



# world of festivals



## Special Events

Holi Festival

La Tomatina Festival

Australian Surf Festival

San Fermin Festival

## Film

Festival de Cannes

Sundance Film Festival

## Arts

Art Miami

Art Wynwood

Harbin International

## Literature

National Book Festival

Brooklyn Book Festival

Festival of Books

## Extra

San Diego Comic Con

Nerd HQ

## Music

Firefly

Lollapalooza

Global Citizen Festival

Coachella

Snowboming

## Advertising

Cannes Lions

Clio Awards

New York Festivals

VIA Awards

El Sol festival

## Food

Oktoberfest

Food & Wine Classic

Saborea Puerto Rico

Sofo Festival





# Holi Festival

Holi is a spring festival also known as the festival of colors. It is an ancient Hindu religious festival which starts with a Holika bonfire on the night before Holi where people gather, sing and dance. The next morning is free for all carnival of colors, where everyone plays, chases and colors each other with dry powder and colored water, with some carrying water guns and colored water-filled balloons for their water fight. Anyone and everyone is fair game, friend or stranger, rich or poor, man or woman, children and elders. Groups carry drums and musical instruments, go from place to place, sing and dance.

The most accepted of the many stories about Holi's colorful beginnings is the Hindi legend of Radhu and Krishna found in a 7th-century Sanskrit manuscript. Krishna was believed to have been unhappy with the color of his dark skin compared to Radhu's fair complexion, so his mother evened out the balance by having Krishna apply beautiful colors to Radhu's face. This festival helps locals say goodbye to winter and welcome to spring, the season of love (and color). It's celebrated by Hindus, Sikhs and happy travelers alike.

Holi is celebrated in the spring, on the last full moon day of the month Phalguna in the lunar calendar (usually falling between February and March).

Holi is more celebrated in the north than the south of India. Rajasthan, Goa and the cities of Delhi, Varanasi, Mathura, Manipur and Mumbai (especially Juhu Beach and Colaba) are famous for having the wildest and most photogenic celebrations. Fly into Delhi (DEL) or Mumbai (BOM) and take a bus, train or taxi. Renting a private taxi can be safe and surprisingly economical. In Jaipur you'll see some beautifully adorned elephants the day before Holi, as well as elephant beauty contests, tugofwar and polo matches.





It all started the last Wednesday of August 1945, when young men hung out in the People's Square to witness the parade of giant heads and other acts of the party. The boys decided to put a dent in the retinue of a parade with musicians, giants. The impetus of youth has laid a participant, prisoner of anger, began hitting everything in its path. By a quirk of fate, there was a vegetable that was destroyed by the angry crowd: people started throwing tomatoes at each other until law enforcement ended plant that battle.

The following year, the young people repeated the altercation took voluntarily and brought the tomatoes from home. Although police dissolved it in successive years the recent tradition, the boys, knowing nothing, had made history. La Tomatina was banned in the early 50, which did not stop participants who became even arrested. But the people spoke and the party was allowed and more participants started joining becoming increasingly bigger.

The party was again canceled until 1957, until a tomato burial was held in protest, a demonstration in which neighbors brought a coffin with a big tomato inside. The parade was accompanied by a band playing funeral marches. It was a complete success. Finally the Tomatina was allowed and the party was officially established.

The party began to be popular in the rest of Spain thanks to a Javier Basilio report, issued in Spanish Television Weekly Report in 1983. Since then, every year a growing number of participants are part of La Tomatina. The success has led La Tomatina in Buñol to be declared in 2002 a Festival of International Tourist Interest by the General Secretary of Tourism.

#### The Rules

1. To avoid injuries, tomatoes have to be squashed before throwing.
2. No other projectiles except tomatoes are allowed.
3. Participants have to give way to the trucks and lorries.
4. T-shirts must be worn throughout the festival (though that doesn't stop most from ripping them off).
5. No tomatoes can be thrown after the second shot fires.





A vibrant and chaotic scene from the Tomatina festival in Spain. The ground is covered in a thick layer of crushed red tomatoes, creating a bright red carpet. Several people are visible, their clothes and skin splattered with tomato juice. In the foreground, a person is lying on the ground, their head and torso covered in tomatoes. Other people are standing around, some holding tomatoes, ready to throw them. The atmosphere is festive and messy.

La

Tomatina





# Australian Surf Festival

The surfing lifestyle has its benefits: the sea-bleached hair, salt-buffed skin, après surf session bonfires, and endless summer calendar. Don't know how to surf? Minor detail. It's perfectly okay to appropriate the sun-soaked rituals of surf culture while sparing yourself the reef rash. In fact, that's partly what makes The Australian Surf Festival great: it's a gawker-friendly opportunity to don a pair of boardshorts and wipe out a plate of fish-n-chips while leaving it to Australia's best surfers to take on the waves of New South Wales.

With three surfable coastlines, Australia is a world Mecca for the sport. Since great surf spots spawn great surf events, there is a lot going on with the surf scene Down Under: The Byron Bay Surf Fest, Rip Curl Pro at Bells Beach, Quicksilver Pro at The Gold Coast, and Surfest at Merewether Beach to name a few. It must be tricky, then, to pick just which stellar spot to host this premier surf festival. Formerly known as The Australian Surf Titles, this event is the longest running competition in Australia, getting its start way back in the cowabunga-days of the mid-1960s.

Around 400 surfers from around the country will drop in to take part in several events including the Longboard Titles, Surfmasters Titles, Single Fin Titles and Alaia Titles. In 2009, the festival made room for the increasingly popular sport of Stand Up Paddle Boarding (SUP). These categories are further parsed into gender and age brackets.

The concerts, films, and art shows that accompany the festival will keep the land-bound entertained. Years past have set the bar high with an exhibition of the colorful and semi-surreal works of Mambo surfwear designer, Reg Mombassa. Indigenous artists have been celebrated, too: Vernon Ah Kee's "Cant Chant Exhibition" showcased surfboards decorated with Aboriginal rainforest shields, which challenged concepts of surfing and beaches as the sole preserve of white people. Other events included the film *Going Vertical* about the shortboard revolution, and bands like Haldanes Daughters to get both the natural and goofy-footers dancing.

Education also figures into the festival's offerings. There are free CPR and board rescue courses, and for the inspired, there are surfing classes as well. Since inclusiveness has been a major theme of the event, the Indigenous Surfing Program has been a good fit. This program aims to support indigenous youth in cultivating both surfing and life skills.

The surf festival aside, Coffs Harbour has its own intrinsic mystique. If being a spectator gets old, there are plenty of opportunities to find your own athletic flow. Head slightly south and explore the koala-filled Bongil Bongil National Park by kayak, mountain bike, fishing pole or foot. For diving and snorkeling, Coffs Harbour is situated next to Solitary Islands Marine Park, a dreamy preserve where you can spy nurse sharks, whales, turtles, and hundreds of species of reef fish, hard coral and mollusks.







# San Fermín Festival

The fiestas are celebrated in honor of San Fermín, patron saint of Navarra, although the religious aspect would seem to have taken on a secondary role over the last number of years. Nowadays, the fiestas are seen as a mass gathering of people from all the corners of the world and where the partying, the fun and the joy of it all are the most outstanding ingredients.

