



Foundation STAGE

- WE'RE SMOKE FREE -

Hackett FOUNDATION

womADelaide
THE WORLD'S FESTIVAL

womADelaide

- THE WORLD'S FESTIVAL ♥ 2018 -

Thank you

to all our sponsors and
to our generous donors:



GRATTE CIEL
South Australian Tourism Commission

THE PLANET TALKS
David and Claire Paradice and Adelaide City Council

ARCHITECTS OF AIR
Hassell

PRINCIPAL PARTNER



PRESENTING PARTNER



EVENT MANAGED BY



PRODUCED BY



PRODUCTION PARTNER



KEY PARTNERS



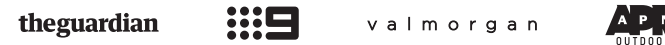
CREATIVE PARTNERS



PARTNERS



MEDIA PARTNERS



MEDIA SUPPORTERS



A Message from our Director

The program for WOMADelaide 2018 was arguably the most ambitious and eclectic in the festival's eminent 26 year history, thanks in no small part to securing the continuation of the invaluable support of the South Australian Government, through Events South Australia and the SA Tourism Commission, for the presentation of WOMADelaide in Adelaide until 2024.

Adelaide, as Australia's 'festival city', is uniquely placed to host WOMADelaide and our equally special presenting partnership with the Hackett Foundation, together with the support of the festival's many sponsors and donors, enables us to bring our ever-changing, diverse audience the artistic delights and discoveries that are, to borrow from Shakespeare, 'such stuff as dreams are made on'.

We extend our heartfelt gratitude to all the artists, staff, agencies and audiences who helped to make WOMADelaide 2018 so memorable.

Ian Scobie AM
Director

"When you go home after WOMADelaide and look in the mirror – with the dirt on your face and feathers in your hair – if you see someone happier than the person who came to the festival, we have done our job."

NANO STERN, 2018 FESTIVAL ARTIST (CHILE)





Australian **exclusives** at WOMADelaide 2018

A stellar line-up of artists from all over the world performed exclusively at WOMADelaide 2018.

- ♥ Ackroyd and Harvey (UK)
- ♥ Cie Bivouac (FRANCE)
- ♥ Bixiga 70 (BRAZIL)
- ♥ Blick Bassy (CAMEROON/FRANCE)
- ♥ Chico Trujillo (CHILE)
- ♥ Constantinople & Ablaye Cissoko (CANADA/IRAN/SENEGAL)
- ♥ Eva Quartet (BULGARIA)
- ♥ Ghada Shbeir (LEBANON)
- ♥ Gratte Ciel (FRANCE)
- ♥ Le Vent du Nord (CANADA)
- ♥ Pat Thomas & Kwashibu Area Band (GHANA)
- ♥ Rahim AlHaj Trio (IRAQ)
- ♥ Rajab Suleiman & Kithara (ZANZIBAR)
- ♥ TAO Dance Theater (CHINA)
- ♥ Victoria Hanna (ISRAEL)





economic **impact** summary

- **45%** of attendances were from interstate and overseas.
- It is estimated that **10,270** of the attendees were visitors to South Australia
- **93.1%** of the visitors to the state would not have made the trip to South Australia if not for WOMADelaide
- The event created an estimated **10,630** new visitors, and **49,852** visitor nights
- **43.8%** of visitors who said they came for WOMADelaide also attended at least one other event. **20.2%** visited a wine region, **2.3%** Kangaroo Island and **3.2%** the Flinders Ranges. **12.0%** visited somewhere else – places like the Fleurieu and Hahndorf.
- **17.2%** of Adelaide residents who attended the event would have holidayed out of the state had WOMADelaide not been held in Adelaide.
- The total visitor spend attributable to the event being held in the State is estimated as **\$14** million.
- Holding the event in South Australia produces an estimated total net economic benefit of **\$16.9** million in terms of incomes (GSP) and **164** full-time equivalent's of employment.
- The **2018** festival saw an increase in attendee spend over previous years.



other benefits

South Australian residents also appreciate the economic and cultural benefits WOMADelaide brings.

There is an extensive body of literature that recognises the social value created by an investment in cultural infrastructure – with evidence of improved quality of life, better health outcomes and increased productivity.

Survey responses to the statement:
The event is economically important to the State

Very Important	63.6%
Important	22.1%
Neutral	12.0%
Unimportant	1.8%
Not at all Important	0.5%
TOTAL	100.0%

Survey responses to the statement:
The event is culturally important to the State

Very Important	82.2%
Important	13.6%
Neutral	3.3%
Unimportant	0.6%
Not at all Important	0.3%
TOTAL	100.0%

Survey responses to the statement:

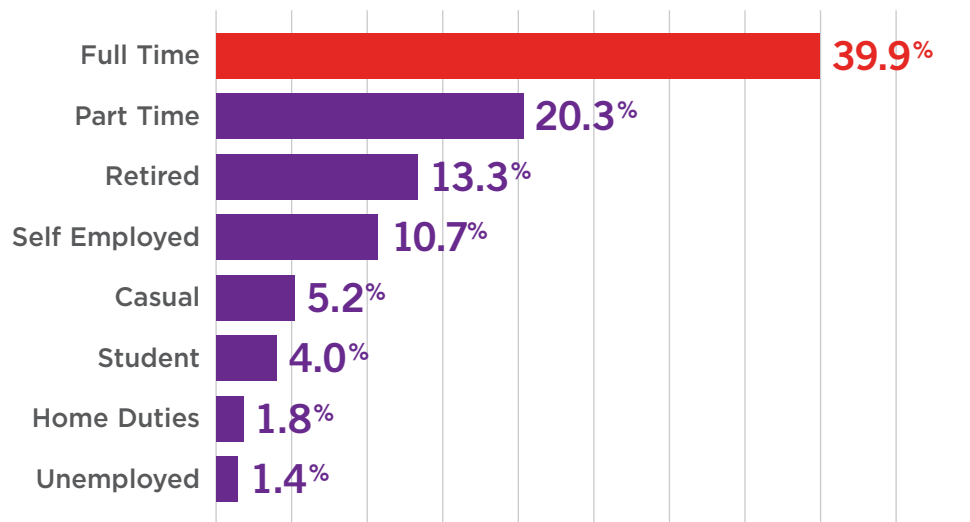
Hosting WOMADelaide significantly improves the State’s Image

	Hosting WOMADelaide is good for the State’s Image		The State should host WOMADelaide	
	VISITORS	LOCALS	VISITORS	LOCALS
Strongly Agree	72.5%	76.3%	77.6%	90.0%
Agree	19.8%	17.9%	14.2%	7.6%
Neutral	7.3%	5.1%	7.2%	2.1%
Disagree	0.1%	0.3%	0.7%	0.1%
Strongly Disagree	0.3%	0.3%	0.3%	0.2%

who are our attendees?

