

WORLD

EXPERIENCE
FESTIVAL 2018

EDIȚIA IV - FESTIVALUL AMBASADELOR

PROJECT REPORT

70.

DE CULTURI ȘI
ȚĂRI PARTICIPANTE

INTRAREA LIBERĂ

3-9
SEPT.

ARCUB

PARCUL TITAN

O CĂLĂTORIE MUZICALĂ FASCINANTĂ
ÎN JURUL LUMII



ASOCIAȚIA
escu

The look & feel of the festival:

WE Festival official 2018 AFTERMOVIE

YouTube

Search



World Experience Festival: Sounds of the World Aftermovie 2018

ARCUB

PARCUL TITAN

ABOUT WE FESTIVAL 2018: OUR STATEMENT

SOUNDS OF THE WORLD THEME

We have outlined an immersive journey around the world by celebrating and experimenting it through the sense of sound & music. The festival allowed many different audiences to gain an insight into cultures through the enjoyment of music, as a universal language that draws people together and it is a true vehicle of cultural heritage.

WE Festival celebrated the diversity of the world in a single city and conveyed messages of respect, tolerance and openness to other cultures and nationalities.

The project brings together the creativity, art, traditions and the flavors of the world into a unique event, through authentic live music and performing arts, exhibitions and interactive installations, conferences, cinematography, gastronomy, traditions and multicultural and multiethnic creative workshops.

2018 Follow-Up

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For 7 days, through a series of events and exhibitions, held in 2 different locations, Bucharest has become the most colorful host of multiculturalism & diversity.

Main Theme: Sounds of the World!



50,000 people
actively attending the
events



4 Million
people total
reached audience



190,000 people
engaged through social media



70 Cultures & Countries,
Embassies, Cultural
Institutes and International
Organizations
participating



>100 artists
on a multicultural
stages &
exhibitions



A 7 days multicultural event
1 central musical exhibition,
musical & cultural workshops,
conferences, multicultural
bazaar, live music & dance
performances,
cinematography



350 Press Materials
in national & foreign
media products



**2 locations with 2
distinctive features:
indoor & outdoor**
around Bucharest: ARCUB -
Gabroveni & Titan Park



Other important **WE Festival's hard data**

WE FESTIVAL has become the most complex multicultural project in **South-Eastern Europe** // WE Festival is organized under the **UNESCO aegis** // **WE Festival** has been one of the most important events under the umbrella of **European Year of Cultural Heritage 2018** // **70 cultures & countries participating:** embassies, cultural institutes, ethnic minorities, international organizations (UN, UE) // **5** continents // **2** locations & **50.000 visiting people** // **100 artists** from all over the world // **1 central musical exhibition** // **2** conference about musical heritage // **30 live World Music & dancing shows** // **25 movies & documentaries** // **15 *food trucks** & restaurants // **35 exhibition booths** in the multicultural Bazaar section // **20 multicultural & musical workshops** // **60** people in our team: **Asociatia ESCU**, collaborators, friends & volunteers // find more on: <http://www.world-experience.ro/>



ARCUB: WE FESTIVAL 2018 OPENING EVENT:

300 attendees – diplomats, institutional partners, business and cultural representatives, journalists, our friends and collaborators



A close-up photograph of a person wearing a vibrant, multi-colored feathered headdress and traditional clothing. They are holding a small, light-colored flute to their lips and blowing into it. The background is slightly blurred, showing more of the headdress and some outdoor structures.

ARCUB 3-9 September WORLD MUSICAL EXHIBITIONS

5.000 people attending

Our public has explored the world of musical instruments in an exciting exhibition, for the first time in Romania, providing a one-of-a-kind experience for visitors of all ages with more than 150 instruments on display from 30 countries around the world.

THE REAL, AUTHENTIC WORLD SOUNDTRACK: visitors have had the opportunity to **actually play and listen** how the instruments sound like in a real tone and through multimedia screens.

The world musical galleries were divided into **Africa, Middle East, Europe, Latin America and Far East and Insular and Peninsular Asia.**

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THE SOUNDS OF THE WORLD **exhibition**



© **ARCUB: world TALKS & movies SCREENINGS:** 500 attendees



A central aim of **WE** festival was to promote cross-cultural dialogue & intercultural synergy through a very provocative program of **talks, conferences & screenings panel**, by musicians, scholars and performing artists. Focus on:

- Connecting the world through music diplomacy, a multicultural conference with international and national speakers from UNESCO, foreign diplomats, artists, musical experts
- The vanishing sounds of the Carpathian-Balkan regions



MUSICAL & CULTURAL WORKSHOPS - 250 attendees:

ceremonies, customs, understanding traditions and their place in the modern world



...the MUSIC

World Experience Festival involved a multidimensional musical dialogue with 100 artists from over 25 countries all over the world in 30 live musical & dancing performances, ranging from native and ethnic music to jazz improvisations, electronic beats and music with roots in folk rituals and ceremonies that have performed on the main WE festival stages.

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THE UNIQUENESS

- Some of our invited world artists

The most entertaining part of our festival was for sure the main stage, where artists from different corners of the world gathered in Bucharest to spread good vibes and positive feelings in live music & dancing acts.

POWERED BY ESCU ASSOCIATION



JEPUN BALI, Indonesia



SIN FRONTERAS, Peru



**STEYSHA SCHOOL OF
IRISH DANCE**



FABIAN SANCHEZ, Colombia



**BARBAROSSA SAMBA
GROUP, Brazil**



KLEZMER BAND, Israel

ONE-OF-THE-KIND MUSICAL PERFORMANCES

Some of our
invited artists

POWERED BY ESCU ASSOCIATION



ROOTS REVIVAL, Iran & Syria



ANTAMA, Cyprus



MARTHIN MARCOS, Argentina



ALFA RUBIOS, Turkey



FREDI CAMACHO, Mexico



BALKAN TAKSIM

some of the
**INVITED 100
WORLD ARTISTS
& MUSICIANS**
& many, many
more...

POWERED BY ESCU ASSOCIATION



THE MULTICULTURAL EXPERIENCE- 35 exhibition pavilions: foreign diplomats, international organizations, artisans & other unique merchants from **exciting and exotic countries** around the world telling their culture's stories





**THE ATMOSPHERE:
ONE WORLD IN ONE PLACE
FEELING**



THE PEOPLE

Demographics



**50,000 people
joined the World Experience Festival experience**



4 MILLION REACHED AUDIENCE

#15-50 y.o., diverse, urban, cultural, creative tastemakers, experiment hunters, festival lovers

#Young families with kids

#Tourists & Expats. Foreign Diplomats

52% women, 48% men

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some of our **WE Festival 2018 PARTNERS**

CU PATRONAJUL



ORGANIZAT DE



SUB EGIDA



PARTENERI INSTITUȚIONALI ȘI FINANȚATORI



meriți să fii surprins

SUSȚINĂTORI ORGANIZARE ȘI LOGISTICĂ



PARTENERI MEDIA





WE FESTIVAL

THANKS YOU FOR BEING PART OF OUR
MULTICULTURAL JOURNEY!

SEE YOU BETWEEN 4-7 JULY 2019!

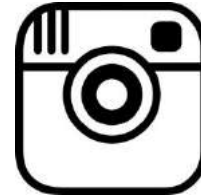
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