The Encierro ... The Running of the Bulls The Encierro is the event at the heart of the Sanfermines and makes the fiesta a spectacle that would be unimaginable in any other place in the world. It was born from need: getting the bulls from outside the city into the bullring. The encierro takes place from July 7th to 14th and starts at the corral in Calle Santo Domingo when the clock on the church of San Cernin strikes eight o'clock in the morning.

After the launching of two rockets, the bulls charge behind the runners for 825 metres, the distance between the corral and the bullring. The run usually lasts between three and four minutes although it has sometimes taken over ten minutes, especially if one of the bulls has been isolated from his companions.



TIP: Make sure you wear all white with a red bandanna around your neck if you plan to attend or you will be the ONLY person there without such attire.  
<http://www.highexistence.com/cool-events-around-the-world/>



# Art Miami

International Contemporary & Modern Art Fair

Known as Miami's premier anchor fair, Art Miami kicks off the opening day of Art Week — the first week of December when thousands of collectors, dealers, curators and artists descend upon Miami. World-famous for its stylish gallery-like decor, its outstanding quality and extraordinary variety, Art Miami showcases the best in modern and contemporary art from 125 international art galleries.

Art Miami maintains a preeminent position in America's contemporary art fair market. With a rich history, it is the original and longest-running contemporary art fair in Miami and continues to receive praise for the variety of unparalleled art that it offers. It is the "can't miss" event for all serious collectors, curators, museum directors and interior designers, providing an intimate look at some of the most important work at the forefront of the international contemporary art movement.



Art Wynwood reflects the dynamic environment of Miami's burgeoning Wynwood Arts District, which over the last decade has gained international renown as the hub of South Florida's contemporary art scene. Graffiti artists from all over the world grace the walls of this edgy neighborhood with vibrant, provocative murals that set an energetic tone for the increasingly diverse galleries, restaurants and shops lining the sidewalks. This openness to new ideas and images is represented at Art Wynwood, which highlights street art, murals, pop surrealism and other genres from the current underground movement.

Art Wynwood offers the art enthusiast and seasoned cultural traveler alike a unique opportunity to discover, explore and collect one of the most significant art forms of our time. By presenting these cutting-edge works in a refined atmosphere among a broad range of mediums and styles, Art Wynwood is perfectly positioned to advance the growing worldwide recognition of this movement. While Art Wynwood has its own distinct identity and design, it shares the commitment to presenting the highest level of art from the 20th and 21st centuries in an elegant yet accessible environment that is a hallmark of all the fairs in the expanding Art Miami family.

# Art Wynwood

Art Wynwood 2015 will feature 70 international galleries showing emerging, contemporary and modern works. The fair's run from February 12 to 16, 2015, coincides with the long holiday weekend of Presidents Day and the Miami International Boat Show. This esteemed nautical exposition — based less than five miles from the Art Wynwood pavilion (the site of Art Miami each December) — draws more than 100,000 boating aficionados from around the globe and transforms Miami Beach's iconic Collins Avenue into a multimillion-dollar promenade of yachts.

The third edition of Art Wynwood attracted more than 32,500 visitors over five days, with 7,100 collectors and connoisseurs attending the VIP Private Preview.

art  
wynwood



At the Harbin International Ice and Snow Sculpture Festival, you'll get into a habit of dropping your jaw—that is until your teeth start chattering. Set in Harbin's coldest months, this festival features breathtaking temporary works of art, all created with ice from the Songhua River. Between the four primary parks and amusement zones, there are a few thousand pieces, not to mention all the ice architecture created throughout the city for the winter (it's everywhere you look). The two month Harbin Ice and Snow Sculpture Festival in January and February is a must-see for families and gives a whole new meaning to the name Winter Wonderland.

The Ice Lantern Festival was the precursor to the current festival, which started in 1963 but was put on hold during the Cultural Revolution. A few hundred years ago, during the Qing Dynasty, local fishermen would hollow out pails of ice and put candles in them for light at night. Over time, lanterns went from being strictly functional to being an aesthetic fixture. Today it's a combination of art and science that creates the elaborate and ornate ice and snow spectacle. Deionized water is used on some pieces to produce ice as transparent as glass, and multi-colored lights add multi-dimensional depth and beauty. Over the course of a hurried half-month, more than 15,000 people carve (by hand or laser) more than 4 million cubic feet of ice. From scaled-down versions of the Forbidden City and the Great Wall to simpler student-created pieces, the sheer volume of beauty is staggering.

This industrial city near the Siberian Russian border might be named after the Manchu phrase for "a place for drying fishing nets," but there's more to this city than the hundreds of 50-story apartment buildings that greet you on your way into town. Known as Ice City across China, Harbin holds delightful surprises in its city center. Here you'll find a handful of Russian influences (in the 1920s a third of the population was Russian), monumental boulevards, and Beaux Art influenced architecture that has earned Harbin the name Paris of the Orient.

# Harbin International Ice & Snow Sculpture Festival

During the Harbin International Ice and Snow Sculpture Festival, 800,000 visitors descend on the city, with 90% from China (this is one of the country's top winter destinations). While there are amazing sculptures nearly everywhere you turn, there are a few amusement zones you shouldn't miss including Ice & Snow World (opening night only), Zhaolin Park (nighttime experience in the city center) and the Snow Sculpture Art Expo on Sun Island (daytime only, so not as photogenic). The festival starts and ends on a loud note, with a huge fireworks display on the January 5th opening and the chance for visitors to smash the sculptures with ice picks when things close down in February.

If you've had your fill of ice sculpture, check out crazy swimmers as they take a dip in the frozen Songhua River, or the Siberian Tiger Park, home to the endangered Liger (lion/tiger). They say, "If you haven't been to Central Avenue, you haven't been to Harbin," so take time to stroll this one-mile corridor, lined with 77 ornately designed buildings, half of which are historic landmarks.



## TIPS:

Dress for warmth. You can buy a cheap, warm coat when you get here (we even saw live minks being rented for shoulder and neck warmth). Don't forget to keep your hands and ears warm, too.

Do not miss these entertainment zones. Ice & Snow World on opening night only, Zhaolin Park at night in the city center, and the Snow Sculpture Art Expo on Sun Island during the day.

The best show is at night. When the sun goes down, the colored lights go on. It's a photographic bonanza, so make sure you know your camera well enough to capture those tricky night shots.

Take your pick. When things start closing down in February, visitors can smash the sculptures with ice picks.





# Oktoberfest

To some, Oktoberfest is German for “massive consumption of beer,” and while that’s part of the festival, it’s not the whole story. Beer, after all, is more than a drink for the residents of Munich, it’s a way of life, and integrated into the cultural fabric of the city. To locals, it’s called “die Wiesn,” after the name of the Theresienwiese Fairgrounds. When founded in 1810, Oktoberfest celebrated the marriage of the Crown Prince Ludwig and Princess Therese of Saxe Hildburghausen with a horse race. The race featured prominently in the festivities until 1960, at which point the festival had become world famous and steeped in other traditions.