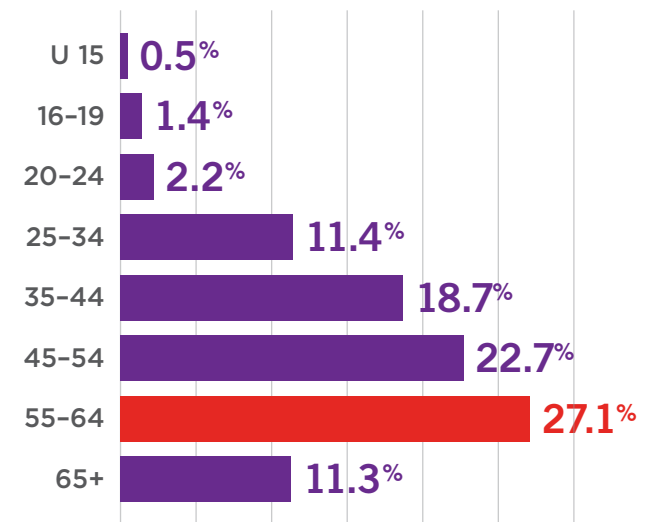
Over half of attendees attended all four days of the festival.

OCCUPATION BREAKDOWN



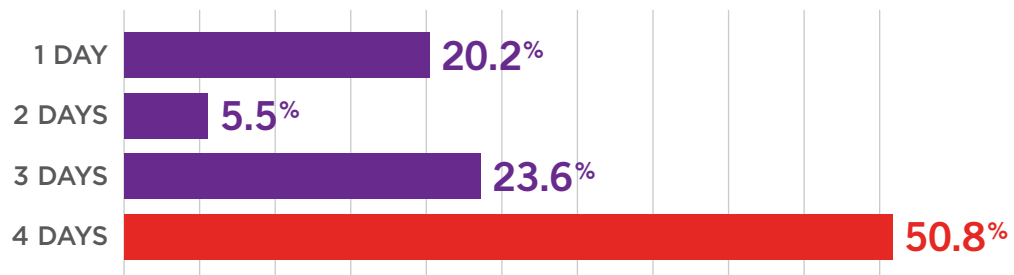
Note: 3.4% prefer not to say.

AGE BREAKDOWN



Note: 2.0% prefer not to say.

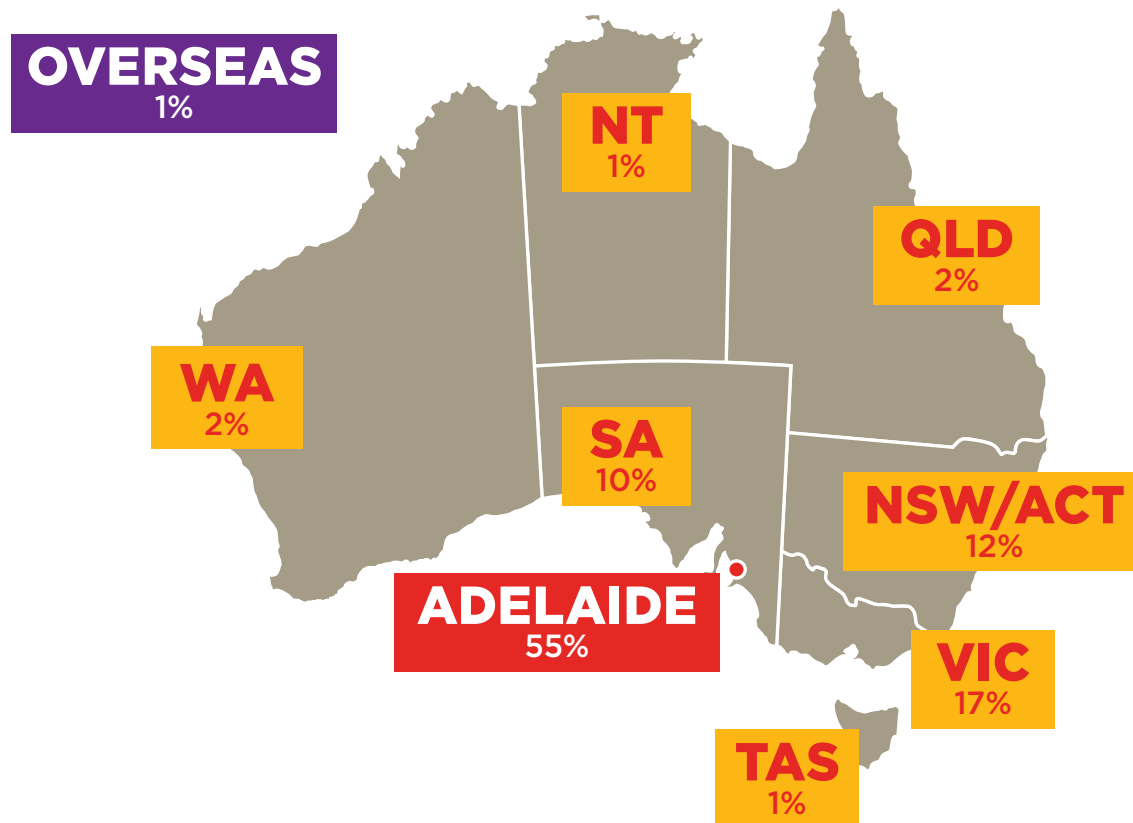
DAYS ATTENDED



Source: 2018 WOMADelaide Research

where do they travel from?

