

**Practices of international
cultural exchange and
collaboration
in Edinburgh**

Momentum

**Busan Cultural Conference
13th October 2023
South Korea**



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CREATIVE SCOTLAND

Scotland's national funding body
for the arts, screen and
creative industries

www.creativescotland.com



ALBA | CHRUTHACHAIL

Scotland

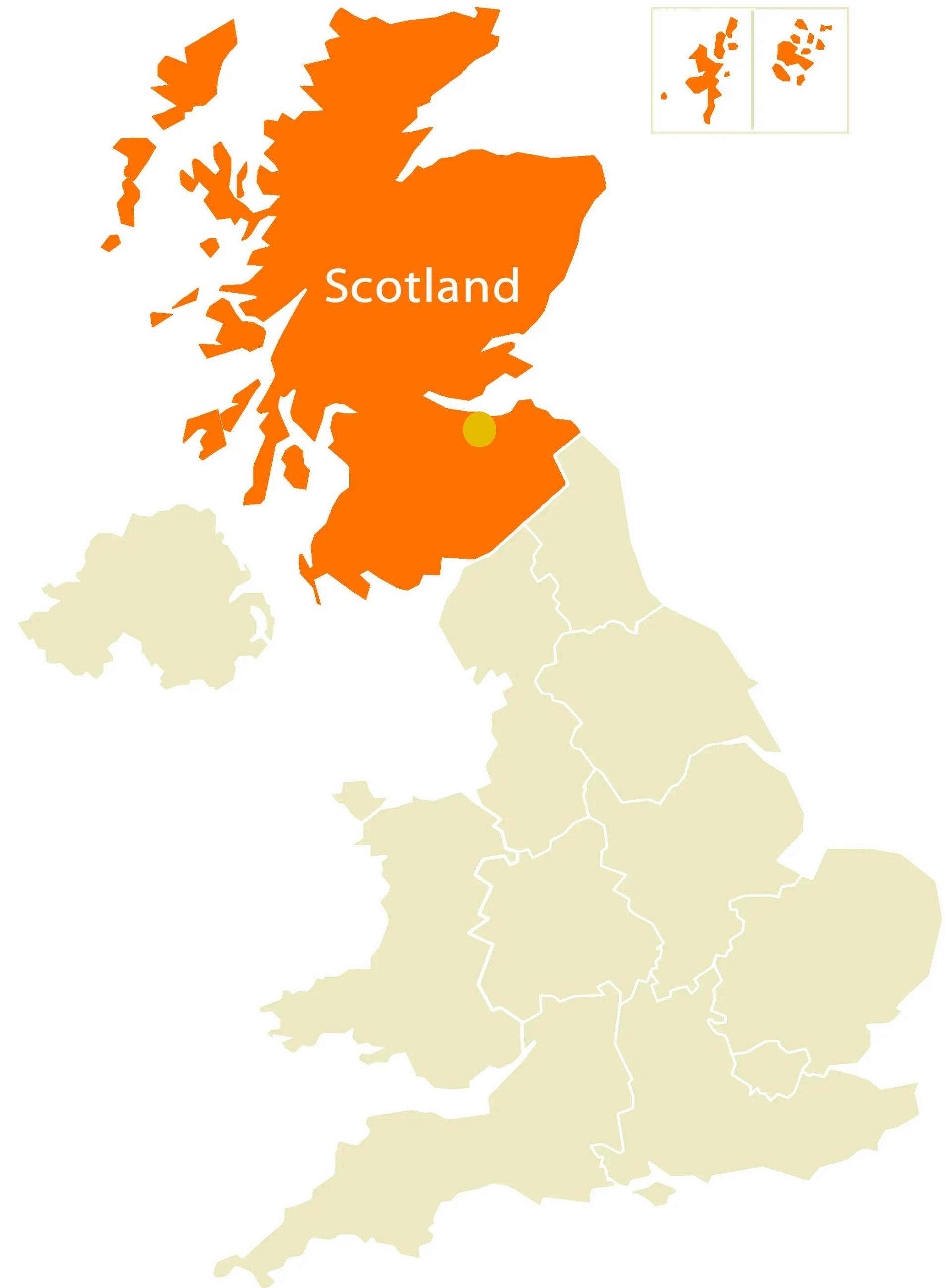
5.4 million population

Scotland is one of four nations of the United Kingdom:

- **Scotland**
- **England**
- **Northern Ireland**
- **Wales**

Over 800 Islands, 93 inhabited

Scotland and its islands comprises approximately the same land mass as South Korea



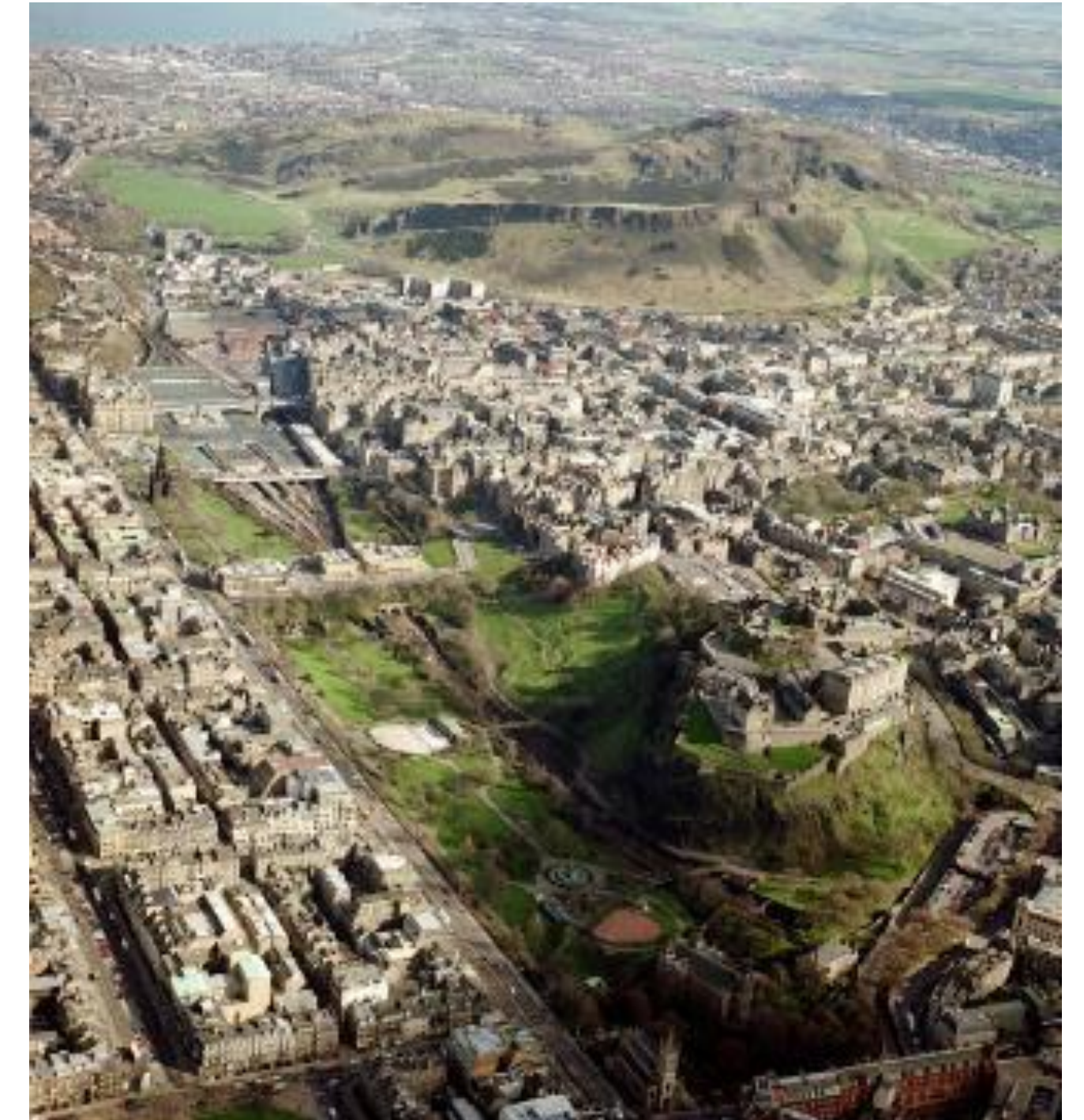
The image shows the Dugald Stewart Monument, a neoclassical structure with six columns, situated on a hill overlooking Edinburgh. In the background, the city's skyline is visible, including the Edinburgh Castle on a hill and various historic buildings. The sky is blue with some clouds.