Naturally, the beer is the star of the show, with strict purity codes (enacted in 1487) of what can and cannot be served. Only Oktoberfest beers made in Munich are on tap, and they come with a good 2 percent higher alcohol content than the rest of the year. You’ll find the extra strong Reinheitsgebot, at a minimum of 13.5 percent and the still strong Stammwürzeat a minimum of 6 percent alcohol—don’t expect any light beer here! These liter-sized beerhemomths pack a serious punch. Officials estimate more than 7 million liters over the 16-day festival.

The beer drinking is the star attraction in the central tents. Munich beer breweries each have their own tents at Oktoberfest. Size matters, and your best bet is to visit big tents and smaller ones to experience the atmosphere of both. The Schottenhamel tent is the oldest of the big ones and where the festival starts, a must-drink location. The Hippodrome is the local favorite, located close to the opening gate. It’s midsized and gets packed early with a hip, young crowd. Ammer is one of the smaller tents with a family vibe and great food. The Sieber tent is the sausage tent, good for soaking up all that beer you’ll be drinking.



## TIPS

Attend the Brewer’s Parade (also known as the “Grand Entry of the Oktoberfest Landlords and Breweries”) on the Saturday at the start of the festival. Beer-makers on colorful brewery wagons travel from the city center (Sonnenstrasse) to the festival meadow.

Pace your drinking. The first weekend of the festival is the most rowdy. Sit down if you want a beer. You pay special tokens to get your beer (sold in each tent) and you’re more likely to be served if you’re sitting. A liter of beer costs about 9 euros (\$12).

The must drink beer tents are Hofbrauhaus, Augustiner, Hippodrome and Schottenhamel.

Bring the family on Tuesday. It’s Family Day with reduced prices for the Fair.

As much as it’s a beer festival, it’s also a food festival. After the bratwurst and pretzels, spoil yourself with some pork knuckles.

Fly directly into Munich (MUC). There are plenty of accommodations from shared dorm rooms to luxurious hotels. Just book early. With almost 7 million visitors vying for accommodations, it gets tight!

To get to Theresienwiese Fairgrounds, take the excellent public transportation (don’t even think of driving). The U-Bahn is the Underground and the S-Bahn is the railway. The Hauptbahnhof is the main train station and is conveniently located less than a mile from the fairgrounds.

Dress to impress. Literally, the more goat hairs in your Tirolerhüte (a traditional Bavarian hat), the wealthier you are, as they are prized and expensive. It’s the German festival equivalent of a Rolex. And, of course, like fake Rolexes, there is now a market for fake Tirolerhüten. Will you be able to tell the difference? Probably not, so go for this traditional festival bling, though locals might expect you to buy them a round or three when they see what a high roller you are. Lederhosen, with its iconic leather shorts and suspenders, is the official leisure wear dress code for men, so pick up a pair if you really want to play the part. Oktoberfest catapulted the common misconception that this is the national dress of Germany, which it isn’t. Women wear the traditional Bavarian dirndl, a corseted dress with the world’s first pushup bra that more than generously exposes these buxom “beer-baring” lasses.

Beer, food and music are the champions of the event, in that order. Bavarian brass party bands provide the soundtrack that gets the festival tent occupants dancing on the beer-soaked tables. Drinking high-powered beer chased with greasy sausages doesn’t always mix with high velocity rides, but that’s exactly the idea here. The Funfair is exhilarating (even before a few beers), with an equal mix of high tech and low tech rides. There are attractions for the whole family. In fact, new rules have been put into effect to keep the festival more family-friendly: loud music can’t start until after 6 p.m., at which time the energy kicks up to a new level. Just be sure to bring the little ones before the big ones get too drunk.





# Food & Wine Classic



The Food & Wine Classic in Aspen is a highlight for Food & Wine magazine, with three days of cooking demonstrations, wine seminars, panel discussions, tasting events and a Grand Tasting Pavilion—all at an 8,000-foot elevation in Aspen, Colorado. The festival is a foodie paradise, with the world's foremost authorities on wine and food attending more than 80 cooking demonstrations and wine seminars. The huge epicenter of the extravaganza of food is the Grand Tasting Pavilion, where more than 300 wines and luxury lifestyle brands to feature their newest products. Pace yourself, because you want to hit it all.

While you could spend your entire time tasting the best of the food and wine offerings, take home some knowledge by getting involved in the seminars and cooking demos. Decide early, however, as the more popular ones fill up quickly.

Late night parties are a huge reason why the superstar chefs stay up late here, and why you should, too. It's often one of the best ways you can get up close and ask questions, including why they chose the beverage clutched in their hands. If you haven't gotten enough food and wine from the festival, get a table at the Chef's Club by Food & Wine, which will rotate its staff of "Best New Chefs" denoted by the magazine each year when the Classic kicks off. Save some room for a late-night dessert bash and maybe clink glasses with your favorite chef.

## TIPS

Get tickets ASAP. This foodie favorite sells out of tickets early every year, sometimes as early as March.

Find a crash pad. While Aspen has a great selection of quality hotels, as with the popularity of tickets for this festival, the hotel rooms go quickly too. If your focus is on finding a spot within walking distance, snag a pad in downtown Aspen. There's more outside of town, in Snowmass, as well as surrounding communities, but those require wheels.

Day versus night. Aside from more than 80 seminars, tastings and rubbing elbows with chefs during the day, the Classic in Aspen has some amazing parties at night. Chefs often brag the next day that they were up until 4 a.m. Find out why.

Fly into Aspen Pitkin County Airport (ASE), and choose whether to take the Roaring Fork Transit Authority (RFTA) bus service to Aspen, or a hotel shuttle. Once in downtown Aspen, you won't need any major transportation if you're keeping your activities to the festival. Everything's within walking distance.





# Saborea Puerto Rico

World-famous Escambrón Beach takes center stage in a flavorful weekend, with tastings from 30 restaurants per day of the island's finest restaurants, plus rums, wine, beer, distilled spirits, and 50 international and local culinary personalities! Saborea Puerto Rico: A Culinary Extravaganza takes place on April 11th and 12th, celebrating the best in Caribbean traditions and worldwide flavors with chefs from Puerto Rico and around the world. Each day, guests visiting the Saborea Puerto Rico Village will enjoy samples from some of Puerto Rico's best restaurants. Daily demo kitchens will provide visitors the opportunity to learn the techniques and ingredients to prepare recipes the way the experts do. A one-day pass allows guests to access all areas for tastings and demonstrations.

Puerto Rico is full of music, passion and great food. The evolution of its cuisine has transformed the island into the "Gastronomic Capital of the Caribbean". Join us for the best culinary event in the region. Don't miss out on this gastronomic feast, especially made for you! Saborea Puerto Rico is a Puerto Rico Hotel and Tourism Association (PRHTA) event benefiting its Educational Fund, which provides training and certifications in a variety of specialties for people in the hospitality industry, as well as other programs geared toward the local tourism industry's development. It aims to promote Puerto Rico as a culinary destination and provide a platform for the island's gastronomic industry. The PRHTA represents the private tourism industry in Puerto Rico. For more information about PRHTA, please visit [www.prhta.org](http://www.prhta.org).



