

# Virtual Festivals 2020

The background features several overlapping, curved shapes in shades of teal and grey, creating a modern, abstract aesthetic. The shapes are layered, with some appearing in front of others, and they curve upwards and outwards from the bottom and right sides of the frame.

# COVID-19

- Due to COVID-19 many festivals have had to move to delivering content online
- This has led to new ways of working and considerable innovation
- Festivals and Events have supported funded organisations to deliver online content

# Funded Festivals

- **Black History Month**

- Month of workshops / talks / online performances
- Online festival allowed work to be accessed from all over the world
- New Blank Ink Magazine - 156 physical copies and 48 digital copies sold.

- **Leicester International Music Festival**

- Online Festival of pre recorded performances
- Filmed in New Walk Museum
- 17th - 20th September
- Pre recorded Lunch Time concerts



# Funded Festivals

- **An Indian Summer**
  - Online programme of talks / workshops / tutorials / performances
  - August 10<sup>th</sup> – 23<sup>rd</sup>
  - Website Hits: 13,587, Video Views: 17,171, Facebook Events Reach: 216,965.
- **Let's Dance International Festival**
  - 26<sup>th</sup> – 31<sup>st</sup> October
  - Online dance performances
  - <https://www.serendipity-uk.com/programme/>



# Other Festivals

- Leicester Windrush
  - Delivered by Opal 22:
  - 95,473 page reach's, 2,334 interactions
  - Live stream on Youtube of art / music / dance
  - Photographs, letters and artwork from the Windrush generation were shared online to mark Windrush Day 2020.
- Cosmopolitan Arts
  - Immersive art experiences in City Centre
  - Online concert including projection mapping on DMH
  - 2 events, 120k users



A woman in traditional Indian attire, including a colorful, embroidered headscarf and a vibrant, patterned top, is captured in a dynamic dance pose. She has her arms raised, holding a green and yellow sash. She is wearing multiple silver bangles on her wrists and a large, ornate necklace. The background is a soft, out-of-focus setting, likely a stage or a performance area.

# **Virtual Diwali Leicester Celebrations 2020**

## Online Programme

1 hour of online content launched on Diwali Day

Considerable local and national media interest

Once launched can be viewed at any time

An opportunity to showcase to new audiences what Diwali in Leicester looks like live

Chance to test streaming capacity via Visit Leicester

Facebook / You Tube platforms being evaluated



## New Content – Performances / Recorded Messages

Headline performances from local arts organisations including:

- Nupar Arts – Bollywood Dance
- Aakash Odedra – Contemporary Dance
- Belgrave Mela – Rangoli and Contemporary Music
- An Indian Summer – Contemporary Music and Dance
- Centre of Indian Classical Dance - Traditional Dance

Contributions from Internal Partners:

- Libraries – Story telling performer
- Museums – Story of Leicester – Diwali Photo history since 1983

Diwali Messages:

- Political messages and greetings pre-recorded

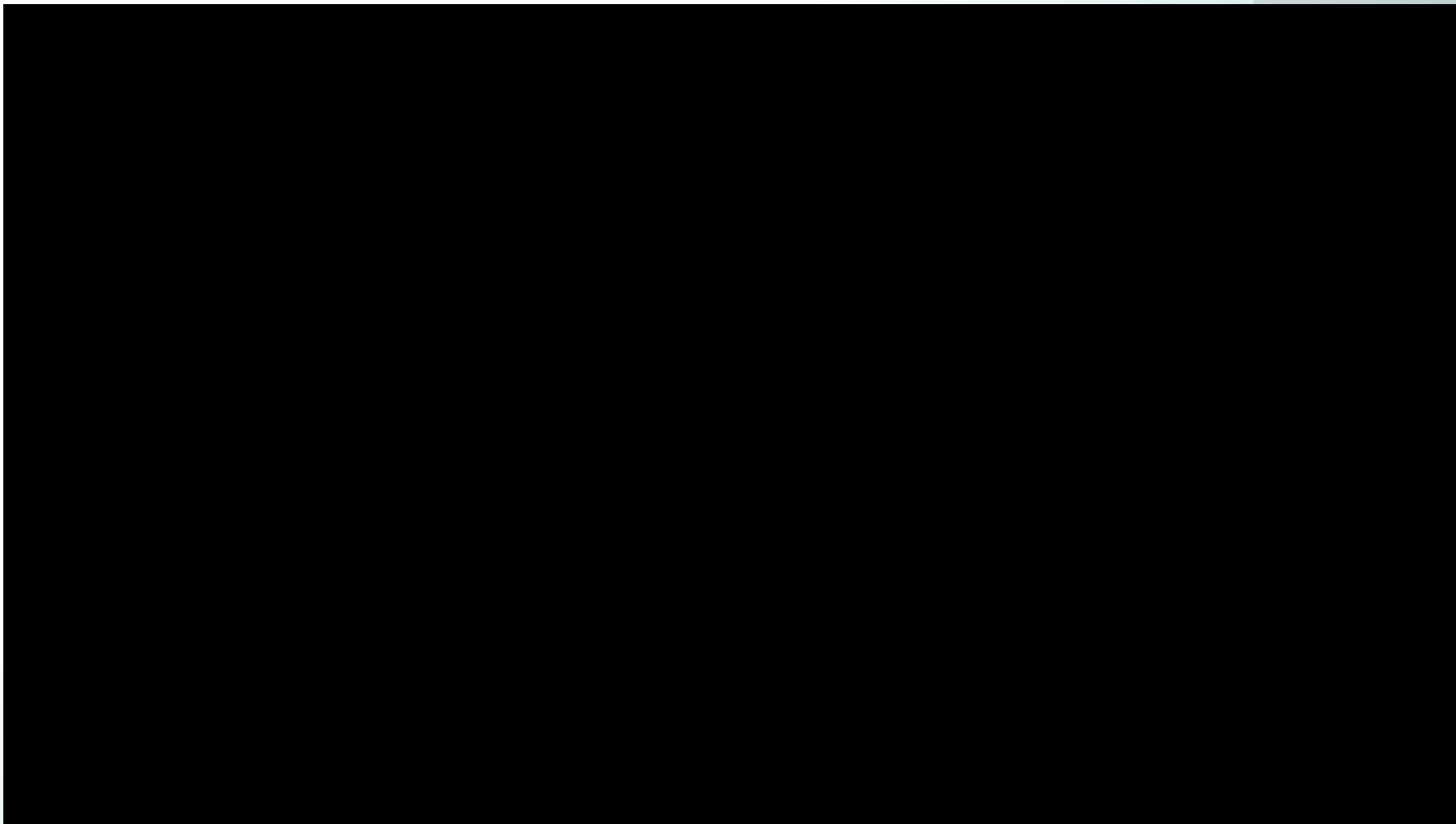


## Past content

Footage from previous years including

- Fireworks
- Diwali Village
- Main Stage Acts
- Crowd scenes





# How to watch

- Saturday 14<sup>th</sup> November 7pm – 8pm
- <https://www.facebook.com/leicesterfestivals/posts/3446019475435760>
- [www.visitleicester.info/diwali](http://www.visitleicester.info/diwali)

# Christmas in Leicester 2020

w/c 16<sup>th</sup> Nov 2020 – 6 Jan 2021

# Covid-19

- Christmas programme proposals have been developed in line with Covid-19 safety measures
- Relevant and achievable under possible future restrictions
- No event attracting mass crowds, moving to more digital platforms
- Maintain the momentum of the Christmas in Leicester Campaign

# Marketing Campaign Objectives

- Creative concept for 2020 is 'Light'
- Leicester is proud of its festive lights and there are over 16,000 Christmas lights in the city centre. Light is a positive symbol
- Create an active, vibrant and welcoming atmosphere in the city centre and engagement online during the festive time
- Continue to reinforce COVID19 safety measures whilst visiting Leicester over the Christmas period
- Raise awareness of Leicester's Christmas offer on a local and regional level (national level aspiration with virtual offer)
- Increase the city's profile as a lively and engaging place to visit

# Christmas Activity 2020

- Curve Produced Virtual Christmas Light Switch On film
- Christmas Lights throughout city centre
- Christmas Tree – Clock Tower
- Tableau and Nativity scene – Town Hall Square
- Snowflake interactive game – Projector wall - Green Dragon Square and play at home version
- Christmas in Leicester website with online content



# Christmas Lights

- Over 16 thousand lights across the city
- Clock Tower  
Christmas Tree
- Town Hall Tableau  
and Nativity scene



# Virtual Christmas Light Switch On

19<sup>th</sup> November 2020 - Curve

- Due to the second lockdown the production has been shortened to a 6-8 minute production
- Pop Video featuring Santa turning on the lights in Leicester and song written and recorded by local artists
- Will air at 18:30 on the 19<sup>th</sup> November



# 6 Week Programme : 19<sup>th</sup> Nov – 6<sup>th</sup> January

- Online content hosted on Christmas in Leicester website :
  - Short Videos
    - LCC Library Readings
    - Christmas Stars Campaign
    - Christmas Messages
    - Activity Packs
    - Festival Highlights
  - Competitions
  - Partner Content
    - Leicester Cathedral Concerts
    - Leicester Space Centre
    - Sporting Clubs
  - Audience engagement through Social Media



[www.christmasinleicester.co.uk](http://www.christmasinleicester.co.uk)

# Green Dragon Square Projector



Following the successful use of the GDS projector last year for Christmas film screenings and during Light Up Leicester, a piece of interactive digital art called **Snowflake Wall** is being screened for Christmas 2020 for members of the public to enjoy. The offer is also available on the Christmas in Leicester website to increase the play opportunity.

Option to show films again is still being explored.