



Galway International Arts Festival
Pathways presentation

The Context

2016

Galway Announced as European Capital of Culture 2020

2019

Attendance 263,000 at 200+ events

2020

Biggest Festival to date



What Did Happen

Change dates

The programme
challenge

The operational
challenge





SOCIALLY DISTANT PROGRAMMING



Visual arts
Theatre
Music
Talks

MIRROR PAVILION



ECOC 2020 project

Climate crisis

7m x 7m x 7m

Mirrored structure

Hyper-realistic landscape
+ performance

Latest technology



GIAF@HOME



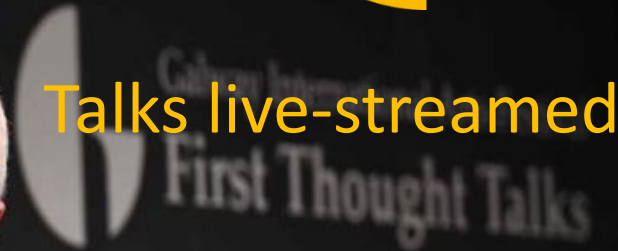
Talks live-streamed

Artist interviews

New podcast

Online exhibition +
Gallery tour

Features packages





IN FIGURES



**126,327 ATTENDEES AT 19
LIVE EVENTS;**



**28,459 ATTENDEES AT 16
ONLINE EVENTS;**



180 VOLUNTEERS



**67 ARTISTS & 43
SPEAKERS.**

Pivot or Permanent

The Blended Festival

The Proposition Changes

People and Place

Atmosphere and Experience



The New Normal



Competing in a congested market place

The marketing implications

The resource development implications

The skills/training implications



THANK YOU

