



WORLD

EXPERIENCE
FESTIVAL 2018

A PROJECT BY



3-9 September
ARCUB & PARCUL TITAN



LIVING CULTURAL DIPLOMACY IN ACTION!

70 different cultural perspectives: embassies, cultural institutes, minorities, refugees, immigrants, NGOs, UNESCO, UN, opinion leaders.

5 continents, **350** participants
60.000 PEOPLE

THE POWER OF INTERCULTURAL CONNECTION BY MUSIC & SOUNDS

WORLD EXPERIENCE felt through:

#art **exhibitions**

#AR virtual installations

#conferences & talks

#creative **musical workshops**

#video & documentaries screenings

#**LIVE PERFORMANCES** with artists from over **50 countries** around the globe!

Imagine tasting & experiencing the world's fascinating specter of rhythm, music diversity and intimate mundane city sounds by traveling around the Globe during a 1 week festivity that will bring together complex cultures from 5 continents in 1 unique event in Bucharest!

INSIGHT: what WE Festival stands for?

WORLD EXPERIENCE FESTIVAL, in short **WE**, gives its name to the internationally established **The Embassies Festival**, that has brought together artists and cultures from all over the globe for the past **3 editions** on one central stage, in **Bucharest**.

We will outline an immersive journey around the world by celebrating and experimenting it through the **sense of sound & music**.

The festival will allow many different audiences to gain an insight into cultures through the **enjoyment of music**, as a **universal language** that draws people **together**.

A close-up photograph of a person's hands playing a traditional drum. The drum has a wooden body with a dark, woven pattern and a light-colored drumhead. A microphone is positioned to capture the sound. The background is blurred, showing other people in colorful traditional clothing.

ARCUB 3-9 September WORLD MUSICAL EXHIBITIONS & INSTALLATIONS

HOW DOES THE WORLD SOUND LIKE?

Explore the world of musical instruments in an exciting exhibition, providing a one-of-a-kind experience for visitors of all ages with instruments on display from around the world that will be brought to life through an interactive **AR digital platform, ARTIVIVE.**

THE REAL, AUTHENTIC SOUND: visitors will **actually hear and listen** how the instruments sound like in a real tone when they use their smartphones & tablets.

The **world musical galleries** will display bold ornamental patterns on **traditional clothing** by pairing them with **beautiful crafted instruments** and **SCENIC** visuals from all continents.



ARCUB: world TALKS,

CONFERENCES & FILM SCREENINGS

#preserving musical ancestry

#ad-hoc street music

#music & sounds that will vanish

#the voice of minorities

#the sound of **GLOBAL PROTESTS**,
voice of the crowds

#cities and their sound memories

#Musiques du monde

#the musical **CINEMA ROOM**

A central aim of **WE** festival is to promote cross-cultural dialogue, international cultural patrimony, diplomatic networking, heritage, openness & intercultural synergy through a very provocative program of **talks, conferences & screenings panel**, by musicians, scholars and performing artists.



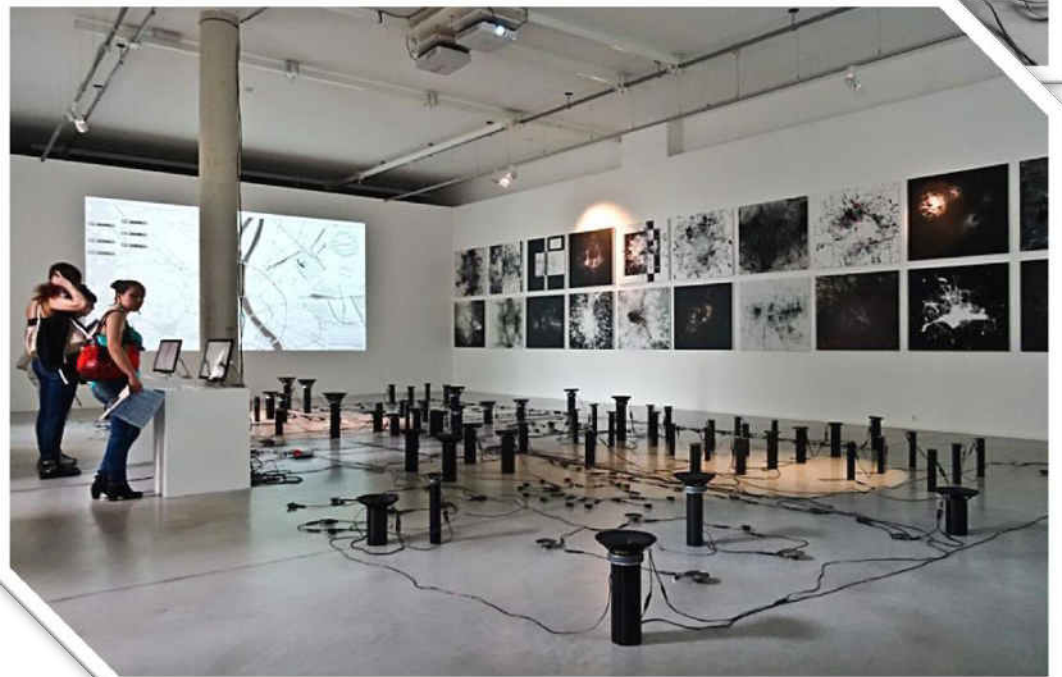
ARCUB: SOUND INSTALLATIONS

by LONDON based artists
STANZA & FAWKES

The Installations Can Play Thousands Of Sounds From Around The World And Are Arranged Like A Soundtrack Map Of The Entire Globe.

