



RESOURCES > E-Publication | Serving Artists Serves the Public:
Programming Arts Festivals in Asia and Europe

POSTED ON
18 APR 2013

E-Publication | Serving Artists Serves the Public: Programming Arts Festivals in Asia and Europe



Why arts festivals? What is the stake of festival managers in the festivals they programme? These are some of the questions at the heart of the new e-publication being launched today by the **Asia-Europe Foundation (ASEF)**, the **European Festivals Association (EFA)** and the **LASALLE College of the Arts, Singapore**.

While *Serving Artists Serves the Public: Programming Arts Festivals in Asia and Europe* undoubtedly offers tools and techniques for emerging festival managers, it also uncompromisingly roots the conversation in the larger questions of the purpose and meaning of festivals. This *raison d'être* question evokes thought provoking answers from the publication's 15 contributors in 13 chapters.

The multi-faceted Australian artist, Robyn ARCHER argues passionately

for creating “expanded awareness” among audiences, both historical and geographical, so that they may develop “tolerance for new and different perspectives.” “..You do not serve your audiences well,” she forcefully reminds us, “if you only please them.” Theatre director and Advisor to the Minister of Culture for the Flemish Community, Hugo DE GREEF concurs. Quoting Bernard FAIVRE D'ARCIER, the former director of the Festival d'Avignon, he reminds us that “the real role of a festival is to help artists to dare.”

The many challenges in relevantly *and* innovatively programming arts festivals are explored through case studies from China, India, the Netherlands, Singapore and Thailand, among others. Debates surrounding the importance of global and local contexts of festivals are thoroughly investigated, as are the variety of answers to the question: which public do we serve?

The roles and needs of festival managers working in today's competitive and often cash-strapped environment are also discussed at length. Networks – formal and informal – are acknowledged as valuable resources for festival managers, as are developing personal qualities such as resilience.

With its wealth of information, the publication could definitely serve as a useful handbook for festival managers. What makes it even more engaging is that the contributors have deliberately structured their articles to provoke self-reflection. Questions abound across the 100-odd pages of the book. The answers lie in the reader.

Serving Artists Serves the Public: Programming Arts Festivals in Asia and Europe is being launched at EFA's General Assembly and Conference on 18 April 2013 in Granada, Spain. It can be downloaded at the bottom of this page.

Serving Artists Serves the Public is a follow-up to the [Atelier for Young Festival Managers](#) held in May 2011 in Singapore. This EFA programme took place for the first time in Asia with the support of ASEF. It was organised in partnership with the [Association of Asian Performing Arts Festivals](#) (AAPAF), at the initiative of [CultureLink Singapore](#) and its Director, GOH Ching-Lee and hosted at the [LASALLE College of the Arts](#), Singapore.

Download *Serving Artists Serves the Public* (PDF 3.3Mb)

SIMILAR CONTENT

FROM - TO
20 MAY 2011 - 20 MAY 2011



EVENTS
SINGAPORE

POSTED ON
15 DEC 2010



NEWS
SINGAPORE

BY CLAIRE WILSON
16 JUN 2011



Connecting the next generation of festival directors

FEATURES

ASIA EUROPE

DEADLINE

31 DEC 2011



Programming arts festivals in Asia and Europe | call for articles

OPPORTUNITIES

ASIA EUROPE

POSTED ON

10 AUG 2023

ASEF launches Arts Journalism Matters Fellowship

2.0

Arts Journalism Matters Fellowship

FROM - TO

13 NOV 2014 - 15 NOV 2014

Singapore | ANCER Asia-Pacific Network Cultural Education and Research conference



EVENTS

ASIA EUROPE SINGAPORE

COUNTRIES

ASIA CHINA EUROPE INDIA NETHERLANDS SINGAPORE THAILAND

THEME

CULTURAL MANAGEMENT

DISCIPLINES

DANCE FESTIVALS NEW MEDIA PERFORMING ARTS

ABOUT ASEF CULTURE360

culture360.asef.org brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

MORE ABOUT ASEF CULTURE360 | [FAQ](#) | [f](#) [X](#) [@](#)



This website was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of the Asia-Europe Foundation (ASEF) and do not necessarily reflect the views of the European Union.

[About us](#)

[Team](#)

[Partners](#)

[FAQ](#)

[Brand guidelines](#)

[How to partner with us](#)

[Contact us](#)

[#ASEFCulture](#)