

## Editorial

*Discover New Horizons:* It is only recently that festivals have been recognized and researched as an independent format within the arts scene (cf. de Valck 2007; Getz 2010; Filipovic et al 2010; Willnauer 2012; Teissl 2013). Donald Getz has identified three key discourses related to festivals, “namely the roles, meanings and impacts of festivals in society and culture, festival tourism, and festival management” (Getz 2010: 1). My book “Kulturveranstaltung Festival. Formate, Entstehung und Potentiale” (2013) was an effort to contribute to forming theories about festivals. The symposium is another measure to support the discourse about the format.

Festivals have certain tasks and, as a result, generate certain effects for the arts scene. The fact that festivals take place within a pre-determined “time period” makes it possible to generate an “exceptional situation” with a high “density of attention” (cf. Teissl 2013). Festivals enable laboratory characteristics, discourse and agenda setting. In some branches, like fine arts and theater, festivals act as important cultural producers by commissioning art pieces. For the audiences, they provide discoveries and challenges in esthetics and topics as well as social interaction.

By organizing the symposium “Discover New Horizons – Cultural Festival Studies @ FH Kufstein” we intend to bring in knowhow and experience by festival organizers as well as by theorists and thus enforce the discourse and theory building about festivals.

The symposium is planned as a yearly event in the course of the study program Sports, Culture & Events Management with changing leitmotifs – this year we focus on the impact of festivals for the internationalization of arts and cultural exchange.

Enjoy and spread the word about the symposium “Discover New Horizons”!



Verena Teissl

