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Discover New Horizons: Festival Studies @ FH Kufstein Tirol

A Symposium from 3rd-5th of May 2017

Since the 1980's, festivals have established themselves as cultural institutions, with their own rules and effects in the cultural sector: In the field of performing arts, festivals often function as cultural producers by commissioning art pieces and performances. Film and music festivals transcend the boundaries of "high" and "low" culture, tearing down barriers between artists and audience by selecting unusual performance venues. Festivals are a "state of exception" – agents of aesthetic and social change.

"Discover New Horizons 2" focuses on the potential of festivals for promoting cultural sustainability. This includes raising awareness for ecological, social, and socio-political relations. Lectors will follow these aspects from the perspective of applied and researched fields.

Festival Director María Carrión presents the challenges and achievements of one of the most outstanding film festivals in the world: Since 2003, the **FiSaraha** based in the Dakhla refugee camp operates to raise awareness of the situation of refugees. On a more traditional concept of sustainability, the **Tollwood Festival** (Munich) is a pioneer for the issue. Stephanie Weigel, head of the sustainability department, goes into the strategies and programs responding to social and ecological sustainability.

Results from academic research will be presented by Szilvia Nagy from the research organization LOCOP, dedicated to researching the sustainability of **European Cultural Capitals** from the perspective of persons engaged in the cultural sector. Tanja C. Krainhöfer (media researcher and instigator of Film Festival Studies Germany), has analyzed the diversity of the **Berlinale** program in the intersection of cultural policies and the film industry. Finally, two lecturers from different cultural contexts look closely at the concept of "folklore": Estrella Sendra (SOAS University London) reflects on the importance of cultural identity of the **Senegalese FESFOP-Festival** and the Austrian ethnologist Petra Streng examines the relation of tradition and innovation in Tyrol through festivals.

An exclusive workshop about festival tourism will bring together tourism and cultural experts to discuss and establish forms of cooperation in Tyrol.

For abstracts and registration please visit: <https://www.fh-kufstein.ac.at/eng/Events/Discover-New-Horizons-Symposium-Cultural-Festival-Studies-Kufstein-University-of-Applied-Sciences>

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