

**Objectives**

- To discuss the benefits of arts festivals
- To encourage fluency while problem-solving
- To practise informally presenting and summarising ideas

**Before class**

You will need one photocopy of the activity page for each student.

**In class**

1 *As a warmer* Before distributing photocopies, ask students:

- Have you ever been to an art, music or film festival?
- What form did it take?
- How do festivals benefit the town / the participants?
- Have you ever participated in a festival? How?

You can also encourage students to talk about other arts festivals they know about. Then hand out the photocopies and ask them to do Exercise 1.

- 2 Tell students that they will have to argue in favour of the idea they choose, so they should think of extra ideas to make the idea more persuasive.
- 3 Tell students they can also modify the idea or suggest something completely different if they wish. They should make brief notes to refer to when they make their presentations.
- 4 While each student is making their presentation, the others in the group should listen and think of questions to ask afterwards. At the end of the group discussions, ask a spokesperson from each group to present their conclusions to the whole class.

# An arts festival

1 Work in small groups. Imagine you live in a small town (population 15,000) which has a large sum of money available for an arts festival. You are on the organising committee. Which of these do you think are the three best reasons for organising an arts festival in a small town?

- To attract artists to live in the area
- To attract visitors to the town
- To bring in new business and create employment locally
- To educate local people about the arts
- To find a new use for derelict or run-down areas of the town
- To get local people interested in the arts
- To improve the town's image
- To justify building new facilities, e.g. an art gallery
- To make the town better known nationally and internationally

2 Work alone. You recently asked local people to submit ideas for the arts festival. Read the ideas on the right and decide which idea you think is the best.

3 Work in groups. Discuss which idea is best and decide how you could improve the idea you choose. Then work together to prepare a short presentation in which you explain:

- the type of arts festival you'd recommend
- the reasons for choosing it
- how it would be organised
- the advantages it would bring for the town.

4 Change groups and take turns to give your presentation to your new group. At the end, decide together which idea you will adopt.

My idea is for an open-air festival of music and dance to be held in the streets at some time in the summer. People would really enjoy it because there are not many festivals like that in this country and it would have novelty value. The performers needn't be professionals; we could invite schools and colleges from around the country to come and perform. We could even make it into a sort of competition.

We have three cinemas in town and none of them are ever full except when we get a really good film. Young people prefer to go to clubs; older people hire DVDs because they're cheaper than going to the cinema. We could have a science fiction film festival with a series of prizes for the best director, best script, best special effects, etc. It would attract actors and film directors to the town, put us on the map and get local people, especially young people, more interested in the cinema and get us into the news.

Although the town itself is not very attractive, we're surrounded by beautiful countryside and I think we should have a festival where we revive traditional rural arts and crafts. There are lots of people locally who know about these things and we could attract others from outside. This way old habits and customs wouldn't get forgotten and it would provide a point of contact between the older and the younger generations.

I have this wonderful idea where we could get artists and painters to come to the town and brighten it up! Each year they could come to a different street and paint murals on the outsides of the buildings. Little by little, the town would become a curiosity and attract thousands of tourists!

What would really put the town on the map is a pop music festival. We're surrounded by countryside so there's plenty of space and if we could get good singers and groups, people would come from all over the country. I know it would take a lot of organising, but it would also be a great boost for local businesses.