## Sofo Festival



Twice a year the restaurant community in Old San Juan pulls together for their SoFo Culinary Festival. These festivals, typically in summer and early winter, feature lots of great food & drinks, live music, outdoor dining and artisans selling their wares. The center of the action is Fortaleza Street, on the end near Plaza Colón, not far from Fort San Cristóbal. The city closes down 2 or 3 blocks of Fortaleza and San Francisco Streets to traffic in order to make a pedestrian area where you can enjoy the food and music, and walk around freely with your favorite bar drinks. Most of the restaurants are set up on San Francisco Street, Fortaleza Street and Recinto Sur between Tanca Street and O'Donnell Street. There are 39 restaurants participating, with all kinds of different food including cerviche, lechon, sweet & sour pork, vegetable lo mein, and sushi. You can get food take-out style served from warming trays, or you can have a full sit-down dinner inside the restaurants or at tables set up in the street. Most restaurants have makeshift bars set up in the streets offering beer, Mojitos, Pina Coladas, martinis and probably just about any other mixed drink you might want.



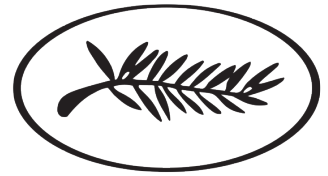


# Cannes International Film Festival

Filmmakers might start their careers in Hollywood, but the Cannes Film Festival is where they're made. For nearly two weeks in mid- to late May, the Cote d'Azur becomes a playground for celebrities and the paparazzi who stalk them. One talented filmmaker will walk away with the coveted Palme d'Or prize and, assumedly, the respect of their peers. This ritzy, increasingly competitive festival, where the scene and fashion is perhaps more important than the films, awards and winners, is one of the last of its kind. Considering its current state as a celebration of opulence and fame, it's surprising that the roots of the Cannes Film Festival are, in fact, political. The first iteration took place quite humbly on September 1, 1939, when Europe was in the grip of fascism and National Socialism as a result of Nazi Germany.

The Cannes festival was created to celebrate pure artistic expression in response to Italian leader Benito Mussolini's propaganda film festival, held concurrently in Venice. The festivities were cut short, however, when Hitler's German army invaded Poland on that very day. The Cannes Film Festival eventually resurfaced in 1946, long after the Axis was defeated.

The Cannes International Film Festival might be a ritzy, glamorous affair, filled with fashion, but it's still a place where you could arrive a nobody and leave a somebody. In 1994, Harvey Weinstein purportedly "stormed" the beaches of Cannes telling anyone who would listen about his brilliant new director, Quentin Tarantino, whose highly entertaining film, *Pulp Fiction*, would change the way we saw movies. Tarantino was booed when he received the Palme d'Or, but it turns out Weinstein was right.



FESTIVAL DE CANNES

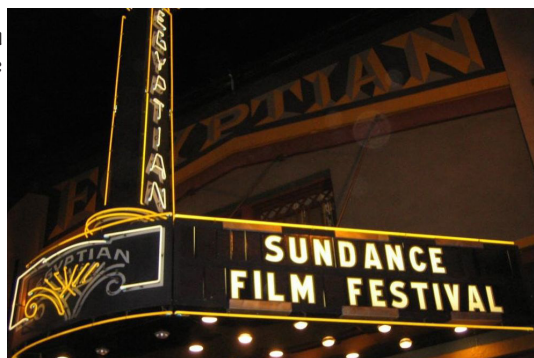


# Sundance Film Festival

This 10-day festival is really two festivals. Sundance specializes in documentaries and typically has more than 100 films being screened so there's a wide array of choices that means it's a great festival for a family or group of friends who have varied tastes. Part of the soul of Sundance is its history of supporting and creating a competition for independent American filmmakers. Only major U.S. film festival featuring American-made films was the USA Film Festival in Dallas. Sundance has become so successful that there's now a festival in London, a TV channel with its name, and a chain of arty movie theaters dotted in some of the more cosmopolitan spots on the planet.

Sundance attendees are sometimes surprised by the lack of glamour of where the films are shown. You might be in a gymnasium, a high school auditorium, or a tiny sliver of a theater that had better days half a century ago. When you have to fit 50,000 attendees into a small town for a film festival, you have to be resourceful but that adds to the charm of Sundance. You might be sitting next to an as-of-yet unknown actor in a gym as you watch an indie film that's generating a serious buzz. The populist nature of the festival is part of its appeal, especially during the second week.

While there's a general hyper quality to Sundance attendees as they rush from venue to venue packing as many as 4 films into a day, it's worth spending a little extra time in Park City to enjoy the vibe. In fact, some of the most fun you'll have is meeting some strangers who just left the same film with you and grabbing a drink with them and debating about what you just saw on the big screen. Consider going to a few film panels as well if you're interested in eavesdropping on interesting conversations of actors or directors. Additionally, if you love skiing or snowboarding, you have three great resorts within close proximity. In sum, the Sundance Film Festival is deservedly one of the most celebrated film festivals in the world and its location makes it perfect for a long weekend visit in the winter.





# Brooklyn Book Festival

The Brooklyn Book Festival is the largest free literary event in New York City, presenting an array of national and international literary stars and emerging authors. One of America's premier book festivals, this hip, smart diverse gathering attracts thousands of book lovers of all ages to enjoy authors and the festival's lively literary marketplace.



# National Book Festival

The Library of Congress National Book Festival is an annual literary event that brings together best-selling authors and thousands of book fans for author talks, panel discussions, book signings and other activities. It was created by Laura Bush and Librarian of Congress James H. Billington at the suggestion of Mrs. Bush, who had created the Texas Book Festival.

Over its 15-year history, the National Book Festival has become one of the pre-eminent literary events in the United States. The first festival was Sept. 8, 2001. Mrs. Bush served as honorary chair of the festival through 2008. President and Mrs. Obama have served as honorary co-chairs from 2009 to the present.

The festival is funded by private donors and corporate sponsors who share the Library's commitment to reading and literacy. Since 2010, National Book Festival Board Co-Chairman David M. Rubenstein has been the festival's lead benefactor and has pledged funding for the festival for five more years.



# Festival of Books

The Los Angeles Times Festival of Books began in 1996 with a simple goal: to bring together the people who create books with the people who love to read them. The festival was an immediate success and has evolved to include live bands, poetry readings, chef demos, cultural entertainment and artists creating their work on-site. There's also a photography exhibit, film screenings followed by Q&A's and discussion panels on some of today's hottest topics. The festival attracts approximately 150,000 people each year of all ages from Southern California and even other parts of the country.





# Comic Con International

Some may dismiss Comic-Con International as a geekfest, but the true fans know that it's four days of fun when they can meet industry stars and play in a fantasy land, all in downtown San Diego. Packed with events from autograph signings to film screenings to costume competitions (and many people show up in costume), this celebration of popular arts is a behemoth convention.

Over the years, Comic-Con has become the main event for comics conventions, including: comics creators; science fiction and fantasy authors; film and TV directors, producers and writers; and fans of all these popular arts genres. Despite the show's recent surge in popularity, Comic-Con International has older roots than you may think. The convention began in 1970 as a "mini con" of one day, when

a group of comics, movie and science fiction fans—plus about 100 attendees—formed the first comic book convention in Southern California. Back in those days, the show's home was the El Cortez Hotel, however later moved to accommodate the growing crowds. It's been held at the San Diego Convention Center since 1991.



