

Introduction

My planned Festival is called 'Celtic-Sphere Festival'. This festival is about going over the society, the culture, the architecture, the History, the Arts as well as the film and video industry within the celtic regions. This festival will be presenting how far all the celtic regions have gone and how much these regions have achieved throughout human history. And despite the regions going through a difficult rough history from its ethnic majority counterparts, the fact that the majority of these regions are still alive and well is impressive.

For one of these celtic regions that we are based in is Wales, Wales is like a province that is located in the Centre West of Great Britain, bordered by only England, Wales is known for its massive coastlines, beautiful national parks and strong identity of the Welsh language. Wales is also known for having lots of medieval castles with ornate Gothic Revival interiors, while Snowdonia is Wales highest peak of land with lakes, glacial landforms, hiking trails and a railway up to the top of the mountains. The two major cities are Cardiff and Swansea, but there are other smaller towns and cities that exist across Wales such as Newport, Aberystwyth, Haverfordwest, Abergavenny, Caernarfon and so on. The rest of Wales is quite rural and isolated from the rest of the UK. When you travel outside the towns and cities of Wales, you'll find a lot of very green hilly countryside, with a lot of sheep and walls made out of flat rocks (stone walls), together with small villages and Hamlets in the middle of nowhere across the country.

Concept/Idea/Audience/Surveys

We decided to focus the festival on Celtic Media, rather than just the media of one ethnic group or region overall so that it can give a lot more ideas and options on what we can talk about and use for the festival. What makes this festival different from other festivals, is that yes our festival does view things about Celtic culture, architecture and history, etc, and we often try to do our best to make it as rich and as interesting as possible and there are some celtic festivals that do not do a good job of that as much as we do. But there's one thing that Our Celtic festival has that many other celtic festivals don't, is that we have a film and TV side of things, meaning we celebrate the film and video industry where the Celtic-ness has at least had some influence over it, this could be films and TV shows set in these regions, programs based on a true story being set in these areas, or comedy entertainment programs based on these celtic ethnic groups.

While the '**Celtic media festival**' has a Film & TV side too, their festival is more focused meetings, discussions and talks with some of the directors and producers which a lot of the audiences haven't really know as much and aren't as familiar and as we want to make our festival look as interesting as possible, We'll be hosting guest who are part of the film industry (or have been before) where a lot of people are familiar with such as well known famous actors, and popular Celtic TV shows and films that a lot of people know and enjoy and as a lot more people will know them, more people would be drawn in by it than they would with other festivals. The difference with our celtic festival compared to other festivals is that our festival is more mainstream, while the other celtic festivals (Like the 'Celtic Media Festival') are more traditional, and more basic.

I think the aim of this festival is just to celebrate how far we've come over the decades, then you could argue that maybe that's what St. Patrick's day is for, or St. David's, or St. Maughold's Day? And yes you're right, this festival is just an extension to that when it comes to the multimedia side of things and celebrating the creative industry side of things within the celtic regions. This festival is leaning more towards just having a fun time, rather than contributing to anything demanding to society. Plus, who would this festival be targeted towards? one of those is that this festival could be targeted towards the locals of these celtic regions who want to discover what's makes being celtic so great and to perhaps make the locals within these regions feel more secure within their own ethnic identity because the fact of the matter is there are some good things about being in these celtic ethnic groups that you don't get with any other ethnic group like for an example the connections that Ireland and Scotland have with America, and our festival will be more like a gallery museum of all the creative things that these celtic ethnic groups have created over the decades. This can also be targeted towards outsiders who find celtic culture very interesting, who want to come along and embrace being part of the community even if they don't ethnically identify as celtic at all, and it suggests that outsiders are welcome to come to the event as long as they don't spread hate and division.

Programming - what do all these shows have in common?

The first film that we're gonna talk about and use to Screen for our festival is '**A Very Long Engagement**' from 2004, this is a French film set in Brittany. And it's about historical-Drama where during WW1, allegations were made to 5 soldiers for self-harming themselves so they could avoid going to war, therefore they were given the death penalty, a character called

Manech is one of them. On the west coast of Brittany where his fiancée is, she refuses to believe he is dead. In case your not aware Brittany is another Celtic Region and ethnic group that is outside of the British Isles that is part of France instead, and this is to make people learn that not all celtic ethnic groups are associated with the British Isles and that there are other Celtic communities outside of the UK and Ireland as well (Brittany Tourism, No Date, P11).