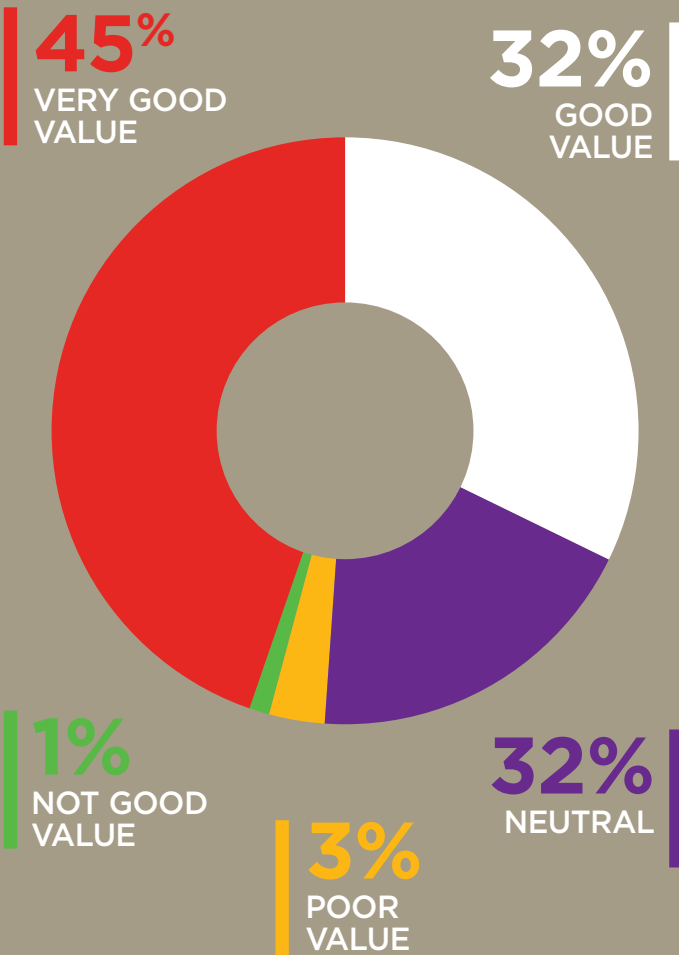
Attendees from overseas or interstate visited WOMADelaide for an average of 3.5 days, compared to 2.8 days for visitors from South Australia.



Q. Where did you travel from?
Source: 2018 WOMADelaide Research

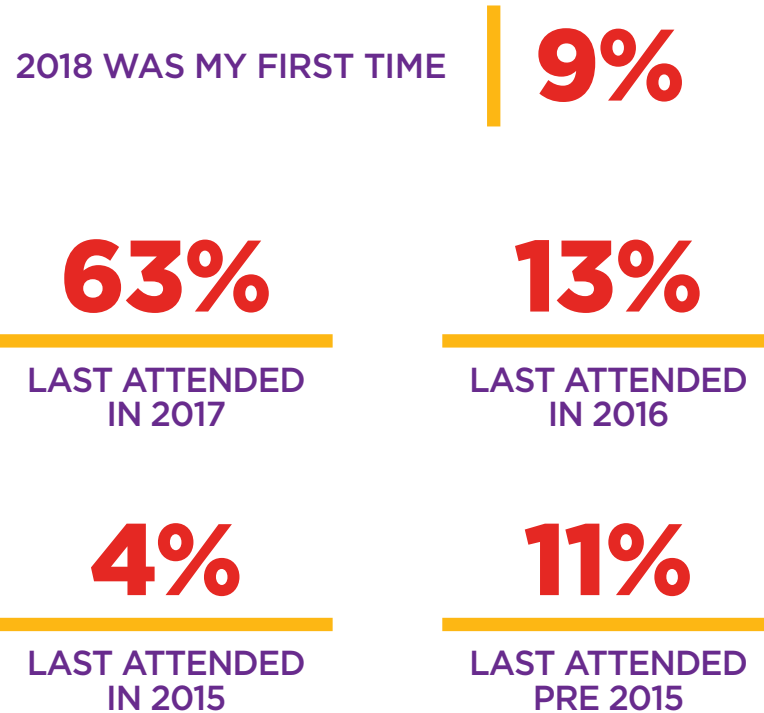


attending WOMADelaide is **good value!**



how many **first time** attendees?

9% of attendees' first taste of WOMADelaide was in 2018 whilst 63% last attended the event in 2017.

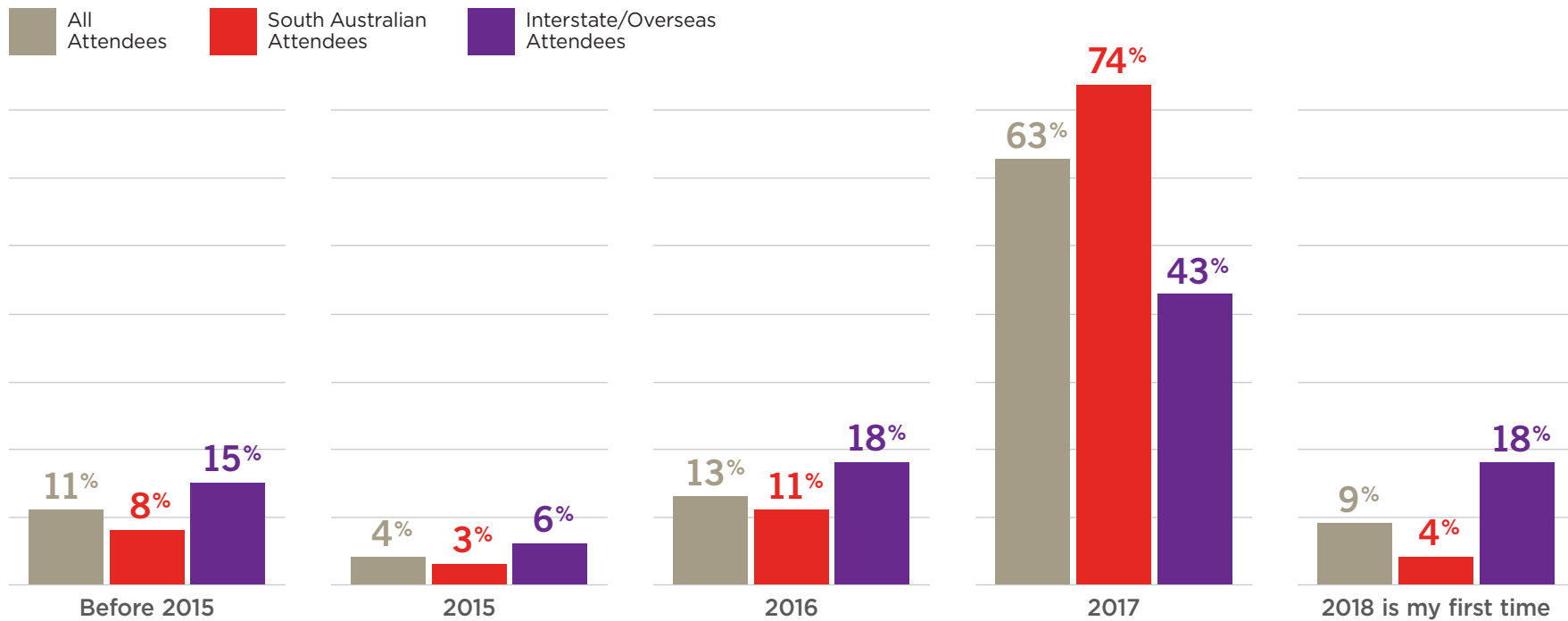


Q. When did you last attend WOMADelaide?
Source: 2018 WOMADelaide Research

How does this differ by region?

