



June 2016

## **A BRIEF HISTORY OF WOMAD**

Enthusiasm for music from around the world led Peter Gabriel, Thomas Brooman and Bob Hooton to the idea of WOMAD in 1980. It was founded on the basis that many others would share their enthusiasm if only they had the opportunity to listen to some of the global sounds.

WOMAD (which stands for the 'World of Music, Arts & Dance') evolved from an idea Gabriel had at a concert involving an African group. This then developed into a much larger event incorporating music from everywhere. Despite a considerable lack of enthusiasm from most of the music business, the team gathered together a group of people who could create an event which would present music and dance from all over the world alongside rock, jazz and folk music from 'the West'.

The financial realities of an event of this scale meant that a one-off event was unreasonable, so the team started considering alternatives and thus the idea for a festival was born. The first festival took place in 1982 in Shepton Mallet in the UK; it was a rainy event that lost a lot of money!

The collective persevered and WOMAD festivals found their niche in cities across the globe. WOMAD festivals are renowned for their unique mix of artists and distinctive, family-friendly atmosphere. The festivals are often weekend-long events with artists programmed across multiple stages. Another key element of a WOMAD festival is the workshops program, where the audience is encouraged to participate in the action.

Equally popular is the Global Village stalls of high quality international cuisine and crafts (instruments, clothes and jewellery) and interesting and informative charity stalls.

Past festivals have been held in Singapore, Sri Lanka, Abu Dhabi, Russia, Greece, the Canary Islands and Chile. Annual WOMAD festivals currently exist in the UK (at the Charlton Park private estate), Australia (Adelaide), NZ (New Plymouth), Spain (Caceres) and Chile (Recoleta, Santiago).

[www.womad.org](http://www.womad.org)

## **PETER GABRIEL**

Peter Gabriel has earned a worldwide reputation for his innovative work as a musician, writer, video maker and activist.

While at school, he co-founded the group Genesis, which he left in 1975. His albums, live performances and videos since then have won him a succession of awards.

Gabriel is currently an advisor on the WOMAD board, which is now based next to Real World Studios in Box, Wiltshire, England.



Gabriel has released many solo albums and in 1986, his seventh album "So" won him his first Grammy. The videos from this endeavour confirmed him as a leader in video awards ever, including "Sledgehammer", which has won the most music video awards ever, including a number one position in "Rolling Stones" top 100 videos of all time.

Shortly afterwards, he established Real World Studios in Wiltshire, designed as an ideal environment for performance. It also became the base for Real World Records, a label which is dedicated to recording and promoting a wide range of artists from all over the world.

In addition, Gabriel has been involved in a broad spectrum of human rights and environmental issues. His song "Biko" was the first pop song which touched on the effects of apartheid, and in 1988 and 1990 he was involved in the Nelson Mandela concerts at Wembley. He also worked with Amnesty International in 1988 to set up the "Human Rights Now!" tour, touring many countries with Sting, Bruce Springsteen, Tracey Chapman and Youssou N'Dour.

Following the Amnesty tour, he initiated the "Witness" program which was launched in 1992 in conjunction with Reebok. Its goals were to arm human rights activists from around the world with hand-held video cameras and other tools of mass communication. In 1989, he visited the USSR to help launch Greenpeace and also contributed to the "One World, One Voice" album - a collaborative project which features artists from around the globe.

In 1989, Gabriel composed the soundtrack for Martin Scorsese's epic film "The Last Temptation of Christ", which was the basis for one of his most experimental and innovative albums, "Passion". The album, which involved an extraordinary selection of musicians and vocalists, integrated several very different styles of music. A powerful concept, it provided the inspiration for the BBC's specialist radio program, "Mixing It".

1991 saw Gabriel open Real World's doors to a host of international artists and producers for a unique recording project in association with WOMAD and Real World Records. Known as "Recording Week" the aim was to make the most active and creative use of the studio's many facilities. The collaboration of musicians from different cultures produced what is known as some of the most daring and exciting work recorded.

For the release of his tenth album, "Us", in 1992, Gabriel commissioned different visual artists to interpret each of the 11 songs on the album. These works of art were featured at the British Contemporary Art exhibition in 1993 and also at a special exhibition in Japan. "Us" earned him four Grammy nominations and two MTV awards in the US, plus awards from BRIT and Q in the UK. The album's fourth single, "Kiss That Frog" was the starting point for the creation of the world's first music and motion ride, entitled "The Mindblender". Developed in association with Mega in the US, "The Mindblender" proved to be a popular mix of ride-motion, film and music during its tour of the USA.

