

## 'Letters from the Future', KKNK Audience

- 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/KKNK-Letters-from-the-Future.html> and click the 'I am an audience member' option at the bottom of the page.
- Imagine that it is now the year 2030, and you have just attended the KKNK. **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 attended the KKNK. A lot has changed since you attended the festival 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. You are also welcome to create an image of the festival in 2030, instead of a written or audio letter. For example, drawing a picture of the KKNK in 2030, or creating an image using computer software.
- In your letter you **may wish to respond to some of the six 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 six questions are meant to spark your imagination, not to constrain it.
  1. **How has the KKNK 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 the KKNK?** Is the festival still held in Oudtshoorn? 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? Are new processes of 'production' needed?
  3. **Imagine you are at the KKNK in 2030, how do you experience the festival?** Are you physically at the KKNK watching a live show? Or are you at home watching an online show? Are you walking through a virtual gallery? What festival events are on offer and has this changed from before the pandemic? Is the live festival smaller and more intimate?
  4. **Have a look around at your fellow audience members: has the KKNK audience changed?** Who are the people, where do they come from and have the demographics changed? Does everyone gather in person? Are some people joining in online?
  5. **What have you learnt about the value of the KKNK?** Is the festival important? Why is it important? Who is it important to? Has this changed? What did you learn about why festivals

matter? Is it important for exploring new creative ideas? Connecting with other people? Supporting artists? What motivated you to attend the festival?

6. **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 the KKNK 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 the KKNK 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)