The convention's massive programming schedule tops 600 separate events, featuring hands-on workshops, educational and academic programming, anime and film screenings, video games, an Autograph Arena, Portfolio Reviews, an Art Show, a Masquerade costume competition, and the Will Eisner Comic Industry Awards. Yes, all in four days. Most events are free with your badge, but some (like dinners and launch parties) cost extra. There will be far more than you can do in the allotted time, and yet it will all feel like Disneyland for adults—when you get to suspend disbelief and let fantasy take over, even if only a little bit.



## Nerd HQ

Nerd HQ, presented by The Nerd Machine. The four-day event provides fans a free nerdy hangout during the annual pop culture convention. Whether looking for a home-base to relax or meeting friends for some fun, NERD-HQ offers something for fans of all ages. The philanthropic panel series "Conversations for a Cause" has been expanded to include over 300 fans. Taking place on a stage constructed in the stands of Petco Park, the panel series has played host to some of the biggest names in pop-culture including Joss Whedon, Seth Green, Richard Madden, Tom Hiddleston, Stan Lee, Lucy Liu, Zac Quinto, Felicia Day, Scott Bakula, Tatiana Maslany, Vin Diesel, and Guillermo Del Toro just to name a few. Tickets for panels are \$22 and all funds raised through panel ticket sales go directly to support Operation Smile in its mission to help improve the health and lives of children all over the world. Nerd HQ provides fans and celebrities with an intimate and engaging experience that is unlike any other event during Comic-Con. The event showcased cutting edge technology, exclusive parties, autograph signings, photo opportunities with celebrities and more.





# Cannes Lions



The 62-year old Festival is the world's biggest celebration of creativity. During one week in June each year, Cannes transforms into a global meeting place of anyone engaged in technology, advertising, media, marketing, design, innovation and entertainment. There are discussions, talks, parties, competitions, workshops, screenings and exhibitions, all dedicated to exploring the future of the creative industries. Four awards shows celebrate the most ground-breaking work in brand communications, across industries and in 16 different media categories, from film and interactive to design, innovation and media. Winning a Lion trophy is widely considered the greatest accolade in the industry and is often career-changing.



# Clio Awards

The Clio is the esteemed international awards competition for the creative business. Founded in 1959 to celebrate high achievement in advertising, the CLIOs annually and throughout the year recognizes the work, the agencies and the talent -- across advertising, sports, fashion, music, entertainment, and health care -- that, in a variety of categories and as judged by industry peers, push boundaries and establish new precedent.

The Clio judging process is known for its democratic approach to recognizing creative excellence. Fewer than 20% of submissions, within a media type, survive the first two rounds, from which juries re-evaluate the work to determine Gold, Silver and Bronze statues along with the Shortlist. Less than 5% of all entries receive a statue, and less than 1% receive the coveted Gold CLIO. Each jury also has the option of awarding the highest honor, the Grand Clio, to one truly exceptional piece of work in each media type from the chosen Gold statue winners.



CLIO  
A W A R D S



# New York Festivals

In existence since 1957, NYF receives entries from over 75 countries in the following 16 competitions: Avant-Garde, Branded Entertainment, Creative Effectiveness, Design, Digital, Direct & Collateral, Film, Film Craft, Integrated, Outdoor, Package Design, Print, Public Relations & Media Relations, Public Service Announcements, Radio, and Student. NYF added Package Design to their roster of competitions this year to celebrate innovative packaging and its importance in the brand marketing mix.



New York Festivals also honors Global Brand of the Year, Global Agency Network of the Year, Regional Agency of the Year, Boutique Agency of the Year, Best New Agency of the Year, Film Production Company of the Year, Best of Show and Grand Prize Awards.



#### THE LIA MISSION:

To award creativity and power of ideas in all forms of Advertising, Digital, Branded Content, Branded Entertainment, Design, Production and Music & Sound

## Lia Awards

London International Advertising Awards, founded in 1986 by President Barbara Levy, began with a mission to be different. LIAA was the first truly international accolade of its kind honouring advertising in the realms of film, television, print, and radio. In 2004, the word "Advertising" was removed from the competition's name to reflect the fact that it observes more than just "advertising" in an ever-changing industry. Today LIA awards creativity and ideas in 15 unique disciplines.

# El Sol Festival

The Festival was born in 1986 as an initiative of the Spanish Association of Advertising Communication Agencies (AEACP) to boost the creativity of Spanish advertising. Its main objective was to gather the Spanish publicity surrounding a contest, with admission of inscriptions, with a jury and distribution of awards. The aim was to create a meeting to identify best campaigns and thus contribute to improving the profession.

A key year in the festival's history was undoubtedly 2003, the year in which the festival organizers decided to open the event to the participation of all countries of Spanish and Portuguese, including the Hispanic market in the United States with the festival happens to have an international character and becomes a point of reference to know trends in advertising worldwide. That is when the festival was renamed El Sol.

After 25 years in San Sebastian in 2012, was launched a process for the possible change of venue and Bilbao city was chosen for the next five years, until 2016. In making this decision was taken into account along with the infrastructures of the city, the historical process of reinvention that in recent years has lived Bilbao. During the period 2014-2016, Jordi Palomar, President of JWT, became director of the festival with the aim of keeping Sun in the leadership of the region thus creating the International Organization for El Sol. Today at the festival are competing over 2,500 pieces and over 1,500 people attending.



El Sol  
Festival Publicitario  
Iberoamericano

[www.elsolfestival.com](http://www.elsolfestival.com)



# Firefly

Firefly made a big splash onto the scene in 2012 with ambitions to be the biggest music festival on the East Coast—providing people with a festing destination on par with Coachella, produced by the Chicago-based company Red Frog Events, which also puts together Warrior Dash and American Beer Classic. Firefly aims to entertain music fans of all types and genres, although it definitely skews toward young and trendy; you're not necessarily likely to see multi-generational crowds here. When organizers got together to imagine what a quintessential summer night of outdoor music would entail, fireflies (a.k.a. lightning bugs, depending on where you're from) kept coming up as part of that experience. There's something nostalgic about catching a bug in a jar, evokes carefree summer days. And thus, the name—and a festival—was born.

Though it's merely a couple years old, Firefly has grown exponentially bigger—and fast. With a mix of headlining, marquee artists and emerging, lesser-known talents, Firefly's inaugural year brought about 35,000 people for a three-day event. That year, the Killers, the Black Keys and Jack White served as headliners, in addition to Death Cab for Cutie, Modest Mouse and John Legend for a total of 50 acts. As you might imagine, it just keeps on growing. In year three, Firefly is bringing more than 100 bands on seven stages to festival grounds that have nearly doubled in size since last year—to 154 acres from 87, in the hopes of accommodating up to 80,000.

You'll also find whimsical touches here and there to surprise you, such as the Pathway. During the daylight, the area looks to be nothing more than a compelling art installation—it will change every year. But at night, it comes to life. Last year, illuminated umbrellas were suspended in midair and hovering amid the forest canopy.