The incidence of first time attendees is highest among interstate and overseas visitors whilst South Australians are most likely to have attended last in 2017.

When did you last attend WOMADelaide before 2018?



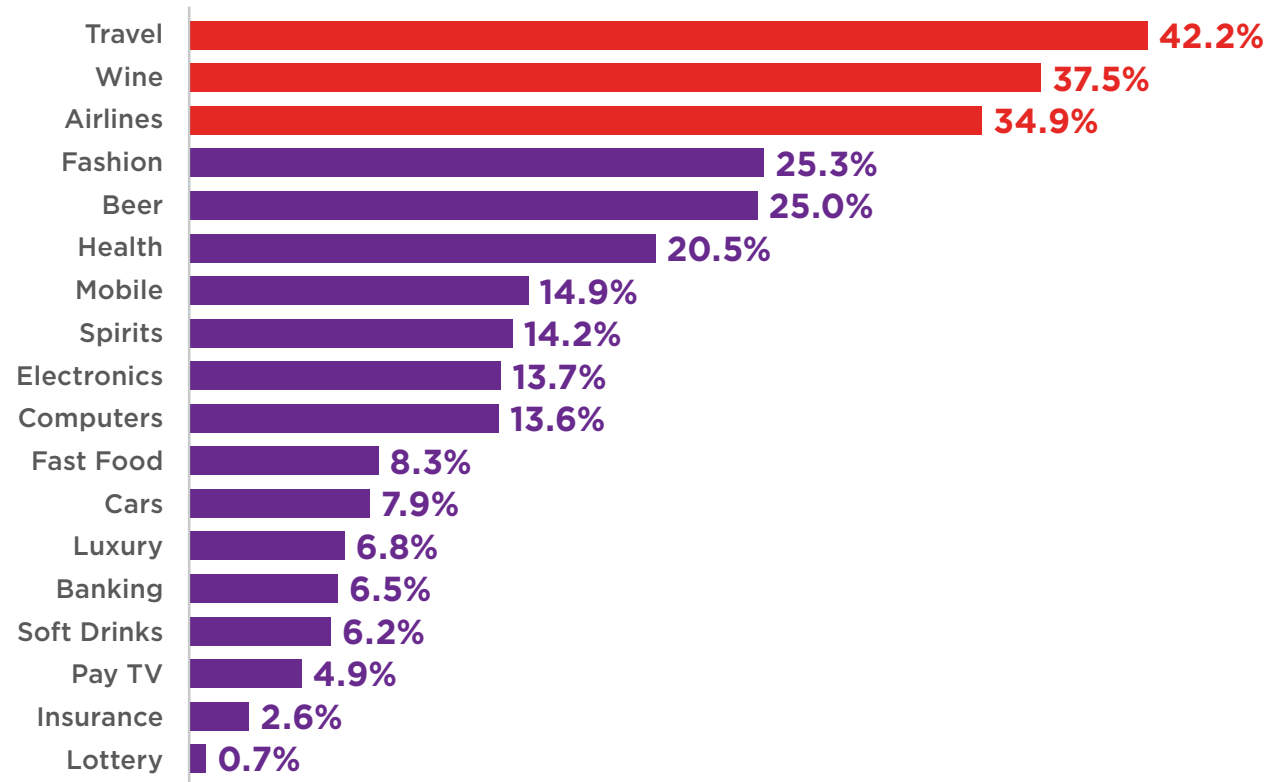
Q. When did you last attend WOMADelaide?
Source: 2018 WOMADelaide Research



what are attendees **interested** in?

Travel, Wine and Airlines generate the highest interest levels among WOMADelaide attendees.

Please indicate whether you are interested in any of the following?



Q. Please indicate whether you are interested in any of the following types of product?
Source: 2018 WOMADelaide Research

do these interests differ by demographic?

Travel, Wine and Airlines frequently appear across all demographics with Fashion and Health also featuring for Females, whilst Beer and Electronics rank highly for Males.

Please indicate whether you are interested in any of the following types of product?

RANK	FEMALE				MALE				ALL ATTENDEES
	16-34	35-54	55+	TOTAL	16-34	35-54	55+	TOTAL	TOTAL
1	TRAVEL	TRAVEL	TRAVEL	TRAVEL	BEER	TRAVEL	TRAVEL	TRAVEL	TRAVEL
2	FASHION	WINE	WINE	WINE	TRAVEL	BEER	WINE	WINE	WINE
3	WINE	AIRLINES	AIRLINES	AIRLINES	WINE	WINE	AIRLINES	BEER	AIRLINES
4	AIRLINES	FASHION	FASHION	FASHION	ELECTRONICS	AIRLINES	BEER	AIRLINES	FASHION
5	HEALTH	HEALTH	HEALTH	HEALTH	COMPUTERS	COMPUTERS	ELECTRONICS	ELECTRONICS	BEER

Health and Fashion rank among the top five interested categories among all age groups of Females.

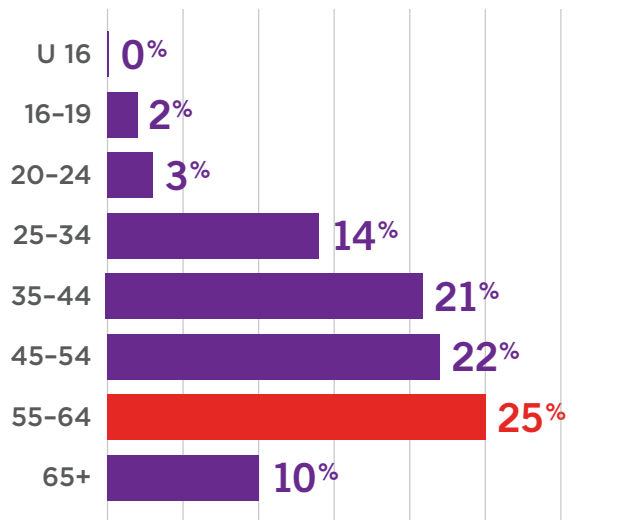
Outside of the three main categories interest for attendees Beer, Electronics and Computers feature highly.

Q. Please indicate whether you are interested in any of the following types of product?
Source: 2018 WOMADelaide Research

attendees interested in **travel**

Who is interested in Travel?

