



Scotland is a Festival Nation



[CREATIVE SCOTLAND

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Andrew Dixon, Chief Executive of Creative Scotland

Scotland is a festival nation. Throughout the year and across the country, there are more than 280 different festivals; from small niche events showcasing local talent, to Edinburgh in August, when the city bustles with artists and performers from across the world. If 'festival' means a celebration, Scotland is celebrating culture 52 weeks a year.



Creative Scotland quickly recognised this and worked with The List magazine to produce the first definitive 'Guide to Scottish

Festivals'. With a month-by-month showcase of every event from all corners of the country, the guide - and the supporting online map - highlighted how geography was no barrier to Scotland's festival spirit.

From Orkney's glorious St Magnus Festival, set around the splendour of Kirkwall's 11th century cathedral; by way of Glasgow's Celtic Connections, a world class showcase of Scottish music and traditional music from across the globe, which attracts over 100,000 people and 1,500 musicians to Glasgow in January; to Imagineate, the largest and most successful performing arts festival for children and young people in the UK, Scotland's festivals are unique. These are not just worthy local events but world class festivals rooted in places - each making a contribution to our national identity, building tourism and significantly boosting the economy.

Our role as the national agency for the arts, screen and creative industries, is to foster the cultural ecology of Scotland, and festivals are central to this. In programming Scottish artists alongside international peers, festivals encourage creative exchange and the

sharing of ideas which feeds artistic innovation. Festivals are fun and celebratory, providing opportunities for audiences to see and hear established artists and discover new or previously unheard-of talents. They encourage audiences and artists to come together and engage in artistic experiences and ideas. In the same spirit, Creative Scotland's approach to partnership working is key to how we continue to develop Scotland's festivals - and our fresh investment in the creation of new festivals is setting the foundations for more events of national and international standing to happen within Scotland.

This will build on a roll-call of events already well stocked with high quality activity for all tastes. For instance, book lovers can indulge their passions at more than 40 festivals, from the international poetry festival StAnza on the Fife coast at St Andrews in March to Ullapool's Book Festival, on the shore of Loch Broom, or Aberdeen's Word Festival, set amongst the mediaeval and Renaissance architecture of the city's University.

Film lovers will find two of the UK's most significant film festivals in Glasgow and Edinburgh, while in Dundee in October, Discovery, Scotland's leading youth film festival, screens international cinema to thousands of young people.

Quirky and distinctive festivals have grown up across Scotland - like



Pittenweem in Fife where people open up their homes as galleries featuring local artists, or the Shetland Fiddle Frenzy, one of Lonely Planet Guide's top ten recommendations of places to visit in the world.

Scotland is THE place to immerse yourself in culture - and Creative Scotland's aim is simple but ambitious. We plan to see Scotland recognised as one of the world's most creative nations. To find out how, visit www.creativescotland.com/corporateplan

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2012 – The Year of creative Scotland

2012 is the Year of creative Scotland. A year to celebrate Scotland's cultural strengths and creative vibrancy, and shine a spotlight on the nation's creative assets.

[The Year of creative Scotland will spotlight Scotland's existing year-round programme of cultural events, festivals and projects – with Creative Scotland providing specific additional investment to generate new and enhanced activity to celebrate the year.]



Eden Court : Bodycurrents dancers at Lake Morlich

Photo – Ewen Witherspoon

Year of creative Scotland is one of a series of 'focus' years running from 2010 to 2013 that aim to ensure co-ordinated national activity to spotlight some of Scotland's great assets as we journey towards 2014 and a second year of Homecoming. Led in partnership by EventScotland, VisitScotland, Creative Scotland, Scottish Government and VOCAL, key themes for the year are Celebration, Promotion, Participation and Collaboration, with public agencies working in partnership with the cultural and tourism sectors to improve engagement for mutual benefit.

The Year of creative Scotland will take place amidst a once-in-a-generation opportunity when Scotland will capture the attention of the world. Between the London Olympic & Paralympic Games in 2012 - with its supporting programme of cultural activities - and the Glasgow 2014 Commonwealth Games, there exists a distinct and unprecedented opportunity to showcase Scotland's cultural offering and world class assets, highlighting the richness of Scotland's cultural life and creativity.

The Year of creative Scotland will spotlight Scotland's existing year-round programme of cultural events, festivals

and projects – with Creative Scotland providing specific additional investment to generate new and enhanced activity to celebrate the year. Amongst the initiatives will be a new 'Creative Town' awards programme to profile local initiatives in relation to creativity and place. The year will also celebrate Scotland's creative icons, past and present, and a major priority will be to target resources to provide opportunities for people currently excluded from the arts to actively engage in high quality activity. The investment strands in support of the year will be announced in the summer of 2011.

Cultural tourism is a key focus for the year and an improved capacity for the arts and cultural sectors to attract business and leisure visitors, and secure international profile for Scotland, are central to the activity. Creative Scotland, EventScotland and VisitScotland will

work with the event and tourism industries to enhance cultural tourism product for the Year of creative Scotland. These products will aim to celebrate the contribution Scotland's people and places make, inspire broader participation in the arts, and encourage closer working between key cultural and tourism agencies.

VisitScotland will lead the communications programme, reaching millions across the world through a mixture of core campaign activity carrying the Year of creative Scotland message and the creation of specific Year of creative Scotland activity and event travel propositions. Work has already begun to raise awareness of the Year among the media and travel trade and this will intensify when the programme is launched towards the end of 2011.



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