Another film that we'd be screening is '**A esmorga**' from 2014, which is a Galician-speaking Spanish film. The film is about 3 men's lives that live in chaos, as so much chaos that the police pursue them however they continue to meet their fate along the way. Sounds confusing but that is literally what the film is about by watching the trailer and some of the stuff that these 3 men do is quite messed up (Such as harassing women). What and where is Galicia or the Galician people? It's a region on the edge of the north west coast of Spain, and they are considered their own ethnic group, although they are technically not considered celtic, they more identify as Latin-Romance like the rest of Spain, they do however have a lot of influence from the Celts from history, culture and architecture, it's not uncommon for them to use bagpipes in their parades and have their variant of folk dancing to present day (IMDB, 2014, P11).

The next Film or TV Program will be screening is, a film called '**Brooklyn**' from 2015. The story is about an Irish woman who immigrated to America in the 1950s for a better and freer way of life and landed in Brooklyn (which is predominantly part of New York) and fell in love with an Italian American man, however while the Irish woman was in America a tragedy befalls her back in her home area. I think this film would be good for this festival, especially when it comes to Ireland and Scotland, as those two celtic regions have been very big on American Immigration, and America does have a lot of influence over those Celtic regions. It is also one of the most progressive things Ireland and Scotland have ever done that would interest a lot of people (IMDB, 2015, P11).

The next film we'll be using for this festival to screen is called '**Patagonia**' which was released in 2010. This film is about two women, one of them is looking for her past and the other is looking for her future. The group are ethnically Welsh who immigrate to Argentina, while travelling across the country. A large proportion of the film is spoken in Welsh, with some English and Spanish lines being spoken and English subtitles which is uncommon these days to see, because with a lot of films, even if it's set in a different country, the actors usually speak English so that a wider audience can hear about the film. Furthermore, this film can give a

message to put the audience outside of their comfort zone on learning some different languages and that it's not always about the people who can only speak English, so the audience can learn something from this movie, which was why we put this festival on here as well as the festival is being set in Wales and that it wouldn't exactly make sense if we didn't have anything at all that was Welsh Related (IMDB, 2010, P11).

The main thing that these films all have in common is that they have a lot to do with travelling, a lot of these films are majority of the time set overseas, I based these films to screen around this project so that it can expand the audience's knowledge of the Celtic regions and not just to show people the basics, otherwise that would be boring. So I've been demonstrating what these celtic ethnic groups as a whole, the very best and richest experience they have to offer via knowledge and research.

Case Study

'The National Eisteddfod of Wales' is an example of a festival related to my festival, not only is this festival about Welsh Culture but it's also about a deeper dive into more about Welsh culture, knowing things about Welsh culture we didn't know before or even existed that was prevalent around Wales. The festival also includes things like 'Gorsedd Cymru' which is an event where everyone is in mediaeval welsh clothing (Druids), usually the colours of the robes are white, blue or turquoise, and they dress just as conservative as they do in islamic countries which is something you don't usually see on a regular basis in the western world compared to other parts of the world. The festival is also very big on Visual Arts and has its own music involved in the festival, like with Irish, Wales has its own variant of folk dance music and is very big on playing the Cerdd Dant, as well as choir lessons. Also the festival has a long history of being active since the 19th century, which means as this festival has been running for such a long time, that it's now considered a special occasion celebration day for the Welsh people and that this event has now become part of Welsh culture and tradition. And as the festival takes place every year, they usually do it in different locations all across Wales similar to what they have at the olympics (Eisteddfod, No Date, P11).

Then you have the **'Celtic Media Festival'**, which is a TV, Radio, Film and Digital Media related festival that is about anything celtic related. The festival lasts for 3-days and involves bringing together media professionals from the Celtic provinces for public meeting sessions, workshops,

pitching and events that do networking. While it has its media side to the festival, its ambition is also about promoting the different languages they have, the cultures as well as the talents. The festival is sponsored and supported by many broadcast channels from different areas like Brittany, Cornwall, Galicia, Ireland, Isle of Man, Scotland and Wales (Celtic Media Festival, 2024, P11).

Another festival that is based in America is the '**Celtic Fest Ohio**', in this festival you have activities like Guinness Etching where a Guinness Ambassador comes in to talk about the history of Guinness beer (as it was originally called Irish stout) and have a chance to win a pint glass with your name engraved on it. As the festival is sponsored by Guinness, and as you may know Guinness is quite a big brand out there, there's a lot of commercials and advertising on Guinness which would be related to the TV side of things. There is also a workshop about Bodhran, where you can Learn about the Irish frame drum and a chance to bang out some beats of your own as well as there's going to be bagpipes and drums opening festival and have a chance to catch them Walk Through a Performance Circle, plus guitar workshops in there also if celtic music is your thing and music is certainly a form of media (Celtic Fest Ohio, No Date, P11).