To kill time in between sets, or escape the heat, relax in the Hammock Hangout, an area nestled in the woods carefully illuminated with mood lighting and the glow of flat-screen televisions—so you're completely unplugged from the action. You can also head to the air-conditioned Arcade, where they've gathered up a mess of old-school arcade games & plugged them in for your use. The best part? They don't require quarters; it's free. There's also the Coffeehouse area, so that you're never tired and always ready for more music—complete with its own stage and acoustic line-up.

All the major food groups—including beer—are covered here, from healthy (vegan and vegetarian) to typical wide-ranging festival fare. Food vendors can be found throughout the festival grounds. Award-winning beer makers Dogfish Head set up an ad hoc, air-conditioned area with its brews, including one they make especially for the festival called Firefly Ale. What if you wake up in the morning at your campsite and you're really hankering for some fresh peaches, or you've forgotten something essential like your toothbrush? Never fear. This year organizers have planned for two locations of the Hub, one in each campground site. There, you'll encounter a farmers' market with summer's ripest produce, a convenience store, food trucks, and opportunities for morning yoga practice. It's also home to an unofficial festival stage, Red Bull Sound Select, a showcase for a handful of relatively new artists.

Standard festival amenities included, such as lockers, free water (bring an empty container) and phone charging stations. For Firefly, it's four-day admission or not at all and this means it's primarily a camping event: tent, RVs and car camping, along with fancier digs that are set up for you when you arrive, a.k.a. "glamping." Not into camping? There's reentry into Firefly, so you can stay in a nearby B&B or hotel without too much trouble, or make a vacation of it and visit Rehoboth Beach. Word to the wise: leave your chairs at home—they're not welcome in the stage areas. And allow for plenty of time for walking, whether that's from the parking lot to the campground or from the campground to the festival—it's a pretty expansive site.





#### TIPS:

Check out the headline act—chances are, as in past years, it will be someone you haven't seen before, who hasn't toured in ages, and/or who's a veteran from its early days.

Bring the kids. Admission to Lollapalooza is free to those 10 and under, and there's even a Kidzapalooza section set up with music just for them. In the past, headliners such as Patti Smith and My Morning Jacket's Jim James have played sets on these stages—and so of course has Perry Farrell.

Sign up for My Lolla. The festival web site helps you plan the logistics of navigating a big park with lots of concurrent events—tell it what shows you want to see and it will give you an itinerary.

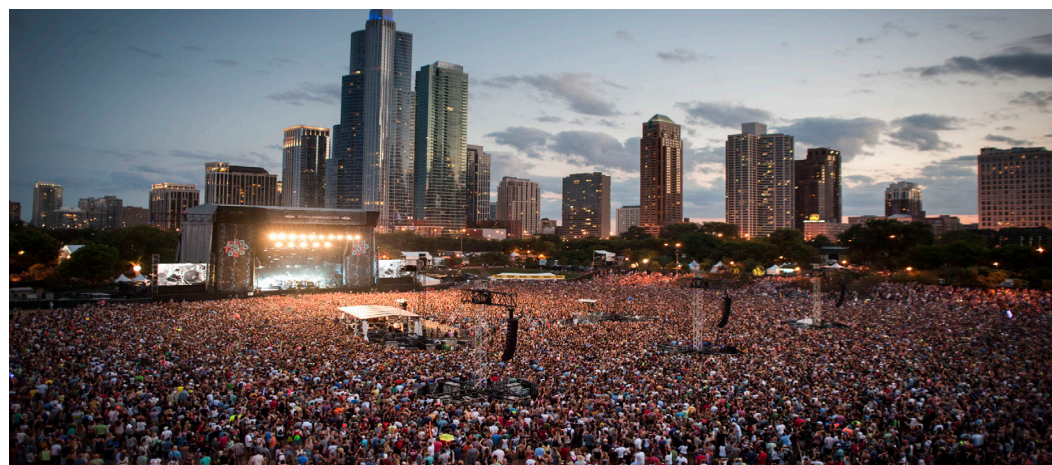
Whatever you do, pack tons of sunscreen, wear shoes that are comfortable, and bring your water bottle for the free onsite refilling stations.

In the early days, Lollapalooza garnered comparisons to Woodstock for its community-building, countercultural vibe. You would likely find booths offering you the opportunity to "kill your television" by smashing one, shave your head, get a tattoo, or grab an open mic for an impromptu performance. As the festival progressed through the 1990s, second and third stages were added, providing more music for fans and boosting exposure for up and coming acts. By 1998, it had run out of steam, however, and that year's festival was canceled after organizers couldn't find headliners.

In 2003, Farrell reunited Jane's Addiction and scheduled it in 30 cities across the United States; in 2004, a similar approach was taken, to middling success. Farrell partnered with the music production company C3, which also produces the event Austin City Limits. For 2005, it was reimagined as a two-day destination festival, with Grant Park, Chicago, to host. It has been held every subsequent August in Chicago, where it will stay until 2018. Attendance clocked in at around 300,000 over the course of three days. You can see the impact of Lollapalooza with festivals such as Bonnaroo, Pitchfork, and Coachella, which learned from the successes and missteps of Lollapalooza, but likely wouldn't exist without its pioneering ways.

# Lollapalooza

Lollapalooza was the brainchild of musician Perry Farrell, the lead singer of Jane's Addiction. Initially conceived as a farewell tour for his band, Lollapalooza instead captured the zeitgeist and became an enormously successful platform for dozens of artists. In fact, Farrell coined the term "Alternative Nation" to describe the kind of vibe that dominated the early years—a mash-up of grunge, alternative rock, rap and punk lineups, inspiring audience members to crowd surf and slam into each other in mosh pits. Rejecting the traditional touring model and schedule by bringing together multiple acts to tour multiple cities fostered a real sense of community and like-minded people: those early years often featured chanting Tibetan monks, a circus sideshow, local artists, and non-profit consciousness-raising groups such as Greenpeace, Rock the Vote, and Amnesty International.





# Global Citizen Festival

Prior to the launch of the Global Citizen Festival in 2012, co-founder Ryan Gall spent his time filming documentaries and hosting small charity events. Now he's now helping organize one of the world's largest single-day charity concerts, thanks to an inspirational moment during a Texas music festival. "The idea came when I was at Austin City Limits one year," Gall tells Billboard. "The stages at ACL are all very heavily branded with sponsors, so you might have the Dell Stage or Pepsi Stage. Then it hit me that there should be a Charity: Water Stage or the Hope Campaign Stage. I wanted to combine those two worlds." Shortly after, Gall pitched the idea of creating a massive charity concert to Global Poverty Project CEO Hugh Evans, who had experience working on the Make Poverty History Concert in his native Australia. Evans quickly took to the idea and the Global Citizen Festival was born.