April 1992 was the start of the "Secret World Tour". Produced by Gabriel and pioneering Canadian director/designer Robert Le Page, the show blended Le Page's visionary style of theatre with Gabriel's personal songs focused on relationships. It was seen by over a million fans on five continents and toured for 18 months. In November 1993, the show was filmed and recorded in Modena, Italy by Francois Girard and in August 1994 Peter Gabriel's "Secret World Live", the double live album and video, was released.



In January 1994, Gabriel launched his first CD-ROM. Entitled “Xplora 1”. Despite being a relatively new technology, “Xplora” was the biggest selling music-based CD-ROM and has since been released for additional computer platforms. It won many multimedia awards across the world, including the 1994 BIMA Award, the Sparky from the interactive Media Festival and four awards at the Digital Media Awards.

In addition, Gabriel set up Real World Multimedia and gathered up an original group of artists and technologists dedicated to developing, producing and publishing new multimedia titles that open up and explore new territory in multimedia.

As well as “Radio Real World”, the official web site focusing on Real World and Gabriel, 1996 saw the release of his second CD-ROM “Eve”, with other multimedia products already under development. In 2002 he released his first solo album in 10 years “Up”, followed by “Scratch My Back” in 2010 – consisting of cover versions of 12 songs by various artists, using only orchestra and voice - and “New Blood” in 2011, which was orchestral re-recordings of various tracks from throughout Gabriel's career.

In 2015 Peter Gabriel was awarded an honorary Doctorate by the University of South Australia for his commitment to creativity and its transformational power in building peace and understanding

<http://www.unisa.edu.au/Media-Centre/Releases/University-of-South-Australia-honours-Peter-Gabriel/#.VW1K9LuJg3E>

[www.petergabriel.com](http://www.petergabriel.com)

## **WOMADELAIDE**

WOMADelaide is a four -day music, arts and dance festival held every March in Adelaide’s Botanic Park as part of the Adelaide Festival.

The first WOMADelaide was staged as part of the 1992 Adelaide Festival at the invitation of the festival’s Artistic Director Rob Brookman to WOMAD to jointly present a WOMAD festival in Adelaide. It was such a success that it was presented in the following year as a stand-alone event in February 1993, continuing every second year (in alternate years to the then biennially staged Adelaide Festival) until confirmation in mid-2002 by the then South Australian Premier and Minister for the Arts, Mike Rann, that it had been secured as an annual event until 2009. In 2004 WOMADelaide once again became part of the biennial Adelaide Festival program. In 2010 it was a four-day event for the first time, in celebration of the Adelaide Festival’s 50<sup>th</sup> anniversary.

In February 2004 the WOMADelaide Foundation, a not for profit body on the Commonwealth Government’s Register of Cultural Organisations, was established to present the festival each year. Tax deductible donations can be made to the Foundation and a percentage of any festival surplus is returned to the Foundation each year to underwrite the presentation of the festival & its program.

WOMADelaide attracts around 20,000 people per day, with around 50% from interstate and overseas (not including children 12 and under who are admitted free). It usually features over 500 artists from around 30 countries.



WOMADelaide appeals to an audience that encompasses almost all ages and backgrounds; its uniquely friendly ambience and message of cultural discovery and understanding makes it one of the nation's most popular and successful festivals.

Set in the magnificent inner-city Botanic Park, the action on seven outdoor stages comprises performances and workshop activities and is complemented by a strong site performance & visual arts program, complemented by other focused programming initiatives including the Electrolounge, The Planet Talks environmental discussion program, Taste the World – food / cooking discussions & demonstrations, KidZone, and a site filled with over 100 international food, retail and charity stalls, bars and in 2015 the Taste The World restaurant.

The program is usually released from around October in the year before the festival.

### **Attendances**

- 1993 – 30,000
- 1995 - 55,000
- *1996 WOMAD INDIAN PACIFIC (one-off event): concert train trip from Perth in WA to concert in Pimba in the SA outback, plus concerts at the Adelaide Festival - 8,000*
- 1997 - 60,000
- *1998 WOMAD IN THE VALES (one-off closing event for Adelaide Festival): concert at the McLaren Vale winery district plus concerts at the Adelaide Festival, mostly in the Squeezebox outdoor club venue - 8,000*
- 1999 - 64,000
- 2001– 64,000
- *2002 WOMAD WARM-UP (one-off event at the Adelaide Festival Centre; 3 concerts and 3 workshops) –1,500*
- 2003 – 68,000 (**first annual event**)
- 2004 as part of the Adelaide Festival – 70,000
- 2005 - 65,000
- 2006 - 70,000
- 2007 - 78,000
- 2008 - 75,000
- 2009 - 72,000
- 2010 (**first 4 day event**) - 81,500
- 2011 – 89,500
- 2012 – 85,000
- 2013 – 88,000
- 2014 – 86,000
- 2015 – 91,000
- 2016 – 95,000

*\* note there are licensed capacity restrictions of (approx. 25,000) per day.*