Looking into some other festivals, we have the '**Samhain Festivity**', which is a traditional celtic festival that celebrates the end of harvest season and beginning of winter, and how the festival works is that there's a massive bonfire and everyone stands around the bonfire in a circle. This is a Pagan celebration, as before the celtic states became Christian, they were originally Pagan and Paganism has a reputation of being a lot more libertarian and peaceful compared to other religions like Christianity, as Paganism is a polytheist religion, meaning they believed in more than one god like hinduism. This is why travelling to these places like Wales almost has a bit of a hippie vibe going on, as paganism has a big part of Celtic culture and history and some hippies are pagan as well as goths who can also be seen as culturally Pagan (Wallace, 2023, P11)(Hippy Clothing & Lifestyle Blog, 2024, P11). This could often be why a lot of celtic people are so quirky or quirkiness is such a big fashion in celtic countries, this isn't cultural appropriation, being this way is part of their identity and culture some may argue. The Samhain festival was the original Halloween celebration, as Halloween is also a Pagan celebration, not a christian celebration, christians will say not to celebrate Halloween because it's evil, but then why does the holiday exist? And it's because halloween is not part of christianity and is celebrated by a completely different religion which is Paganism, and you can tell that the

Samhain festival was the original halloween because there both on similar dates, halloween is usually run on the 31st October while the Samhain festival is on the 1st November (History.com Editors, 2023, P11).

Another festival that isn't based in the UK but rather America is the '**Malad Valley Welsh Festival**', the purpose of this festival was for Welsh Americans to celebrate their identity and showcasing how Welsh immigrants are coping in America with every day to day life. As America has a lot of influence with the Irish and Scottish immigrants flocking to America as a lot of white Americans have Scottish and Irish ancestry 90 Million Americans according to Wikipedia have British Ancestry and 36 million having Irish Ancestry (Wikipedia, No Date, P12), the Welsh of America are no exception also. There are other festivals celebrated in America as well that aren't Welsh however are celtic, like the 'Monterey Scottish Games and Celtic Festival' which the name says it, it's a Scottish Festival and the 'Dublin Irish Festival' which is held in Dublin, Ohio (Not Dublin, Ireland) which of course an Irish festival (Celtic Life International, 2021, P12). The purpose of this idea as American culture is super rich and strong, America is a nation of immigrants, we hear alot about Scottish Immigration to America, Irish Immigrants, English, Italians, etc. Why wasn't Welsh immigration as strong compared to its neighbours and the only story we hear on Welsh immigration is in Patagonia, Argentina and that's it, and perhaps Wales should become more into and get involved in that kind of stuff as well as its neighbouring countries. And it isn't just America, but also Australia, New Zealand, South Africa and a large percentage of Falkland Islanders claim to have Welsh ancestry. (MALAD VALLEY WELSH FESTIVAL, 2024, P12)

Then there are other Festivals in Brittany, France, which is another celtic state and ethnic group outside of the UK in France, called the '**Festival Interceltique de Lorient**', this is another celtic festival, where they do parades and folk dancing. This festival has a lot of influence from the Scottish parades from Scotland, they play Scottish and Spanish bagpipes which I never knew Spain had which are called Galician gaita. When it comes to Wales as a country, as it's a small country with a small population, there's not alot to talk about, meaning there isn't much to offer as the country isn't very big. However when you expand it from Wales to the whole celtic ethnic groups as a whole, as Wales is a Celtic ethnic group, the ideas that you come up with expand and then you have more ideas to show. As the Celtic heritage and ethnic groups expands from Galicia to the Scottish Highlands, so discussing about celtic culture can be from anywhere that has had a celtic influence. (Brittany Tourism, 2024, P12)

As an extension to the '**Patagonia**' film, there are some case studies in Wales, where there's been an aim to try and get 1 million welsh people to become Welsh speakers by 2050, the Welsh Government has embarked on the process of making Welsh the main language of Wales, it was well-placed to contribute to the ensuing that the policy was actually in discussion. Linking it back to the Patagonia film, the fact that there are films out there that are entirely spoken in Welsh speaks to progress on this campaign. Because at the moment whether you're in a Celtic region in the British Isles, we're so used to seeing films and tv shows being spoken in English, because these languages aren't really spoken within mainstream media, only English is spoken, so therefore everyone speaks English most of the time. There are a few exceptions out there like in Scotland they have 'BBC Alba', but anyhow this is relevant to the purpose of the festival to give the Celtic regions a stronger identity, and using their own language more often is one of them (Universities Wales, No Date, P12).

