



FESTIVAL CIRCLE

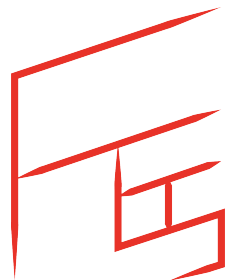
CELEBRATE YOUR FESTIVAL IN ANOTHER COUNTRY

INTERNATIONAL DESIGN SUMMER SCHOOL 2013

REX LI, INDRAJEET JAGDISH DESHMUKH, MARIELLE ROTH

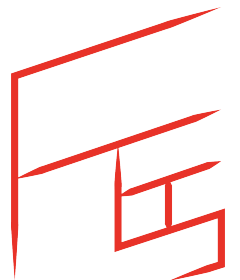
THE IDEA

- TAKE ONE FESTIVAL FROM A COUNTRY AND CELEBRATE IT IN ANOTHER COUNTRY
- SHARING THE SPIRIT FROM A FESTIVAL AROUND THE WORLD
- SPREADING TRADITIONS AND CUSTOM TO ANOTHER COUNTRY VIA FESTIVAL CIRCLE



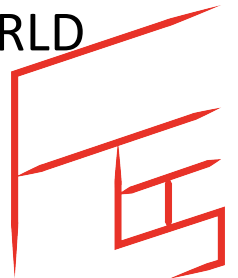
THE IDEA

- 1ST YEAR: HOLI → SWITZERLAND
STREETPARADE → CHINA
SPRING FESTIVAL → INDIA
- 2ND YEAR: SPRING FESTIVAL → SWITZERLAND
HOLI → CHINA
STREETPARADE → INDIA



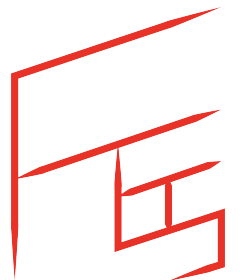
THE GOAL

- TO MAKE THE YOUTH AWARE ABOUT THE CULTURES OF OTHER COUNTRIES
- LOCAL PEOPLE CAN EMPATHIZE WITH FOREIGN CULTURES
- FOR EXAMPLE: CHINESE PEOPLE LIVING IN SWITZERLAND CAN CELEBRATE THEIR «OWN» FESTIVAL
- THE MORE COUNTRIES JOINING THIS CIRCLE, THE MORE CULTURES AND SPIRITS CAN BE SPREAD
- A CLEAR STEP TOWARDS GLOBALIZATION
- MOTIVATE THE YOUNG PEOPLE TO LEARN ABOUT OTHER CULTURES, BECAUSE THESE ARE THE FUTURE OF OUR WORLD



THE THREE FESTIVALS

- HOLI (INDIA)
- STREETPARADE (SWITZERLAND)
- SPRING FESTIVAL (CHINA)



HISTORY OF HOLI

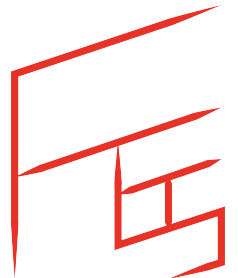


KRISHNA CELEBRATION HOLI



HOLI DAHAN

- ANCIENT FESTIVAL ORIGINALLY KNOWN AS “HOLIKA”
- HISTORIANS ALSO BELIEVE THAT HOLI WAS CELEBRATED BY ALL ARYANS BUT MORE SO IN THE EASTERN PART OF INDIA.
- PERFORMED BY MARRIED WOMEN FOR THE HAPPINESS AND WELL-BEING OF THEIR FAMILIES AND THE FULL MOON (RAKA) WAS WORSHIPED.





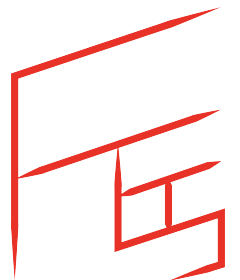
FESTIVAL OF COLOURS ITS CALLED "**DHULETI**" MOSTLY PLAYED IN NORTHERN INDIA MOSTLY IN **MATHURA** AND **VRINDAVAN**

IN SOUTH INDIA, HOWEVER, PEOPLE FOLLOW THE TRADITION OF WORSHIPPING KAAMADEVA, THE LOVE GOD OF INDIAN MYTHOLOGY





AMIDST ALL THIS ACTIVITY PEOPLE RELISH **GUJIYA, MATHRI, MALPUAS** AND OTHER TRADITIONAL HOLI DELICACIES WITH GREAT JOY.

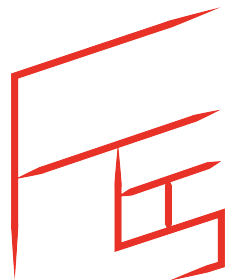


WHY HOLI AS A PART OF THE FESTIVAL CIRCLE



ONE OF THE MOST FAMOUS FESTIVAL AROUND THE WORLD.