Coinciding with the United Nations General Assembly meeting in New York, the free, ticketed event will also feature dozens of onstage appearances by world leaders and politicians, along with celebrities like Hugh Jackman, Jessica Alba, Ryan Reynolds and Adrian Grenier. The participants will heavily push the event's major themes of vaccines, education and sanitation. "We've got a number of different celebrity hosts discussing those issues, along with corporations, prime ministers and leaders who are making announcements on stage," says Gall. "We give a little music to entertain, as well as education." That scale accentuates the mission of the Global Poverty Project, which was formed in 2008 to promote awareness and encourage action to end the worldwide scourge of extreme poverty. As in previous years, the festival has been timed to coincide with the United Nations General Assembly, using its high profile to bring the issue of poverty to leaders gathered there to discuss and implement social policy on an international scale. Global Poverty's literature claims that, since it began the festival 3 years ago, advocacy demanded by its attendees have encouraged \$1.3 billion in new funding, along with 35 commitments from world leaders, to combat world poverty. "We've found the power of this movement can create bigger, and more impressive, change," Evans tells Rolling Stone. The Global Citizen Festival doesn't just aspire to engage world leaders, but also concertgoers. A key tradition of the event is its unique ticketing system: over 80 percent of the tickets are distributed free, earned by performing activist actions on the Global Citizen online platform. What makes this particular concert special is that it's not just about raising money, but awareness.

In fact, the Global Poverty Project has grown its efforts using music as an awareness tool beyond the Global Festival. In association with Pearl Jam manager Kelly Curtis and Universal Music executive vice-president Michele Anthony, GPP has expanded its Global Citizen Tickets program to the U.K., Australia, and New Zealand, where artists like Beyoncé, Ed Sheeran and One Direction donate proceeds from two tickets from each of their concerts to poverty-ending concerns. It's also started Global Citizen Nights, where big names play local concerts across America to pressure local politicians on poverty-related issues. For the artists, meanwhile, working with the Global Poverty Project's mission renews ties to the socially conscious music that inspired them to become artists. "One of the first 45s my parents bought me when I was a child was 'We Are The World,' which had a huge impact on my understanding of what artists could do to make a difference," Aloe Blacc told the Chicago Sun-Times.

In 2014 Global Citizen Festival awarded 48,000 free tickets to people who took social actions on GlobalCitizen.org, including signing petitions and emailing world leaders. Additionally, 12,000 VIP tickets were sold, with proceeds going toward underwriting festival costs. The 2013 event saw more than 250,000 users take 900,000 actions on issues of health, education, women's equality and global partnerships. Those who can't attend will have the opportunity to watch a live broadcast of the festival on MSNBC (and msnbc.com). The Global Citizen Festival is funded through brand sponsorships and private donations. Some partners include Caterpillar, Citi, H&M, World Childhood Foundation, the Riot House, Noise4Good, EKOCYCLE, BidKind, Universal Music Group, iHeartRadio and New York's Paramount Hotel. While Global Citizen Festival has enjoyed success in spreading its message of poverty awareness over the past three years, Gall wouldn't confirm that the event would be happening again in 2015. "We all hope so," he says.








# GLOBAL CITIZEN FESTIVAL

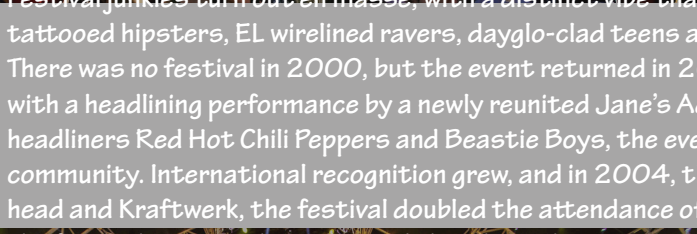




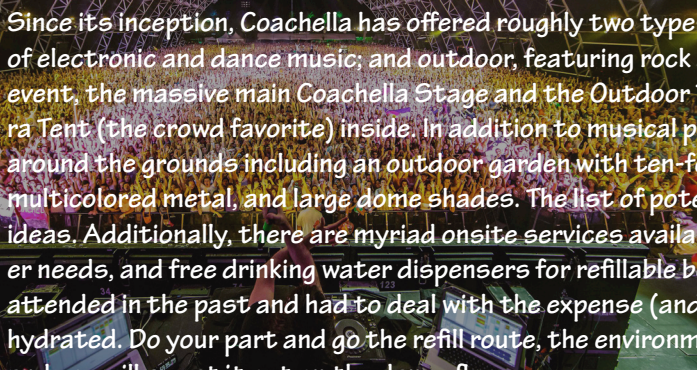
# Coachella



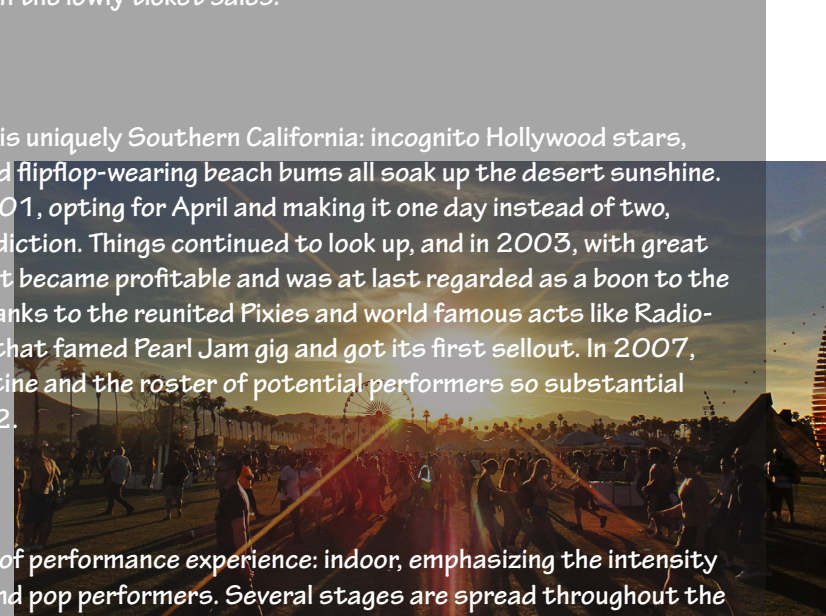
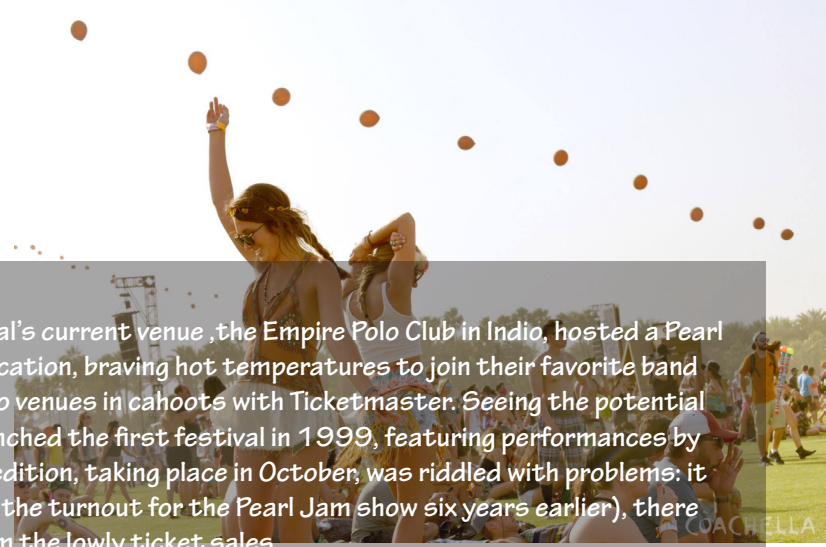
The seed for the first Coachella was planted when the festival's current venue, the Empire Polo Club in Indio, hosted a Pearl Jam concert that saw 25,000 attendees at this remote location, braving hot temperatures to join their favorite band that ended up in this desert outpost seeking alternatives to venues in cahoots with Ticketmaster. Seeing the potential for large-scale events here, the organizers prepared and launched the first festival in 1999, featuring performances by Tool, Morrissey, the Chemical Brothers and Beck. This first edition, taking place in October, was riddled with problems: it was too hot, and at 10,000 attendees (just 40 percent of the turnout for the Pearl Jam show six years earlier), there was no chance of breaking even, let alone turning a profit from the lowly ticket sales.