AGE BREAKDOWN



EMPLOYMENT STATUS



GENDER BREAKDOWN



travel **key numbers**

31%

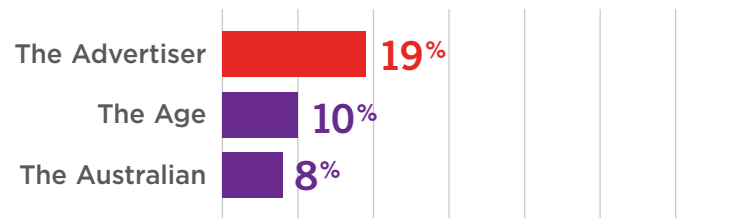
TRAVELLED
FROM OUTSIDE
SOUTH
AUSTRALIA

3.0

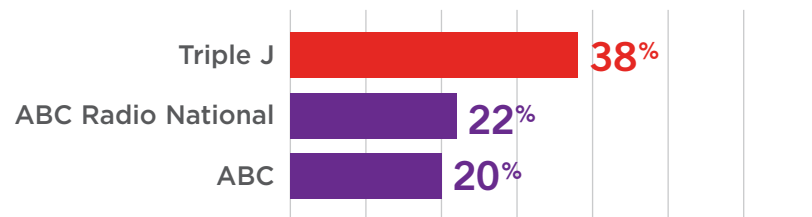
AVERAGE
DAYS
ATTENDED

Media Habits

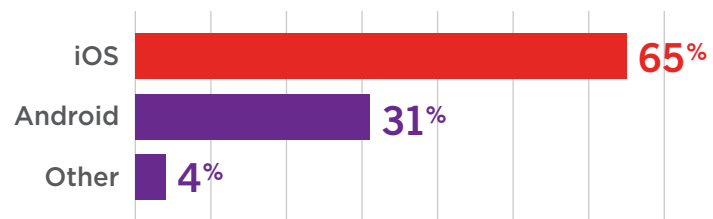
NEWSPAPER PUBLICATIONS



RADIO STATIONS



SMART PHONE OS





attendee **sponsorship** opinions

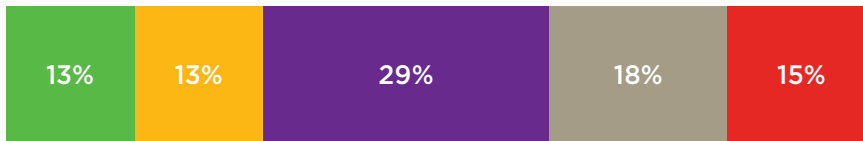
38% of attendees feel more positive towards brands that sponsor the festival and 33% would choose a partner's product over a rival's if price and quality were the same.

Rate on a scale of 1-5 your agreement with the following statements?

1 = strongly disagree, 5 = strongly agree

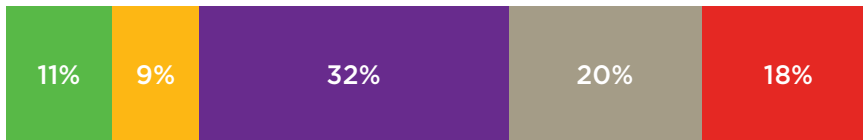


I would choose a WOMADelaide sponsor's product rather than rival brands if price and quality were the same.



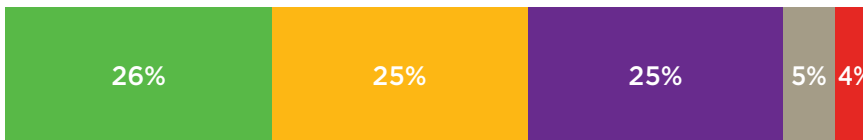
33%
NET AGREE

I feel more positive towards brands that sponsor WOMADelaide.



38%
NET AGREE

I actively look to inform myself about brands that sponsor WOMADelaide.



9%
NET AGREE

Q. Rate on a scale of 1-5 your agreement with the following statements (1 = strongly disagree, 5 = strongly agree)?
Source: 2018 WOMADelaide Research





marketing and **publicity** snapshot

MEDIA TYPE	VOLUME	AUDIENCE	ASR (IN AUD)
AM Radio	262	6,394,900	\$3,142,353
FM Radio	62	1,052,720	\$137,388
Magazine	93	2,822,322	\$574,869
Newspaper	303	28,880,572	\$2,808,849
Online News	875	1,642,000	\$2,871,318
TV	42	3,061,000	897,242

An analysis of coverage delivered in the 240 days between 01 Aug 2017 and 29 Mar 2018 from 3 folders (WOMADelaide - Broadcast, WOMADelaide - Online, WOMADelaide - Press) found 1,637 items. This coverage reached a cumulative audience of 43,853,514 and had an advertising space rate of \$10,432,019.

TOTAL MEDIA TYPES

6

TOTAL ITEMS

1,637

TOTAL AUDIENCE

43,853,514

TOTAL ASR (IN AUD)

\$10,432,019





digital touchpoints – the stats...

Campaign Period: First announced 12 October 2017 – conclusion of festival 19 March 2018.

Facebook

TOTAL PAGE LIKES

30,736 > 32,935

NET LIKES

Average Organic: 16

Average Paid: 2

AVERAGE POST REACH

14,029 (7090 Organic + 6939 Paid)

AVERAGE TOTAL REACH

18,901 (11,962 Organic + 6939 Paid)

AVERAGE ENGAGEMENT

Reactions: 266

Comments: 55

Shares: 22

VIDEO VIEWS

Total Views: 433.7K

Minutes Viewed: 154.5K

Festival Period: 7–14 Mar 2018

AVERAGE TOTAL REACH

38,746 (22,344 Organic + 16,402 Paid)

PEAK TOTAL REACH

238,002 (195,107 Organic + 42,895 Paid)

Instagram

TOTAL FOLLOWS

6635 > 9045 +136%

Twitter

TOTAL FOLLOWS

8710 > 9067

Activity Summaries:
Oct 2016–Mar 2017

Impressions: 170.1K

Visits: 8692

Mentions: 1132

Spotify

Followers: 303

Playlist Followers: 1450

Website

Campaign Period:

12 Oct 2017–19 Mar 2018

Sessions: 410K

Users: 224K

Pageviews: 1,215,500

Pages/Session: 2.96

Avg. Session Duration: 02:47

Email Subscribers

TOTAL SUBSCRIBERS

41,700

15 campaigns:

Oct 2017–Mar 2018

Average Open Rate: 30%

Average Click Rate: 17%

Mobile App

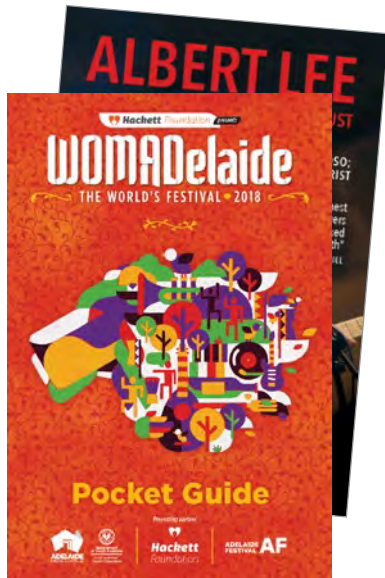
DOWNLOADS

iOS & Android: 13K

Total Sessions: 120K



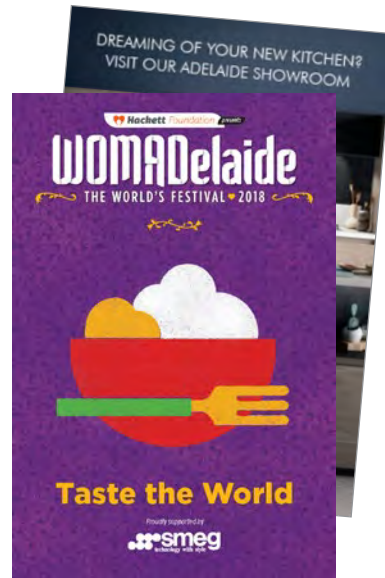
Phone App



Pocket Guide



The Planet Talks Guide



Taste the World Guide



Program



Poster



Full Page Press Ad



WOMADelaide
THE WORLD'S FESTIVAL
ADELAIDE EXCLUSIVE

GRATTE CIEL
"Place des Anges"

As night falls, Angels appear high above the treetops of Botanic Park. Playful & enchanting - feathers herald their arrival, magically suspended above the audience below. An awe-inspiring, aerial ballet that touches the heart.

9-12 MARCH 2018 • BOTANIC PARK • ADELAIDE
WOMADELAIDE.COM.AU

beats

THE AVALANCHES

IT'S A HARD PITCH TO MAKE THAT YOUR SOUND IS DIFFERENT FROM EVERYONE ELSE'S.

THE AVALANCHES' debut album, *Wildflower*, is a collection of songs that are as diverse as the band's members. The album is a mix of genres, from hip-hop to soul, and it's a testament to the band's ability to create a unique sound.

OUR MUSICIANS TAKING ON THE WORLD

Local artists Naomi Keyte and Sioua Teumohinga will make their debuts at next month's WOMADelaide Festival. See Page 15. PICTURE: AAP/ROY VANDERVEGT

Kaleidoscope of world sights and sounds

PATRICK McDONALD CHIEF ARTS WRITER

REGGAE legends Sly and Robbie, sitar virtuoso Anoushka Shankar, Cuban singer Dayme Arocena and US jazz saxophonist Kamasi Washington headline a kaleidoscope of diverse musical stars and styles in the initial line-up for next year's WOMADelaide festival.

Fery Morel, a Cuban reggae singer, who began his career busking on the streets of Dublin, will also be on the bill at Botanic Park from March 9-12, alongside returning Mali desert blues band Tinariwen, veteran Ghanaian singer Pat Thomas and UK dub producer Adrian Sherwood.

"These artists — and the many more yet to be announced — represent some of the world's most dynamic musical traditions, all excitingly re-invented and celebrated," said WOMADelaide director Ian Scotto.

Jamaican rhythm section and production duo Sly Dunbar and Robbie Shakespeare will be part of Havana Meets Kingston, a 14-piece band conceived by Australian producer Miata Sinoua for a studio album which was recorded in Cuba over 10 days, featuring members of Buena Vista Social Club, Los Van Van, Chucho Valdes and Iona de Yari.

Anoushka Shankar last played WOMADelaide in 2010 with her father, the late star master Ravi Shankar, and has since been fusing Indian classical music with progressive jazz and electronica.

Born and raised in Havana, Dayme Arocena combined her classical training with an upbringing grounded in Cuba's own musical foundations and a choir directing course rooted in Western traditions.

Tenor saxophonist Kamasi Washington has worked with artists ranging from Herbie Hancock to Shoop Doge and Kendrick Lamar, and won international acclaim since the release of his 2015 album, *Heavenly Bodies*.

Also returning to WOMADelaide will be English site artist Archibuteus of Air with a new interactive inflatable sculpture called *AirPorta*.

SEATSA AND TICKETS ARE AVAILABLE FROM WOMADELAIDE.COM.AU

ANOUSHKA SHANKAR

The WOMADelaide festival is key to her other step out of the cultural laboratory.

Page 21

Moved by the joyful rhythm of life

BRUCE EIDER

If life in music is made up of a string of magical moments, then the balmy summer night, under the huge fig trees in Adelaide's Botanic Gardens in 1992, holds a special significance for those who attended the first WOMADelaide Festival.

World music enthusiasts already knew the unique, glorious, high tenor vocals of Senegalese singer Youssou N'Dour. His singing had featured on Paul Simon's *Greatest Hits* and Peter Gabriel's *So* — both of which had been released in 1986. Hardcore fans had scoured arcane record shops for his albums, and the world music label Earthworks, a subsidiary of Virgin Records, had released N'Dour's *Immigres* in 1984.

But nothing, absolutely nothing, could have prepared the WOMADelaide crowd for his headline performance.

Backed by the Le Super Ensemble de Dakar, N'Dour's show was a sublime mixture of compelling rhythms, Senegalese musical tradition, Cuban-influenced jazz and funkiness all set against a stage ablaze with colour, vibrancy and exuberance. It was delivered by a group of musicians wearing brightly coloured robes and traditional Senegalese grand boubous in a kind of brightly coloured, irresistibly danceable, sounded irresistibly danceable.

Around that time, the English writer, Henry Calverth, while working on a BBC series, *Rhythms of the World*, wrote a book about N'Dour in which she said: "Youssou has become the first Senegalese pop idol; he is the most successful African style and coverage, dragging Wolof culture out of the shadow of colonialism, daring to create a popular music that tells old tales and modern truths, a music that can make the saddest people dance to the drum of their ancestors — of the past — and to the rhythms of the invigorating tribal rhythms of the present and future global music."

N'Dour did not appear from nowhere. In Senegal, he was already being described as "the Michael Jackson of Dakar" and by 1988 he had released 14 cassettes. His mother came from one of the well-known Senegalese griot (griots are singers, historians, poets and storytellers) families and, although the traditions are usually carried through the male line, she encouraged the young N'Dour to pursue her family's traditions.