- MIGRATION OF INDIAN PEOPLE ABROAD MADE THE FESTIVAL MORE FAMOUS AROUND THE WORLD..
- VERY PLAYFUL AND ENGAGES MANY PEOPLE.
- AN ATTRACTION FOR THE YOUTH AROUND THE WORLD.
- DON'T HAVE COMPLEX RITUALS. EASY ADAPTATION.



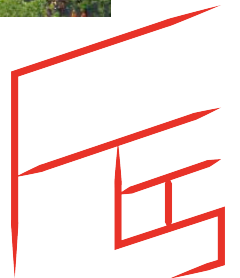
STREETPARADE



HISTORY OF STREETPARADE

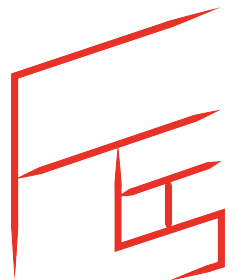


- 5. SEPTEMBER 1992, 1000 VISITORS
- DEMONSTRATION FOR: LOVE, PEACE, FREEDOM, GENEROSITY AND TOLERANCE





- 2001 – 1'000'000 PARTICIPANTS
- ENCOURAGE DIVERSITY IN MUSIC AND IN CLUB LIFE
- NON-PROFIT CONCEPT



SPIRIT OF THE STREETPARADE

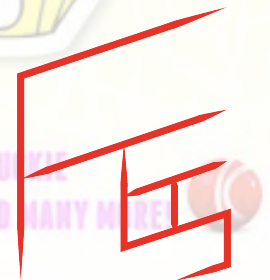


- WORK TOGETHER FOR A PEACEFUL WORLD AND LIVE OUT OUR DREAMS, BECAUSE ONLY WHERE PEACE REIGNS IS FREEDOM POSSIBLE
- MEET PEOPLE WHO TREAT EACH OTHER WITH RESPECT AND COME TOGETHER WITH TOLERANCE



WHY STREETPARADE AS A PART OF FESTIVAL CIRCLE

- BIGGEST TECHNO-PARTY IN THE WORLD, AND THE BIGGEST ANNUAL EVENT IN ZURICH
- SPIRIT
- POPULAR, PEOPLE COME FROM ALL OVER THE WORLD,
- EASY AND EVERYBODY CAN JOIN AND IS INVITED TO PARTICIPATE
- ATTRACTIVE FOR YOUNG PEOPLE, IT'S PLAYFUL, CRAZY, WILD AND FUNNY
- LIVE TOGETHER IN PEACE AND TOLERANCE
- NON-PROFIT-CONCEPT



PAST OF SPRING FESTIVAL

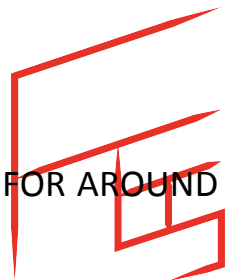


TRADITIONALLY, THE FESTIVAL WAS A TIME TO HONOR DEITIES AS WELL AS ANCESTORS. CHINESE NEW YEAR IS CELEBRATED IN COUNTRIES AND TERRITORIES WITH SIGNIFICANT CHINESE POPULATIONS,





- SPRING MOVEMENT IS THE BIGGEST HUMAN MOVEMENT IN THE WORLD
- THE PERIOD USUALLY BEGINS 15 DAYS BEFORE THE LUNAR NEW YEAR'S DAY AND LASTS FOR AROUND 40 DAYS.



LION DANCE



DRAGON DANCE



PAPER-CUTTING (RED)



YANGGE DANCE

CHINESE DUMPLINGS



SPRING ROLL

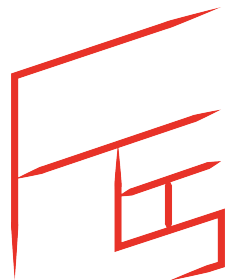


NIAN GAO/GLUTINOUS RICE CAKE



WHY SPRING FESTIVAL AS A PART OF FESTIVAL CIRCLE

- 1. SPRING FESTIVAL IS THE BIGGEST FESTIVAL IN CHINA, EVERYBODY CELEBRATE IT..
- 2. THE ONLY WEEK-LONG HOLIDAY THAT WAS MAINTAINED IS SPRING FESTIVAL.
- 3. SPRING FESTIVAL REFLECTS THE CHINESE TRADITIONS AND CUSTOMS.
- 4. SPRING FESTIVAL HAS BEEN TAKEN PLACE OVER THE WORLD FOR LONG TIME.



IMAGINE THE SCENARIO

- CULTURAL TRANSFORMATION, EVERY CULTURE CAN BRING IT'S OWN PARTS INTO THE FESTIVAL
- DIFFERENT CELEBRATION IN THE CULTURES
- INNOVATION/CREATION – NEW WAY OF CELEBRATING THE FESTIVALS
 - INDIAN STREETPARADE IN A NEW STYLE (MAYBE WITH DIFFERENT MUSIC)
 - MAYBE THE FORMAT CHANGES (SHORTER, LONGER, DURING THE DAY OR NIGHT)

