ever changing.

How do business and the arts co-exist in today’s Europe and the world? How to define today’s market? What is ‘good’ business? (And ‘poor’ art?) Where do goals and means meet to build a successful and peaceful Europe as a citizens’ project?

Let's talk business, let's get to the point!

All these questions will be addressed during these 3 times 1 hour of conversation, facilitated by [Cristina Farinha](#) and [Horacio Pérez](#).



#1 Building the market: accessible, inclusive and fair(trade)

Speakers

- Joris Janssen, Expert Arts and Culture, IDEA Consult, research and strategic development projects and public policy advise, in Flanders and abroad.
- Zvonimir Dobrovic, Founder and artistic director of Domino, major independent art NGOs in Croatia. Artistic Director of several festivals in Croatia and internationally: Perforations Festival, Queer Zagreb Festival and Queer New York international art Festival. Owner of Ginger Sushi Zagreb restaurant.
- Ignasi Miró Borràs, Corporate Director of Culture and Science at La Caixa.

#2 New understanding of our business: impact, success & sustainability

Speakers

- Vera Wrana, Head of international and institutional relations of Last Tour, cultural manager.
- Chris Baldwin, Performance director, curator, writer. Manager and artistic director of CCD Productions. Artistic Director for the

Opening Weekend for 2023 Eleusis (European Capital of Culture, Greece). Cultural Coordinator for Piran4Istria2025 (Slovenia).

- 3rd speaker to be announced.

#3 Building societies: Inclusive and well? Who, what for, how and for whom?

Speakers

- Rarita Zbranca, Director and cofounder of AltArt Foundation. Programme Director at Cluj Cultural Centre and co-founder of Fabrica de Pensule an independent collective space for contemporary arts in Cluj-Napoca.
- Michelle McLeod, Creator and manager of the sponsorship program at Baillie Gifford United Kingdom.
- Jordi Albareda, Fair Saturday Foundation.

13.30-15.00 | Lunch Denis de Rougemont Forum

You will eat delicious traditional Catalan Cuisine at Peralada Castle. While eating, we propose to “Talk and work”. The lunch Denis de Rougemont Forum will give dedicated project leaders a table to receive guests and introduce their project/idea in detail to interested participants.

Peralada Castle - Square del Carme, s/n - 17491 Peralada

During lunch, you will be invited to go from table to table to speak with the hosts and delegates present on various topics.

Table topics

- **Utopias and eutopias: the role of place in festival identities** with James McVeigh of Festivals Edinburgh
- **European Festivals Alliance Agency** with Sophie Detremmerie, Festival Manager of STROOM @ Flanders Festival Ghent

- **The Time we spent together: Arts and well-being**, with Desislava Georgieva from Varna Summer International Music Festival and Rarita Zbranca from Cluj Cultural Centre
- **European Festivals Forest** with Peter Florence and Tamar Brüggemann, the initiators the project
- **Joining hands and hearts, Festivals for Ukraine: A call for festival duos** with Jurriaan Cooman of CULTURESCAPES and Kateryna Lozenko from KharkivMusicFest
- **European Festivals Fund for Emerging Artists - EFFE** with Donika Rudi, EFFE coordinator
- **The Festival Academy** with Inge Ceustermans, Director
- **Collective and Affiliate Members & EFFE Hubs**

15.00-16.30 | Business as usual? The role of the arts and arts festivals in our time

This session will address the role of the arts during and after conflict times, violence or dictatorship as well as the role of festivals in providing a platform for (emerging) artists to express their views on the times we live in. [Find out more about this session here.](#)

The role of arts and arts festivals in our time - Arts Festivals Summit 23
Business as usual? The role of the arts and arts festivals in our time
Monday, 24 April 2023 | 15.00-16.30

Peralada Castle - Square del Carme, s/n - 17491 Peralada

The Summit is not just about our business. It is also about our times. Business as usual is not possible when we look at the European landscape and beyond at the moment. Business and times are changing, constantly.

Jurriaan Cooman from CULTURESCAPES and Haris Pasovic from Sarajevofest Art and Politics share a conversation about their views,

questions and visions on the role of the arts during and after conflict times, violence or dictatorship.

The mind and proposals of opera director Rafael Villalobos (TBC) will give an artist's view to the conversation as well as Nele Hertling's long involvement in the development of the arts, facilitated by Peter Florence.

