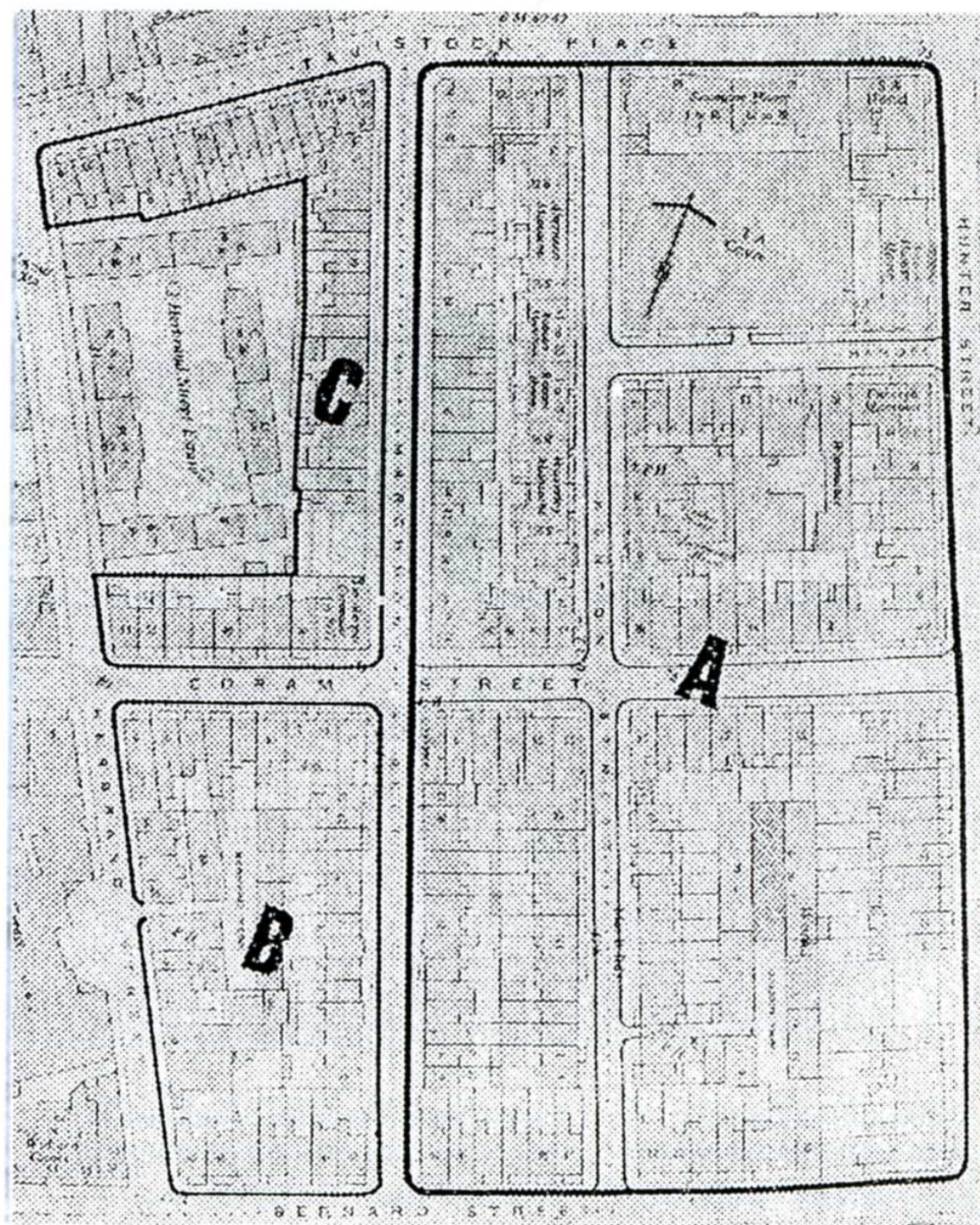


Commerce, creativity and urban cultural festivals: interrogating the changing experience of carnival

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Intermediaries

- arts and cultural councils
- policy networks
- economic development agencies
- foundations and unions to arts collectives
- cultural centres
- creative industries incubators
- festivals
- tradeshow

Festivals



Edinburgh *Festivals*



17 Festivals including:

- Edinburgh International film Festival
- Edinburgh International Science Festival
- Edinburgh Mela
- Edinburgh's winter Festivals (Hogmanay and Capital Christmas)
- Edinburgh Easter Festival
- Ceilidh Culture
- International Storytelling Festival

Value added

	Edinburgh	Scotland
Output (for businesses in area)	€206 million	€222 million
New income (generated by festivals)	€49 million	€62 million
Employment (jobs for 1 year)	3200	3900

Structure

1. Carnival: origins and characteristics
2. Invention and reinvention
3. New Orleans, Katrina and Mardi Gras

Venetian Carnival



The Nature of Carnival

- *carnelevarium* (C11-12th Latin)
'the putting away or removal of flesh (as food)'
- *carne lasciare* (Italian)
"leaving or forsaking meat"
- and other variants





Binaries

- tradition-modernity
- sacred-secular
- order-transgression

A high-angle, wide shot of a massive crowd of people gathered for a carnival or festival. The crowd is dense and fills the entire frame, with many people wearing colorful costumes or hats. In the background, there are buildings and structures, including a large, ornate building with a clock tower. The image is semi-transparent, allowing the text to be clearly visible over the scene.