Another Case study is talking about Identity, what you're born as isn't everything, not all celtic ethnic groups think and want the same and certainly aren't the same, it's even debatable whether some of these Celtic Ethnicities are even Celtic at all? According to an article from the BBC, those of Celtic ancestry in Scotland and Cornwall have more in common with England than they do with the other Celtic groups. It's certainly believable why for Scotland, because Scots and Gaelic Scottish are two entirely different language families, only Scottish Gaelic is Celtic and that is a minority within Scotland up in the north West Highlands, While Scots is Germanic like English is, so why is all of Scotland even considered Celtic if majority of it isn't celtic (BBC News, 2015, P12)? It is important to understand the specific political issue related to identity, for an Example, (Not trying to take sides on politics, this is based entirely on research) but George Galloway and Tommy Robinson are both white men but hold drastically different beliefs and views, and part of this could be because they were raised in different environments and working conditions, Tommy Robinson is appealing to a predominantly white English working class audience, because he's the kind of guy that brings up real issues that majority White English working class men are dealing with, while George Galloway is more appealing to a middle class audience (BBC News, 2024, P12)(Economic Times, 2023, P12). And it's the same thing about being ethnically celtic, in places like Wales as of 2023 according to studies, only 22% of the Welsh population wants independence from the UK, despite being quite a negative reputation that Wales and all the other celtic regions dislike England (Statista, 2024, P12)(glopoib.wordpress, No Date, P12).

Planning the Event

For our festival we will be including Goodies such as Tote Bags (to carry all the goodies in) as well as stickers of my brand (because this festival is also about promoting my brand), Mouse mats (Because my brand is multimedia related), Sweets (That are the same colour as my brand - Amaranth, and to also make the flow of all my merch rhyme well), Oversized Unisex white T-shirts as having oversized t-shirt are quiet fashionable and can fit everyone and fridge magnets (as just another way to decorate something with my brand and of course all of these will have my brand or festival printed in all of this stuff, and the purpose of all this is that my brand is suppose to be quiet rich and stand out, and trying to make people easily recognise it when they see it around, as the purpose is to make goodies not like any other goodies but make them look all modern. I have also created my own business card with my brand logo on one side and then with my name and my most used social media on the other side, and this will not only be used for part of the festival to give away to my viewers as an idea, but also for personal use as well. The Festival will also be Sponsored by the University of Wales Trinity Saint David as (UWTSD) this is a university in Wales which can provide a lot of information for the festival about Celtic society that we can use and borrow. My website that I created from last year on 'Building My Brand' is still going strong, and I still upload projects and blogs on there irregularly and can use it to show my festival event is happening there. And just so our festival can get more attention to the public we'll be using fence banners to put around certain areas, mainly at the same place where will be holding the festival, this is to let our guests know that when they've come to the festival, they've come to the right place and not make it look like there going anywhere private or invisible.

For my branding, I did recently update and changed my logo slightly, the Icon of my logo use to be dark red, now to a radical red colour, and changed the font around I use to use the Georgia font, and now changed it to the Garamond font, so those are the changes I've made, the purpose of my brand logo being this was to make it look traditional but stand out as well like it's part of the pop culture and the idea came from logo brands like Orange (Mobile phone company) and Nickelodeon as they used an unusual colour for there brand that not many companies would, also the colours were very bright as well, especially when you put it behind a certain colour background like white or black and overall, I have been looking into Color Bridges to find the perfect colour, and I'll be referencing the branding of these logos to show where my inspiration came from in terms of the branding (Orange, No Date, P12)(Maine College of Art &

Design Portfolio, 2016, P13) but I didn't want to copy them or else I could be sued, so I tried to look for an alternative colour and found Amaranth radical red, tried it out on my logo and it looked great. The festival will also come with a brochure or magazine going over what I'll be talking about within the festival.