What is the role of the arts in today's world? Is art also a tool for peace building/keeping (eg EFA was founded 71 years ago in 1952 as the consequence of and a task after a devastating war in Europe)? What is the role of festivals to ensure freedom of speech, beyond any political borders? To express solidarity? What is the role of festivals, in particular when it comes to giving emerging artists a platform to express their views on today's world we are living in?

16.30-17.15 | European Arts Festivals Alliance under continual construction: Arts, cities and business

A stocktaking moment launching the participation of the business community and of cities signing the EFFE Seal for Festivals Cities and Regions in Europe's Festival Alliance. With:

- **[Isabel Suqué Mateu](#)**, President of the Foundation Castell de Peralada
- **[Oriol Aguilà](#)**, Director of the Festival Castell de Peralada
- **[Jan Briers](#)**, President of the European Festivals Association
- ***Pere Torrent***, Mayor of Peralada
- Officials from Catalonia

17.15 | Group Picture

17.20 | Visit of the Peralada Castle and its different museums and collections

During this visit you will see the library, the glass and ceramic museum, the beautiful gardens, the church and the cloister.

18.30 | Albert Guinovart Concert

Albert Guinovart is a Catalan composer and pianist. He will present his new album 'Poems without words'.

19.30 | Drink at the new cellar

20.15 | Bus back to Girona

21.00 | Individual dinner



© Festival Castell de

Peralada

Tuesday, 25 April 2023

*A day of local emersion and workshops at Hotel Carlemany in Girona
Throughout the day: Meet-and-Greet at Hotel Carlemany*

9.25 | Meeting point at the Municipal Theatre of Girona

9.30-13.00 | 'Walk and Talk'

We will start the Walk and Talk at the Municipal Theatre of Girona to meet the Director. You will then split into small groups to visit the beautiful city of Girona. We will finish the tour at the Auditorium of Girona to meet the Director.

13.00-14.00 | Lunch at Hotel Carlemany

13.00-14.00 | Lunch Cities Steering group at Hotel Carlemany (by invitation only)

13.00-14.00 | Lunch 70-Years-On Thinking group at Hotel Carlemany (by invitation only)

14.00-15.00 | The Festival Academy invites: Take a stance

15.00-16.30 | Festivals & Sustainability: How to translate the SDGs and environmental care in day to day activities

In this session, we will discuss the place of cultural activities in the Sustainable Development Goals (SDGs) - in particular how festival's day to day activities could integrate those goals and in this way become more sustainable and environmental friendly. This session is moderated by Silke Lalvani, Head of Public Affairs at Pearle.

Festivals and Sustainability - Arts Festivals Summit 2023

How to translate the SDGs and environmental care in day to day activities

Tuesday, 25 April 2023 | 15.00-16.30

Hotel Carlemany - Plaça Miquel Santaló i Pavor, 1 - 17002 Girona

Sustainability is a broad topic. From climate change to social justice, it encompasses many important fields of our everyday life on a local, regional, national and international level.

In this session on sustainability, [Pearle](#) and EFA would like to introduce you to the UN 2030 Agenda for Sustainable Development and its [Sustainable Development Goals \(SDGs\)](#). Culture doesn't appear as such in the SDGs but nonetheless various connections can be made. All together, we will discuss the place of cultural activities in this framework - in particular how festival's day to day activities could integrate those goals, and in this way become more sustainable and environmentally friendly.

This session is facilitated by [Silke Lalvani](#), Head of Public Affairs at Pearle.



15.00-15.30 How to integrate the SDG's in your festival

What is the role of culture? How can culture contribute to the SDGs?

If we want to transform the world - we not only have to change the political, economical, educational aspects of our societies - we also need to transform our narrative, who we are. This can only happen through culture: Culture defines who we are and shapes our identity. Putting culture at the forefront of policies is the best way to build a better world centred around human beings, inclusive and fair.

[Lucía Vázquez](#) will speak about how arts and culture relate to the UN 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs). She will share several examples from the performing arts and festivals sectors that are going more sustainable to concretely show how you can integrate the SDG's in your festival.

15.30-16.30 Greening Festivals: healthier, wealthier, happier playbook

The SDG goals ask for a long-term approach how to become more sustainable - however, immediate action on environmental sustainability is possible too: in the second part of the session workshop, [Tamar Brüggemann](#) and [Peter Florence](#) will present you 10 points every festival

can apply to make themselves stronger, more sustainable and richer on the path to net zero.