His rise from successful Senegalese pop star to world music superstar was, as he recalls, a happy accident.

"I was doing my thing and was happy to be doing it," he says on the telephone from Dakar. "It was Peter Gabriel who helped take me to another level and another place. He took me to a place where I could play what I called 'world music'."

Peter invited me to be part of his recordings and part of the WOMADelaide recordings and that's how it all shows. We sang together. He is someone I respect."

Over the years, N'Dour has also turned his attention to Senegalese politics (he has been Senegal's minister for tourism and is currently "minister to the president of Senegal") and devoted energy to promoting a new generation of West African musicians or, as he describes it, "doing for young African musicians what Peter [Gabriel] did for me. We have lots and lots of talent. I am interested in what is happening in Nigeria, what is happening in Mali. There is a new generation of musicians. I have a record company, which is run by one of my young brothers."

N'Dour has remained remarkably constant. Although it is more than a quarter of a century since that unforgettable night at WOMADelaide, his band remains largely intact.

He explains: "It is basically the same band... 30 years on the same difference is that this time the aim is to have a party, rather than just be a concert. We call it a 'block party' because it is more than just a concert and people will dance a lot. That's the point. We play music and the audience has fun."

As for the WOMADelaide festival, N'Dour says it is a "great party" and that he has "a great time" playing there. He says he has "a great time" playing there and that he has "a great time" playing there.

HAVANA MEETS KINGSTON

Back in the closing years of the 20th century, when the music scene in Cuba was in a state of flux, a group of young musicians in Havana decided to start a band. They called it Havana Meets Kingston. The band's sound is a mix of Cuban and Jamaican music, and it's a testament to the band's ability to create a unique sound.

"FOR ME MUSIC SHOULD BE ABOUT UPLIFTING PEOPLE, NOT BRAINWASHING THEM."

The artist leader here is one of the most important and most diverse, which is true to the spirit of the festival. It's a mix of genres, from hip-hop to soul, and it's a testament to the band's ability to create a unique sound.



THE PLANET TALKS

Live discussions with passionate speakers regarding the environment and how we can maintain a sustainable relationship with Earth.

Speakers this year included:

- **Genevieve Bell**
Widely respected anthropologist working at the intersection of tech and culture
- **Jim Robbins**
New York Times writer for over 35 years and passionate author of 'The Wonder of Birds'
- **Julian Burnside AO QC**
Widely respected Australian barrister, author, and human rights and refugee advocate
- **Kathy Jetnil-Kijiner**
Climate change activist and poet from the Marshall Islands
- **Kristin Alford**
Director of MOD.
- **Peter Greste**
Journalist freed after 400 days in an Egyptian prison, now advocating for media freedom
- **Robyn Williams**
Science journalist and host of ABC's The Science Show
- **Sonia Kleindorfer**
Zoologist and ecologist with a particular interest in animal behavior, biodiversity conservation and evolutionary biology
- **Tim Costello**
Leading voice on social justice and global poverty
- **Tim Flannery**
2007 Australian of the Year and one of the world's most prominent environmentalists
- **Toby Walsh**
World leader in Artificial Intelligence research
- **Ursula Rakova**
The human face of climate change migration
- **Vaughan Levitzke**
Head of Green Industries South Australia
- **Vivian Sim**
Passionate microplastics researcher at UNSW
- **Gab Murphy and Megan O'Malley**
(Walk Sew Good), advocates of positive and sustainable fashion
- **Anne Sharp**
Associate Professor at the Ehrenberg-Bass Institute for Marketing Science, UniSA
- **Ben Doherty**
Three-time Walkley Award winner and correspondent for The Guardian
- **Clare Press**
Marie Claire's fashion editor-at-large, ethical fashion journalist, podcaster and author
- **Deb Tribe**
Producer and presenter on ABC Radio
- **Bernie Hobbs**
Award winning science writer and presenter

GENEROUSLY SUPPORTED BY
DAVID & CLAIRE PARADICE.

PROUDLY SUPPORTED BY



TASTE THE WORLD

presented by SMEG

Not only can you hear
the sounds of the planet
at WOMADelaide, you
can taste them!

The much-loved Taste the World program combined exotic flavours, fascinating cultures and moving stories in a cooking presentation like no other. Some of the festival's biggest stars swapped their instruments for cooking utensils and introduced food and heartfelt stories of their homelands.

Artists 'performing' this year:

- Constantinople & Ablaye Cissoko
- Daymé Arocena
- Eva Quartet
- Noura Mint Seymali
- Le Vent du Nord
- TAO Dance Theater
- Moussa Diakite & Wassado
- Jojo Abot
- N'Fa Jones
- Hypnotic Brass Ensemble
- Nano Stern
- Bashka
- Blick Bassy
- Elephant Sessions



Jamface by Poh – Taste the World Restaurant

As the chef in residence at the Taste The World Restaurant, Poh Ling Yeow once again brought her culinary magic to WOMADelaide in 2018. Poh served a feast of dishes inspired by her childhood memories of her birth country Malaysia. Set up alongside the Blue Lantern Bar, Jamface by Poh was a perfect place to rest, recharge and enjoy a full service dining experience in the park.

PROUDLY SUPPORTED BY





KIDZONE



A dedicated world of kid friendly fun. Full days of wonderful FREE programmed entertainment – immersive activities, science discoveries, story telling, dress-ups, face painting, exploring nature and much more!

KidZone is much more than just a place to keep the kids happy. It's a destination where thousands of grown-ups began their WOMAD love affair and a place where the new generation of lifelong WOMAD memories begin.

This year's program included:

- Evelyn Roth's Nylon Zoo
- Amanda King – The Bower
- The Nature Village
- Story Time with Justine Clarke
- Uncle Stevie's Kaurna Classroom
- Face Painters
- SA Museum Explorers' Tent

PROUDLY SUPPORTED BY







Gratte Ciel

“Mortgage the house. Sell your possessions. Do anything that makes it possible to see Place des Anges from French geniuses Gratte Ciel, showing nightly at WOMADelaide. It is absolutely wonderful, with dozens of gleaming white angels sailing high above the crowd, a seemingly endless rain of feathers gently falling on the thousands upon thousands of delighted faces. It is uplifting, affirming, and sheer beauty. The towering cranes dotted around the site merely hint at the technical underpinning of this amazing spectacle. Place des Anges is unforgettable.”

THE ADVERTISER

“Places des Anges, filled the audience with childlike glee as they witnessed angelic acrobats playing effortlessly on highwires, transforming the night’s sky into their stage.”