In terms of when and where the festival will be held, the location it will be held at Patti Pavilion in Swansea (Patti Pavilion, 2023, P13), we chose there because it's an attractive looking building that isn't too overly decorative nor too big or too small and the room inside the building was a decent size that was enough to fit 300 people (Even though it can fit up to 900 people according to it's website) and we don't want too many people coming while not enough people come along, and having about 300 viewers of the festival is a healthy amount and it also means that we know how many goodie bags and festival merch we'll have to make for our guests. When it comes to when the festival will be held, I was thinking the best time for it to be held would be the autumn, mainly in September, because autumn and spring are usually the perfect weather conditions for a festival to happen, if we organised it in the summer, people usually take their breaks around that term and the weather can get quite hot, however if we did it in winter, the weather is much more aggressive in winter it might be very rainy or windy, it might even snow, and because of the weather conditions it might ruin the goodies that guests collected from the festival. September is also the month that everybody starts university, college or school, therefore this would be a great festival to have going on for students who are new to the area of Wales, and want to find an introduction to what it's like to be in Wales and what is there to do, ideally held around freshers week, but if you want to be even more specific on the dates, it would probably be around 17th-20th September 2024. Furthermore, when it comes to how long the festival will last, we were thinking of having it last for 3 days, as any shorter than that would be too short to even be considered a festival and having it longer than 3 days would be a lot more difficult to organise, which is why we're holding the festival for that long.

To work out how much this festival would cost, starting off with the merchandise, if we order 300 of everything we said that we would use for the goodies, the tote bags would cost in total £1963.90. For stickers that are 8x8 in size ordering 300 of those would cost £269.30, Mouse mats for a proportion of 300 will cost £1113.40, For sweets on each bag we'll be using a plastic bag of 150g of Strawberry twist kisses sweets which costs £2.09 X 300=£627. The T-shirts will cost down to a total of £4574.30 for 300, and last but not least the custom fridge magnets which would be the same size as the stickers, which will cost £279.50, and then the business cards that I ordered 100 of cost me £26.49. So working out the total cost for all the goodies would cost

£8853.89 and each goodie bag costs around £30.30, so if we were to give a rough overall estimate cost on how much tickets would cost per person, the price of the ticket would also include the goodies as well, we'd say that it would cost about £70 each for just the festival alone and anything else like accommodation would have to be paid separately. Hiring the building for the event may cost some money as well, and as we can't just invest in all this equipment and expect nothing in return, we will be selling tickets for the event and when people buy the tickets their money will go towards investing on the goodies, hiring the building that it's gonna take place in, and any other essentials we need for the festival (IGO Promo, 2022, P13).

Conclusion & Lessons Learnt

The lesson learned for this project is that, organising a festival costs a lot of money and the more money you have the better outcome the festival will turn out to be. It's the same with making films, especially the blockbuster films where they have a budget of millions of dollars. Obviously it would be super unrealistic for one person to organise the whole festival unless he's a millionaire. But also it's not just about money but also having a good social network team that are willing to help you organise it, as creating the festival does usually take more than one person to do, so really having the money and a good social circle would help create the festival you want, even if you don't have a lot of money, you can still run a festival but that would be when your budget comes to place over what is the maximum you can afford. So while you don't have a lot of money it's usually best to start off with what you can get, ideally start small, and then if your festivals becomes more successful, then you can invest more in them, but overall there has been a lot of similarities to organising a festival than there has been to making a film such as budgets, hiring, location, setting up and so on. The biggest struggle I think when it came to organise was the topic of the Festival, when creating a festival it's usually a good idea not to be too specific about the topic of the festival, otherwise they'll be less ideas to show, so it's easier to use a bigger topic as there's more ideas to use than a smaller topic like Comparing just Wales with all the Celtic Regions as a whole.

The conclusion for this Essay is that we've talked about why we want to create this type of festival and the purpose behind it, we've been looking at films that we could use to present our festival, and then we looked at other festivals related to the type of festival that were doing to gain some influence and inspiration. Furthermore, we've been going over organising the Festival such as what we can provide for our audience like Goodies, when and where the festival will be held and how long, and the total cost of getting everything we need. Organising a

festival can be time consuming and patience can pay off at the end of the day to create a good outcome. A quote that stood out to me was from the cleaner in '**Toy Story 2**' that said "**You can't rush Art**". But overall anything is possible, depending how much you've got will depend on how big the festival will be, on whether we think that this would draw a lot of people into the festival is unknown, we've certainly made an effort to try and make it as interesting as possible and people are usually drawn to stuff when they find something interesting. But even if this festival isn't successful then at least we've tried over it and by doing that, will know whether it would work for ourselves (more like trying something out).

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