2. Carnival: Invention and Reinvention

Carnival



American Carnival includes:

Mardi Gras at Mobile, Alabama (1703) and New Orleans (1718).

St. Patrick's Day Parades: Boston (1761) and New York's (1762)

Mexican fiestas: San Antonio (1891); Brownsville TX (Charro Days, 1938)

Gay Pride: New York City (1970)

Revenue sources

- San Antonio Fiesta has an annual economic impact of \$284 million.
- St Patrick Day parades are calculated to generate c.\$4 billion spending a year.
- In 2006, the Gay Pride Festival in Hillcrest, CA yielded "just over \$1 million," including ticket sales, vendor rents, parade entry fees, sponsorship fees and beverage sales.

St Patrick's Day parades



Sat. March 14th | Sun. March 15 | Tues. March 17

WORLD'S LARGEST PUB CRAWL

JOIN US **TO BREAK** THE WORLD RECORD
(IN THE GUINNESS BOOK OF WORLD RECORDS)

SaintPattys.com invites you for

3 days

of wearing green, & drinking cheap beer!

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\$1 Bud & Bud Light Drafts

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Over 100 Bars

in the East Village,
Upper East Side,
and Murray Hill

.....
INDIVIDUAL TICKETS AVAILABLE:

Saturday, March 14th

Sunday, March 15th

Tuesday, March 17th

.....
3 DAY PASS ALSO AVAILABLE

For more info or ticket sales,
please call 212.724.3900
or e-mail: info@saintpattys.com



Seattle

- Founded in 1972
- Reason: the Seattle Irish community's response to what had happened in Northern Ireland two months earlier, when a civil-rights march left 13 protesters dead on "Bloody Sunday."

New York, 1982-3





A high-angle, wide shot of a massive crowd of people filling a city street, likely during a Mardi Gras parade in New Orleans. The crowd is dense and diverse, with many people wearing colorful costumes and hats. In the background, there are tall buildings and a large, ornate float. The overall atmosphere is festive and celebratory.

3. New Orleans, Katrina and Mardi Gras



Economic significance

Tulane University study (2009)

Direct economic impact of \$145.7 million

Indirect economic impact of \$322 million on
city of New Orleans

City estimates (2008)

Between \$750-800 million a year in
spending, which yields \$55 million in state,
city and parish revenues.

Impacts include

- Cultural tourism and year-round festivals
- Direct stimulus to city's souvenir and arts industry, music and food sectors
- Intangible benefits e.g. continuing boost for city's reputation for artistic tolerance



An aerial photograph of a city, likely New Orleans, showing a wide river (the Mississippi River) and a bridge (the Mississippi River Bridge) in the background. The city is densely packed with buildings and trees. The image is slightly blurred and has a soft, ethereal quality.

Questions

1. whether or not it was possible to rebuild the city's traditional cultural infrastructure and ethos

2. whether it was right to stage the Mardi Gras in 2006 so soon after an event that had wrought such devastation

Mardi Gras 2006?

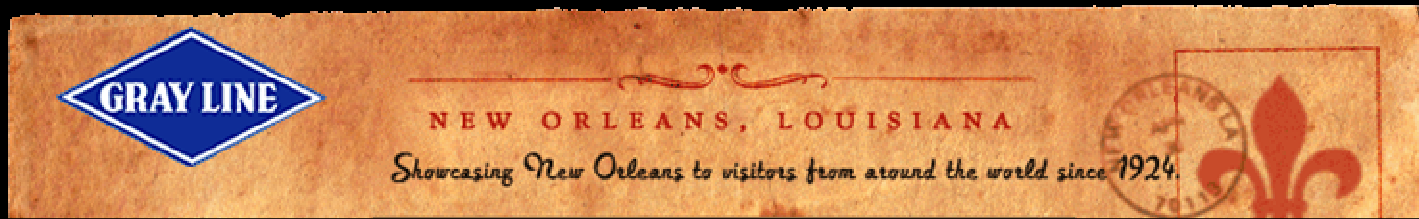




Sal Mannino (2006)

- Much like New York continued after 911 with New Year Eve's celebration in Times Square, Mardi Gras has to take place in New Orleans. We cannot allow Katrina to stop the parade. Our tourism industry directly employs over 85,000 workers...and Mardi Gras is vitally important to the tourism economy. Consequently, having Mardi Gras take place even with some surrounding neighbourhoods still devastated, directly will help bring locals back to their jobs...back "home".





Hurricane Katrina Tour...

"AMERICA 'S WORST CATASTROPHE"

“An eyewitness account of the events surrounding the most devastating natural - and man-made - disaster on American soil! We'll drive past an actual levee that "breached" and see the resulting devastation that displaced hundreds of thousands of U.S. residents.”

MGNO, 2009

- “I’ve been gone since Katrina, but I have been coming home each year for Mardi Gras”