The Sounds Of The Cities Give Clues To The Emotional And Responsive Way We Interact With Our Cities, Provoking Us With Vivid Stories About The People's Identity That Inhabit These Spaces.

The Installation Can Be Changed To Just Focus On Any Given City Ie. London, Paris, Rome Or The Whole World.





TITAN PARK 7-9 September: WORLD BAZAAR: Biggest international market LIVE EXOTIC MUSIC & DANCES

The most entertaining part will be our **international bazaar and performance stage**. There will be more than **50 exhibition multicultural pavilions**. Also, there will be craft makers, artisans & other unique merchants from **exciting and exotic countries** around the world, craftsmanship and souvenirs.

The greatest **WORLD FOOD MARKET** ever held in Bucharest with spices, live cooked food and of course sweets from all over the world.

The main attraction will be the **MAIN STAGE**, where the artists from different corners of the world will gather in Bucharest to spread good vibes and positive feeling in **live music & dancing acts**.

A close-up photograph of a person wearing a vibrant, multi-colored feathered headdress and a blue snake-shaped headpiece. They are playing a long, light-colored wooden flute. The background is a blurred outdoor setting with a blue sky and some foliage.

● ARCUB & TITAN PARK WORKSHOPS PLAY & EXPERIMENT THE WORLD'S INSTRUMENTS

This section of the FESTIVAL'S program will have an interactive outlook and will give the visitor's opportunity to actually learn to **play** some of the most exciting instruments from several corners of the world.

interactive musical workshops taught by our artists



some of the **INVITED**
WORLD ARTISTS
& **MUSICIANS**

The World Musical Shows will involve a multidimensional musical dialogue, ranging from native and ethnic music to jazz improvisations, electronic beats and music with roots in folk rituals and ceremonies.

OUR AUDIENCE, OUR WORLD PEOPLE

A GREAT ARRAY OF CULTURAL TASTEMAKERS

#25-45 y.o., urban professional, cultural, creative tastemakers, experiment hunters, festival lovers

#Young families with kids

#Tourists & Expats. Foreign Diplomats

WHAT THEY LIKE

#Quality seekers. High sensibility for the visual. Well-traveled, with a sense of style

#Opinionated & cosmopolite: responsible for spreading trends in their groups

#Very social and active: going out is their regular weekend activity

#Digitally native

#Medium price sensitive, willing to try new things



60,000 VISITORS

WORLD EXPERIENCE FESTIVAL 2018



3 MILLION REACHED AUDIENCE

POWERED BY ASOCIATIA ESCU

How the EMBASSIES FESTIVAL ONE WORLD 2017 looked like?



PLAY AFTERMOVIE
VIDEO [here](#)

UNESCO Patronage // 50 participants: embassies, cultural institutes, minorities, international organizations // **5** continents // **3** locations // **45.000 spectators** // **1** Central multicultural & artisan exhibition // **60** world's costumes // **10** travelling photography exhibitions // **3** intercultural conferences // **25 live World Music & dancing shows** // **80** artists // **22 artistic films & documentaries** // **10** international cuisines // **35** exhibition pavilions // **20** multicultural workshops // **60** people involved: **ESCU Association**, friends, volunteers & collaborators // **550 press** coverage materials //

***Pictures from this presentation were taken during
7-10 September 2017 at
#festivalulambasadelor #ONEworld



WORLD EXPERIENCE FESTIVAL 2018

POWERED BY ASOCIATIA ESCU

some of our **WE Festival 2018 PARTNERS**

PROIECT CO-FINANȚAT DE:



2018 
ANUL EUROPEAN
AL PATRIMONIULUI
CULTURAL
#EuropeForCulture



Organizația Națiunilor
Unite pentru Educație,
Știință și Cultură



Comisia Națională
a României
pentru UNESCO



MINISTERUL AFACERILOR EXTERNE



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of young artists from europe and the mediterranean
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RELAȚII INTERETNICE
Diversitatea Reunește Identități



ABOUT US

ASOCIATIA ESCU



We are **ESCU Association** and we stand for Education, Society, Culture and Humanity. We are a young, enthusiastic and creative non-governmental, independent, non-profit organization, with the main objective to improve the cultural and educational development of the civil society in Romania.

In 2015 we created the first multicultural event in Romania, **The Embassies Festival (Festivalul Ambasadelor)**, which has grown into one of the most important cultural diplomacy platforms, happening in South-Eastern Europe, a project with a unique multicultural concept on the Romanian cultural landscape, with more than 70 embassies, cultural institutions, international organizations and ethnic communities and minorities involved.

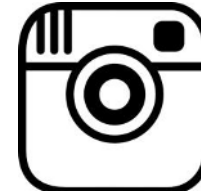
Find more info about our team on our [website](#)

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