

## 'Letters from the Future', Innibos festival management

- Thank you for taking part in our research project! For more information, please see our project website <http://www.future-festivals.org/>. For more information on the project and to submit your contribution, please see <https://www.future-festivals.org/Innibos-Management-Letters-from-the-Future.html> and click the 'take part' option at the bottom of the page.
- Imagine that it is now the year 2030, and that you have just helped to organise the Innibos festival. **Please write a letter from 2030 back to yourself in 2021, explaining what your experience of the festival was like.** For example, beginning like this:

*Dear X,*

*The year is 2030 and you have just helped to organise Innibos. A lot has changed since the festival happened in 2021! Let me explain how the festival works nowadays, ten years after Covid-19 turned everything upside down...*

- Your letter can be as short or as long as you like!
- Alternatively, you are welcome to make an audio recording of your 'letter', speaking back to yourself from the festival in 2030.
- In your letter you **may wish to respond to some of the eight questions below**. These questions are prompts to consider (you don't have to answer them all). Please feel free to write your letter in any way that you would like to, allowing your imagination of the 2030 festival to develop in perhaps unexpected directions. The eight questions are meant to spark your imagination, not to constrain it.
  1. **How has Innibos changed in the years since the pandemic began?** And in what ways is the festival the same as before Covid? Is the festival now partially online? Are there more international artists and works being performed/displayed?
  2. **Where is Innibos?** Is the festival still held in Nelspruit? Is it a travelling festival now? Is it one big show in one location, or in lots of locations? And how has it been put together in this location / these locations?
  3. **Who is your audience?** Has the audience changed, in terms of who the people are / the demographics? Do audiences want different performance formats to those they enjoyed in the past? Is there a difference between what different kinds of audience members want (e.g. between younger and older audiences)? Are new audience behaviours developing? Or is audience behaviour (and audience-performer interaction) just as it was before the pandemic?
  4. **Has the business model changed?** How is the festival financed? Have new approaches to income generation been necessary? Do people still buy tickets in the same way?
  5. **Imagine yourself organising Innibos in 2030: how has the process changed?** Do you have to consider new performance formats? Do you work with new festival partners in new ways? Have you changed the festival offering? Did you keep some of the COVID adaptations that you introduced?

6. **What is the role of Innibos?** Has it changed since the start of the pandemic? What is the role of the festival in relation to artists, the arts, audiences, the Nelspruit community and South Africa?
7. **What have you learnt about the value of Innibos?** Is the festival important? Why is it important? Who is it important to? Has this changed? What did you learn about why festivals matter?
8. **Overall, have things changed for the better?** Have things changed for the worse? Both?

❖ Please feel free to make the letter as creative as you would like to!

### **Aims**

- The aims of this ‘Letters from the Future’ activity are:
  - (1) To provide a creative way of understanding how people involved in Innibos have experienced the pandemic, and how they anticipate it will affect the festival in the future.
  - (2) To provide an opportunity for people involved in Innibos to creatively imagine new possibilities for the festival in the future.

### ***Consent & Anonymity***

- By submitting this letter, you give consent to take part in the research project, and for us to make use of the letter as part of further stages of the research project, including in our research publications. You can choose the level of anonymity for your contribution as either being anonymous, using a pseudonym or using your name.

### ***Next Steps***

- The letters are an important part of our data set for this research project. The findings will be published in project reports and journal articles.
- The Future Festivals South Africa project will also use these letters as the basis for collaboratively developing ideas – alongside our festival partners – for practical steps that could be taken to enable South African festivals to survive and thrive.
- Please sign up to our mailing list to keep updated with project developments! <http://www.future-festivals.org/>
- If you have any questions about the ‘Letters from the Future’ activity, or about the project overall, please email: [futurefestivalsouthafrica@gmail.com](mailto:futurefestivalsouthafrica@gmail.com)