Focus on World Festivals: Contemporary Case Studies and Perspectives

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PUBLICATIONS IN REVIEW

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The contributors to this edited book provide insights that can help the reader contextualise and understand contemporary festivals. Its 27 chapters are grouped into three sections, each with a different them. At the beginning of each section is an introduction written by the co-editors. These introductions are a significant help to the reader, enabling him/her to better comprehend the aspects discussed within the sections.

The first section of the edited book is entitled "Understanding Festivals" and provides a thorough overview on their key aspects. More specifically, the first chapter is written from one of the two book's editors (Jennie Jordan) and focuses on the festivalisation of contemporary life also presenting the key dimensions of festivalisation. Aurelien Djakouane and Emannuel Nergier (chapter 2) examine the case of Les Eurockeennes de Belfort in terms of its public space (from local to 'glocal') through a four years' study. Daniel Nordgard (chapter 3) describes the way the role of festivals is affected by substantial change within music industry, and the extent this change is recognised by the festivals themselves. Monica Sassatelli (chapter 4) conceptually examines the rise of biennial (independent and international exhibitions of contemporary art) across space and time. In chapter 5, Maurice Maguire explores three core ideas: (i) the notion of making places (ii) the questions of identity, and (iii) the ownership and celebration, on major events and festivals. Finally, Rachel Bowditch (chapter 6) focuses on 'Burning Man' festival party in Black Rock City, United States.

The second section "Managing Festivals: Policy Impact and People" provides an insight of the operational aspects of festivals and their developmental impacts on localities. Simon Brown (chapter 7) examines the notion of 'festival city' concerning festivals in Leicester city, and evaluates the appropriateness of a coordinated festival approach for the city. Alison Shin-Yi Huang (chapter 8) focuses on the developmental perspectives of Lantern Festival in Taiwan. In chapter 9, Silvia Guglielmini examines the internationalisation aspects

of festivals with special reference to GIAF (Galway International Arts Festival) in Ireland. Vanessa Martin (chapter 10) indicates the way that 'Rock in Rio' has become one of the largest festivals worldwide, detailing the strategy that led to this outcome. Svetlana Puchova and Elena Elkanova (chapter 11) examine festival destination competition using the amazing city of Saint Petersburg as their case study. Janos Zoltan Szabo (chapter 12) presents a multidisciplinary developmental approach of contemporary music festivals. Mathilda van Niekerk (chapter 13) captures the perception of community festival impacts and relates them with quality of life. Jen Snowball (chapter 14) discusses the measurement of festival impacts with special reference to NAF (National Arts Festival) in South Africa. In chapter 15 three contributors (Roberta Comunian, Lydia Fraser-Ward, and Silvie Jacobi) use examples from UK in order to explore the use of art festivals and public outdoor events for the revitalisation of high-street business and the increase of community engagement. In the last chapter of this section (chapter 16) Christopher Maughan and Ljiljana Radosevic focus on two English comedy festivals and examine their transformational patterns through time.

The third and last section "Using Festivals: Culture and Identity" has celebration and festivity at its heart, and examines festivals under the prism of constant change and development. In its first chapter (chapter 17) Samuel Aniegye Ntewusu attempts to highlight the distinct differences of Nawuri Guinea Corn Festival in Ghana from other similar festivals held in the region. Arkotong Longkumer (chapter 18) evaluates the performance identity of Hornbill Festival in India. Chris Newbold (chapter 19) who is also a co-editor of this book, focuses on Songkran Festival in Thailand in terms of its debates surrounding the health and safety aspects, the desire to attract mass tourism, and the effort to defend its cultural identity and integrity. In chapter 20, the same contributor (Chris Newbold) along with Meng Xiang examine the role of festivals for the Chinese economic development with special reference to Lianyungang festival in Jiangsu Province. Floriane Gaber (chapter 21) presents the

contribution of street art festivals as life changers for artists and local population. Paolo Vignolo (chapter 22) explores the relation of Iberoamerican Theater Festival of Bogota in Colombia with a much older festive substrate associated with Holy Week and Carnival. Emily Bradfield (chapter 23) focuses on the mixture of Spanish Catholic traditions with Aztec rituals in Dia de los Muertos festival in Mexico. Rachel Bowditch (chapter 24) illustrates the way that Tuscon All Souls Procession in Arizona, U.S.A., provides a public space for mourning as it is inspired by All Souls Day and Dia de los Muertos (already presented in chapter 23) festival. Robyn Archer (chapter 25) discusses festival authenticity with special reference to Garma festival of traditional culture in Australia. Katie Schlenker, Carmel Foley, and Eve Carroll-Dwyer (chapter 26) provide an understanding of the developmental impacts of Parkes Elvis Festival in Sydney, Australia, on both, attendees and the host community. In the last chapter of this edited book (chapter 27) Milla Cozart Riggio focuses on Carnival and the culture of the twin Caribbean island Republic of Trinidad and Tobago.

The edited book can be perceived as a continuation of Newbold, Maughan, Jordan and Bianchini's (2015) work, passing from European case studies to a worldwide perspective. As in Newbold et al. (2015) this is also a comprehensive piece of work, which extensively covers festival and events aspects. It predominantly focuses on their developmental issues and their transformation through time and space. Still, some significant dimensions of festivals such as risk and crisis management and the use of Information Technology are under discussed, whilst the chapters provide a limited – in depth – analysis for their presented cases. Nevertheless, this book can become a useful tool for students and festival practitioners, especially in terms of understanding the fundamental factors that globally affect festivals and determine their development. In addition, the introductive parts in each of its three sections

significantly help the reader to select the chapter(s) of his/her interest, increasing the edited book's output for the comprehension of global festival trends and cases. ■ **Nikolaos Pappas.**

Reference:

Newbold, C., Maughan, C., Jordan, J., and Bianchini, F. (2015). Focus on festivals: Contemporary European case studies and perspectives. Oxford: Goodfellow Publishers.

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