Mandatory Carbon Action Plans are currently being added in many countries in public funding programmes, so wherever you are festivalling, let's get ahead now. Building on the experience of 5 festivals that have implemented changes making life better, we will discuss the immediate fixes that we can all introduce this year that will be cash positive, carbon-efficient and properly engaging. 1 free tree in the European Festivals Forest for everyone in the room. What's not to love?

16.30-17.00 | Coffee break

17.00-18.30 | EFA meets festivals from the region and Spain

- Representative of Catalunya Turisme
- Jaume Dulsat, Vice-President from Patronat Turisme Costa Brava
- Representative from Girona City Hall
- [Salvador Sunyer](#), Director of [Temporada Alta Festival](#)

[FestClásica](#) members will speak about the building of a network including the development of rural areas. Speakers include: Eduardo García (Gijón Música Antigua), Jorge Losana (ECOS Festival de Música Antigua de Sierra Espuña), Daniel Tarrida (Festival Bachcelona), Marta Barrecheguren (Coordinator of FestClásica).

Participants will divide into round tables to learn more from invited hosts.

20.00 | Cantoría Concert at Sant Pere Galligants and monastery visit

Cantoría is an Emerging European Ensemble of Early Music that tours on international level since 2018.

21.00 | Individual Dinner



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Wednesday, 26 April 2023

A day of working meetings at Josep Irla Hall in Girona, before enjoying Dali and the farewell evening

9.00-11.00 | EFA General Assembly at Josep Irla Hall (for EFA Members only)

The EFA General Assembly is to discuss all legal and financial affairs of the association and includes the Spring Catch Up inviting new members. EFA Members will be able to follow the Assembly online.

11.00-12.30 | Let's Talk... EFA! at Josep Irla Hall

EFA Members invite all delegates for a series of conversations around EFA's work programme for the broader festival community.

Let's talk... EFA! - Arts Festivals Summit 2023

Wednesday, 26 April 2023 | 11.00-12.30

Auditori Josep Irla - Plaça Pompeu Fabra, 1 - 17002 Girona

After the formal part of the General Assembly only accessible to EFA Members, the final part of the General Assembly will be open to all delegates.

From 11.00 AM till 12.30 PM, EFA Members will invite you to engage in a series of conversations about EFA's work programme for the wider festival community.

Exchanges, questions and answers will be addressed for each of the following topics in conversations of 10 minutes

1. European Festivals Fund for Emerging Artists - EFFE, inviting festivals in a collaboration with colleague festivals to take emerging artists under their wings
2. The EFFE Seal for Festival Cities and Regions, inviting festivals and their cities to join a collective working group aiming at recognition and agenda setting
3. FestivalFinder.eu offering all sorts of stakeholders around festivals to access the wealth of festivals and local information in one step
4. The Festival Academy, discussed by placement host, alumni of The Festival Academy, and Inge Ceustermans
5. Perform Europe offering a series of grants and discussions about sustainable touring in the performing arts
6. Joining Hand and Hearts, inviting EFA Members to match with Ukrainian festivals in duos to support each other
7. Collective and Affiliate Members meetings proposing collective efforts of festivals support among national festivals associations
8. Communication and storytelling, sharing narratives, insights, views and visions about EFA Members and the stakeholder community through a diverse set of instruments
9. Arts Festivals Summit 2024 in Usedom 12 to 15 May inviting for the next annual rendez-vous of festival makers on the beautiful island in eastern Germany

12.30-13.30 | Individual lunch

12.30-13.30 | Lunch The Festival Academy Board meeting (by invitation only)

13.30-15.00 | EFA Collective and Affiliate Members and EFFE Hubs meeting (by invitation only)

13.30-15.00 | The Festival Academy Alumni meeting (by invitation only)

15.30 | Bus to visit the Dalí Museum

You will get to visit the Dalí Museum in Figueres.

21.00 | Closing Evening of the Arts Festivals Summit

The Summit includes a farewell dinner with excellent Catalan cuisine at Hotel Carlemany.



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Girona Museums

Good news! Girona City Hall has arranged free entrance for the Summit participants for the following museums between 23 and 26 April. Participants can enter these museums by showing their badge.

- [Museu del Cinema](#)
- [Museu d'Arqueologia](#)
- [Casa Masó](#) - Important to pre-book your visit
- [Museu d'Història de Girona](#)
- [Museu d'Història dels Jueus](#)
- [Museu d'Art](#)



EFA's Arts Festivals Summit 2023 is hosted and co-organised with Festival Castell de Peralada.