Responsibility for **culture**, alongside the **economy, education, health, justice, rural affairs, housing, environment, equal opportunities, consumer advocacy and advice, transport and taxation** is devolved to the Scottish Government.

Edinburgh

Population 500,000

Edinburgh is the world's leading festival city, presenting an unforgettable and unparalleled mix of cultural experiences set in a UNESCO World Heritage site - one of the most iconic and historic cities in the world.



Festival City Since 1947

August Festivals:

- Edinburgh International Festival
- Edinburgh Festival Fringe
- Edinburgh International Film Festival
- Royal Edinburgh Military Tattoo
- Edinburgh International Book Festival
- Edinburgh Art Festival



Edinburgh's Major Festivals

1947



1950



1978



1983



1989



1990



1994



2004

E/.F
Edinburgh
Art
Festival

Impact

4.7/3.2 million audience (pre/post-pandemic)
£367M economic impact (2022)
5000 FTE jobs
£85M accommodation spend
1:33 investment

A photograph of Edinburgh Castle, a large stone fortress built on a rocky hill. In the foreground, there are several trees with pink cherry blossoms and some green foliage. A black metal fence runs across the middle ground, and a wooden bench is visible on the left. The sky is blue with some clouds.

www.edinburghfestivalcity.com/about

Industry Visitors in August:
Over 25,000 artists
Over 1,000 shows
Over 400 venues
Over 20,000 professional audience



The Story of MOMENTUM



Managing Partners:



Strategic Partners:



SHARED INTERNATIONAL PRIORITIES

WHAT DO WE WANT TO ACHIEVE?

We want artists, creative practitioners and cultural organisations to have **opportunities** to deepen their practice through international dialogue, exchange and collaboration - **broadening knowledge, insight and innovation.**

We want Scotland's **culture and creative sector, and local economies** to experience the benefits of **high-quality international creative connections.**

We want Scotland's **creative businesses** to maximise the potential of **international markets**, and for high-quality work created in Scotland to be **widely showcased** and enjoyed.

We want to **promote Scotland as an important global centre** for culture and creativity which is diverse, has strong traditional roots and an appetite for experimentation and innovation

" Foster international collaboration and build on Scotland's reputation for cultural excellence and as a progressive, pioneering and creative nation."

MOMENTUM – THE PURPOSE

Momentum's Ambitions:

- to sustain and develop Edinburgh's position as the world's leading festival city
- to encourage international producers and governments to showcase their work at our festivals
- to foster international cultural exchange with Scotland
- to internationalise the work of Scottish artists, venues and cultural organisations
- to support professional development and exchange expertise on cultural policy and festival models
- deep networking for long-term relationship building

MOMENTUM - THE DELEGATES

Policy Makers

Funders

Curators

Producers

Artistic Directors

Artists

Senior Festival Managers

Theatre/Venue/Gallery/Art Centre Programmers

Entrepreneurs

Corporate Sponsors

Media

Government / City Officials

MOMENTUM – DELEGATE SERVICES

- **High-level meetings** with relevant cultural figures and policy makers, direct engagement with the directors of Edinburgh's 12 major festivals, plus opportunity for formal government to **government bi-laterals**
- Bespoke **itinerary planning** and one-point cross-festival **ticket booking**
- **Supported networking** events and access to partner networking events and **festival receptions**
- **Two-way information** sessions with the Scottish arts sector - country briefing and presentation sessions
- **Seminar programme** on festival business models, cultural tourism, impact assessment, programming
- **Facilitated conversations** with and between the delegations
- Subvention **funding for follow up** collaborations

Example Outcomes

- Country bi-laterals
- City partnerships
- Professional exchange: practice, policy, personnel
- Creative commissions
- Touring of productions & exhibitions
- Artist collaborations
- Institutional partnerships
- Guest country exchange at festivals
- International media exposure
- New funding & sponsors
- Government engagement
- Advocacy
- Educational links



The world's 'go-to'
models for international
festivals

Reputation of the Edinburgh and Scotland's other Festivals

“Managing festivals”

“Transforming spaces”

“Creating festival
communities”



Thank you !

