

WORLD

EXPERIENCE
FESTIVAL

2018

EDIȚIA IV - FESTIVALUL AMBASADELOR

PROJECT REPORT

**SOUNDS
OF
THE
WORLD!**

3-9
SEPT.

ARCUB
PARCULTITAN

O CĂLĂTORIE MUZICALĂ FASCINANTĂ
ÎN JURUL LUMII

70.

DE CULTURI ȘI
ȚĂRI PARTICIPANTE

INTRAREA LIBERĂ

ASOCIAȚIA
escu

The look & feel of the festival: **WE Festival official 2018 AFTERMOVIE**



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



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/**](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





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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FESTIVAL 2018



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



A woman with a red and white headband is singing into a microphone. She is wearing a white dress and has a traditional instrument with beads and shells attached to her left arm. The background is blurred.

...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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TERRASONORA, ITALY



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AHALINA GROUP, SUDAN



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KOLINTANG KAWANUA, INDONESIA



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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.

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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



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ROOTS REVIVAL, Iran & Syria



ANTAMA, Cyprus



MARTIN 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

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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



THE PRESS

350 promo materials about the festival

Tone of voice: curious & positive

We have promoted our events through: official website, press releases, social media, radio spot, press ads, media partners, animated video spot.

Some press clippings in media coverage: DIGIfm, ProTV, EuropaFM, Forbes, National Geographic, Festivalier, EVZ, Agerpres, Feeder, Antena 1, Metropotam, Radio Romania Cultural, Marie Claire, Iqads, Realitatea TV, Bucuresti FM, Radio ZU & many other more.

TV & RADIO

CENTRAL PRESS MEDIA

LOCAL PRESS MEDIA

INTERNATIONAL MEDIA

SOCIAL MEDIA

BLOGGERS

FORUMS

INTERVIEWS

some of our **WE Festival 2018 PARTNERS**

CU PATRONAJUL



MINISTERUL AFACERILOR EXTERNE



ORGANIZAT DE



SUB EGIDA



PARTENERI INSTITUȚIONALI ȘI FINANȚATORI



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Implicarea Tineretului



PARTENERI MEDIA



WE FESTIVAL
THANKS YOU FOR BEING PART OF OUR
MULTICULTURAL JOURNEY!
SEE YOU BETWEEN 4-7 JULY 2019!

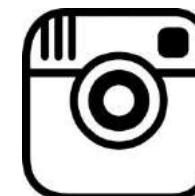
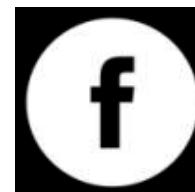
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