THE MUSIC

“For the sheer magic, Gratte Ciel’s capricious angels were in a league of their own, criss-crossing the sky as they danced upside down, descended like spiders on invisible webs and beckoned to a giant illuminated cherub.”

SYDNEY MORNING HERALD

“Each evening, the aerial spectacle dominated the festival and left witnesses with a sense of wonder that only the best art can provoke...Thanks to its many moving parts working in harmony, and the sheer scope of the endeavour, Place des Anges managed to capture so much of the ineffable wonder of what it meant to be alive. In bypassing language barriers, it instead cut deep to the core of human emotion. Long after the cranes are retracted and the innumerable duck feathers have been scattered to the four winds, the memory of that extraordinary spectacle will live on.”

THE AUSTRALIAN

“There has never been a WOMADelaide event as spectacular as Gratte Ciel’s aerial circus Place des Anges (Place of Angels)... Not many events create a sense of childlike wonder but the sight of acrobats dressed as angels performing in the night sky is something to behold and treasure.”

ADELAIDE REVIEW



The presentation of Place des Anges was made possible by the support of Government of South Australia and the Hackett Foundation.





Architects of Air

A sanctuary of the senses –
immersive, inspiring and spiritual.



*The presentation of Architects of Air's
Arboria installation was made possible
through the generous support of*

HASSELL

The Manganiyar Seduction

"The Manganiyar Seduction was part concert, part visual spectacle, with more than 30 Rajasthani musicians and singers seated in a curtained, multi-tiered jewel box, evoking both quiet devotion and ecstatic celebration."

THE SYDNEY MORNING HERALD

"It comes to a spine-tingling climax, of course, with every player lit, its white robed conductor wildly gesticulating and orchestral clamour pouring out over the mesmerised onlookers."

ADELAIDE REVIEW



The presentation of The Manganiyar Seduction was made possible through the support of the City of Adelaide.

Around the park

YALUMBA VINE ROOM



COOPERS BEER GARDEN



HILLS CIDER BAR



BOTANICAL GIN BAR



HEALING VILLAGE



GLOBAL VILLAGE



WOMADE DESIGN MARKET



WOSHOP



MR V MUSIC



ABC RADIO ADELAIDE



UNITI CHILL AND CHARGE



TERRYWHITE CHEMMART



STRATCO PARENTING ROOM



STRATCO GARDEN



what the artists said...

"Had an absolute blast playing for such a vibrant audience last evening at WOMADelaide.... Playing WOMADelaide in 2010 is one of my favourite gig memories"

ANOUSHKA SHANKAR

"Thank you so much WOMADelaide! It was an honor to do two shows for the first time in Australia and to be present at one of the world's largest festivals"

BIXINGA 70

"Thanks @womadelaide ... you were amazing. Dx"

DAN SULTAN

"Thanks @womadelaide yesterday was special. Y'all show real love"

HYPNOTIC BRASS ENSEMBLE

"Thank you for an amazing second set WOMADelaide!!!! Such beauty as we levitated surrounded by bats and trees. Surreal in every way. I am grateful. Now and always."

JOJO ABOT

"The closing show of the festival festival, as they come, was wonderful. Many congratulations to angels, excellent artists who had a remarkable performance. Just seen! I am grateful for this opportunity to share amazing musical moments on the other side of the world with people from all cultures in the world. Thank you womad and thank you to all my team for the organization of this trip that gave me unique moments."

LURA

"Thank you so much for having me at the best festival in the world.

It was absolutely wonderful and I am so grateful for the opportunity to be involved.

Well done on a truly inspiring event across the board. I have been raving about it to everyone!"

CLARE PRESS

"It was one of the most incredible experiences of my life.

WOMAD is a statement of hope at a time when we are swamped with evidence as to why we should surrender hope and

adopt fear. WOMAD is a statement of simultaneous diversity and unity. WOMAD turns peace into a verb.... It simply says, we are the world, all the sounds, flavours, movements of how we express our culture is welcome here, feel free to indulge, feel free to walk on to see something different, feel free.

Thank you for being a statement of hope, an example of the practice of hope. I am humbled and honoured to play any part, big or small in the tapestry you weave."

MAMA KIN SPENDER

"Will never forget this weekend!! Met some of our biggest inspirations Lianne La Havas, Kamasi Washington & Thundercat! Played hands down the best festival in Australia WOMADelaide! Played an intense and intimate show in Melbourne at the Northcote Social Club with Allysha Joy & kuzich!

It's safe to say we have been blasted into a new realm of inspiration"

POW! NEGRO





what the **media** said...

“It was everything that WOMADelaide is about – an ambitious and spectacular experience that challenges your perceptions of what music can be.”

DOUBLE J

“In a city famed for its offbeat festivals, WOMADelaide remains one of Adelaide’s crowning jewels.”

THE MUSIC

“The crowd drawn to WOMADelaide tends to be uniformly friendly, inclusive and open to new sounds, and the family-friendly festival is one of very few large-scale public events where parents are unlikely to worry too much if their child slips momentarily from view.”

THE AUSTRALIAN

“You’ll often hear people refer to WOMADelaide as more than just a festival and this wonderful sense of community is precisely why.”

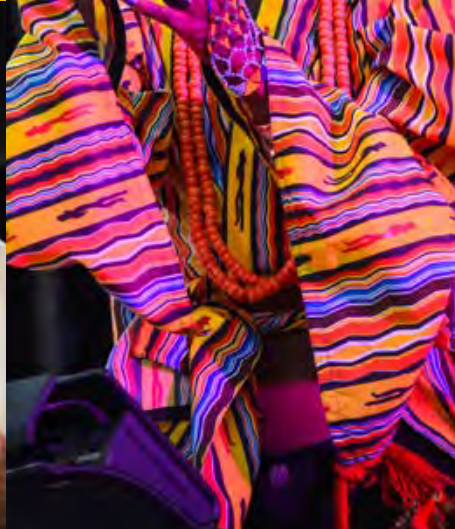
YEWTH

“WOMADelaide 2018: all singing, all dancing festival of joy”

THE GUARDIAN

“The WOMADelaide experience is one of constant discovery. Marquee headliners are largely set aside for an impeccably curated lineup of musicians at the top of their craft, many of them unknown to the audience on arrival. It was everything that WOMADelaide is about – an ambitious and spectacular experience that challenges your perceptions of what music can be.”

DOUBLE J





Arts Projects Australia

12 King William Road, Unley, South Australia 5061
Tel: + 61 8 8271 1488

Nicola Prime - Marketing Manager
Email: nprime@artsprojects.com.au

APA
arts projects australia

WOMAD
THE WORLD'S FESTIVAL