Festival junkies turn out en masse, with a distinct vibe that is uniquely Southern California: incognito Hollywood stars, tattooed hipsters, EL wire-lined ravers, dayglo-clad teens and flipflop-wearing beach bums all soak up the desert sunshine. There was no festival in 2000, but the event returned in 2001, opting for April and making it one day instead of two, with a headlining performance by a newly reunited Jane's Addiction. Things continued to look up, and in 2003, with great headliners Red Hot Chili Peppers and Beastie Boys, the event became profitable and was at last regarded as a boon to the community. International recognition grew, and in 2004, thanks to the reunited Pixies and world famous acts like Radiohead and Kraftwerk, the festival doubled the attendance of that famed Pearl Jam gig and got its first sellout. In 2007, the festival grew to three days. With sellouts becoming routine and the roster of potential performers so substantial each year, the event expanded to two long weekends in 2012.



Since its inception, Coachella has offered roughly two types of performance experience: indoor, emphasizing the intensity of electronic and dance music; and outdoor, featuring rock and pop performers. Several stages are spread throughout the event, the massive main Coachella Stage and the Outdoor Theatre outside, and the Gobi Tent, Mojave Tent and Sahara Tent (the crowd favorite) inside. In addition to musical performances, several inspiring art installations are located around the grounds including an outdoor garden with ten-foot tall mechanical spiders, towers fashioned out of concentric multicolored metal, and large dome shades. The list of potential Coachella experiences is extensive, as are the costume ideas. Additionally, there are myriad onsite services available for festivalgoers including WiFi, booths for food and other needs, and free drinking water dispensers for refillable bottles. This latter measure is a double boon for anyone who's attended in the past and had to deal with the expense (and waste) of buying numerous plastic bottles of water to stay hydrated. Do your part and go the refill route, the environment will thank you! Oh and stay hydrated, it's hot out there, and you will sweat it out on the dance floor.



## Tips:

The first weekend is considered the best.

The Sahara Tent is legendary for electronic music performances.

Camp if you want the full Coachella experience. You'll need a camping pass in addition to your ticket. If you need a break, nearby hotels are a more relaxing option as most have pools.

Don't miss the art. Interactive large-scale art pieces from Burning Man and beyond dot the polo fields.

Arrive at stages early for must-see performances.





# Snowbombing

Snowbombing keeps it fresh. Up-and-coming artists mix with pioneers of the music scene to present an eclectic lineup that's ever-changing. The white-powdered snow gleams as festival goers boogie in the town of Mayrhofen in Austria, back-dropped with panoramic snow-covered plateaus, fragrant pine forests, crisp clean air and gorgeous alpine peaks. One moment, you'll find yourself relaxing in one of its many saunas, and the next moment, you may be deep within the crowds dancing to the music. This smaller festival allows for convenient movement through the crowds and across the stages – or venues, as they call them. A quick glide to an adjacent venue might land you in the forest where surrounding shacks are transformed into pine-cradled platforms that host some of the world's biggest artists.

Snowbombing parties happen in unexpected places, from sky-high igloo parties to open-air forest raves and backcountry lumberjack parties. The Racket Club hosts the headliners of the festival in an underground tennis center. It's the place to be if you want to catch the best of the best, but there is a capacity at 2,500, so make sure you're there early to secure enough elbow and shuffle room. The Arctic Igloo whisks bombers atop the mountain to dance amidst the stars. Lounge on fur rugs near the bonfire or relieve stress at the ice bars. The Forest Party evokes an Electric Forest-esque atmosphere, but in the mountains. The Waldfestplatz is a raver's sanctuary surrounded by tall pines that shield against the cold wind. The forest has played host to The Prodigy, Kasabian, Disclosure, Example and many more. The Podcast Pyramid is an iconic gourmet restaurant and party venue with gorgeous panoramic views at 2,000+ feet. It's shaped like a pyramid, naturally, and serves delectable food locally sourced from the owners' own farm in the valley. Bars and shacks are transformed into smaller venues, making them convenient places to indulge in intimate settings. Mo's Bar, Sports Bar and Ice Bar are just a few places in the alpine village where you can escape the cold, refuel with appetizing bites and cocktails and cash in on the fun.



Over 100 artists perform at Mayrhofen, dropping the sickest beats any festival goer would enjoy. But one of the best things about Snowbombing is its presentation of live music acts – and there are plenty of them to go around. Originally an electronic dance music-themed festival, Snowbombing added live acts to the bill in 2008. Rudimental, Basement Jaxx, Wilkinson and Gorgon City are just a few of the artists who have traded in their USB drives for guitars, keyboards and drums. Don your best festival costume for Snowbombing's Street Party, a mid-afternoon, fancy dress party that begins after a morning of shredding. Funky colorful costumes are highly encouraged for this exciting congregation. The 2015 theme is "Into The Wild," so expect a deluge of animals going ham in the mountains. When do you ever get to see a giraffe in the snow? At The Street Party of course, because of its anything-goes vibe. Past themes include Superhero Road Trip, Let's Get Physical Back Country Party, Mardi Gras and The Royal Wedding.

Ride & Seek is Snowbombing's three-day ski and snowboarding competition where pro athletes compete for the Snowbombing title. Pro riders compete in Penken Park's infamous bordercross course, flaunting their best tricks and flips to achieve high scores while entertaining the 'bombers' as they sip on schnapps and dance to the DJ's beats. Snowbombing has the whole package: Skiing or snowboarding in one of Europe's finest ski areas, unwinding in luxurious spas in the Austrian Alps, carousing in a multitude of themed parties with performers and artists alike, and experiencing the exhilarating natural beauty that can only be found in the mountains. Artists who have appeared at Snowbombing include Adam Beyer, Aim, Dave Robertson, Claude von Stroke, Clive Henry, Disclosure, Doo Bomp, First Rate, Heartbreak, Para One, Ritchy Pitch, The View, Urban Nerds, Example, Tinie Tempah and Pendulum.



From the Editor:

To all readers,

Introducing the new magazine World of Festivals. It will be available starting this month with the first edition. We hope you enjoy it and comes to benefit to many.

The main theme of the magazine is the festivals that occur around the world. There will be a variety of topics from Music, Film, Advertising, Literature, Art, Food and Special Events.

The purpose of the magazine is to demonstrate the variety of festivals that currently exist for the enjoyment of all since there are different types of festivals for all ages and likes. Festivals are an event that unite people from different places and customs with a purpose and common interest. We hope that with this magazine you can get informed about the big variety of festivals and have an unforgettable experience in them.



Cristina Pagan Salellas