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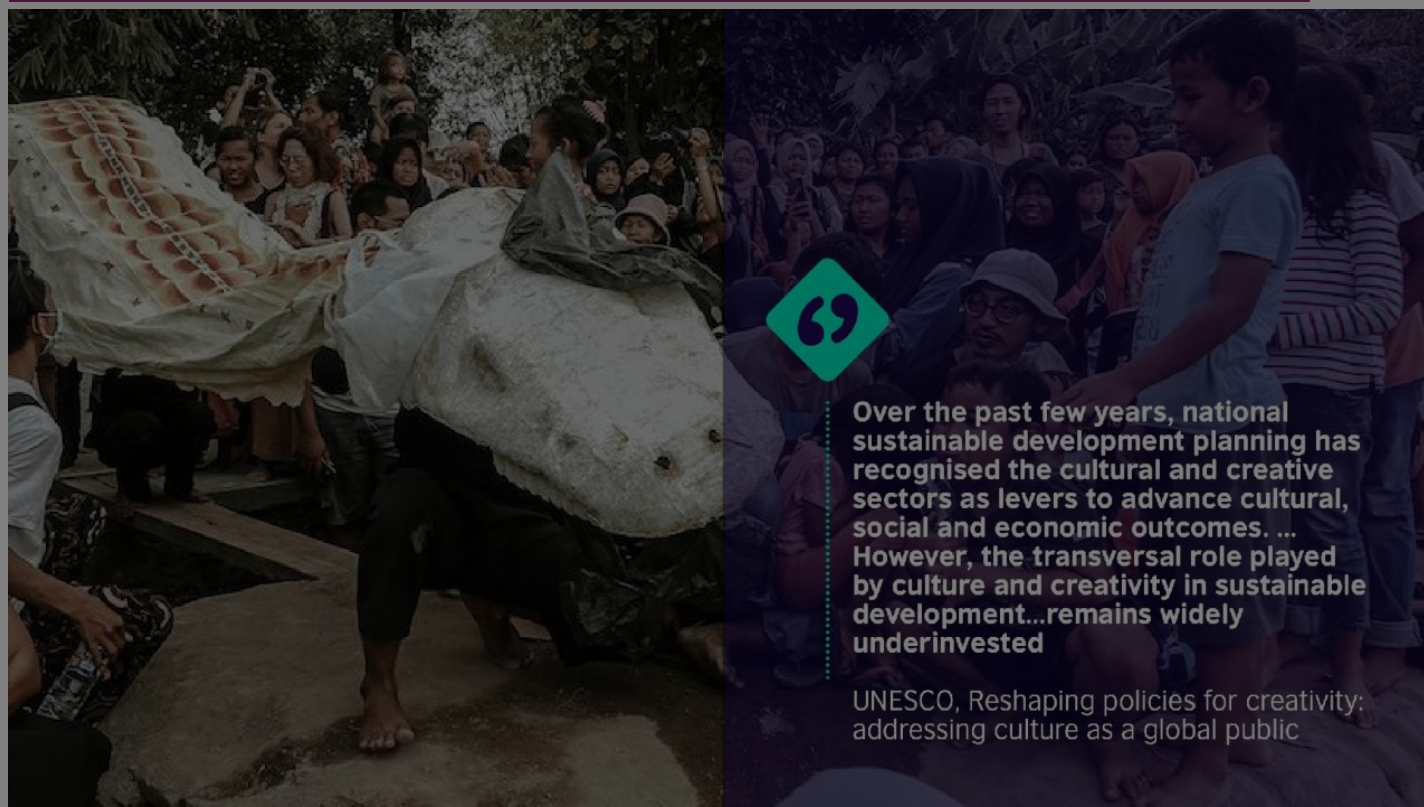
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East Asia



The report 'Festivals in South East Asia: Catalysts for the Creative Economy' represents an overview of the dynamic and impactful role of festivals across the creative economy of Southeast Asia.

Commissioned by the British Council, it explores how festivals are driving impact across the region, **as anchors and catalysts for an inclusive and sustainable creative economy.**

The report introduces case studies and country overviews from [Indonesia](#), [Malaysia](#), the [Philippines](#), [Singapore](#), [Thailand](#) and [Viet Nam](#). It describes the aspirations and development needs of festivals so they are equipped to play a central role in a post-COVID creative economy.

The report explores how:

- Festivals **connect heritage to the contemporary** and they signal opportunities for the future
- Festivals are **vital platforms for talent development**, providing opportunities for artists and creative practitioners to develop their practice, reach and engage audiences
- Festivals are **generators of cultural narratives and creative content**, commissioning and presenting new work from music to fashion, design to film
- Festivals are **central to the formation of creative enterprises and runways for business development** across the multiple value chains of the creative economy, by providing employment and facilitating growth opportunities for all types of creative enterprise
- Festivals often **provide safe spaces for diverse creative expression**, introducing talent from all backgrounds to the creative economy
- Festivals are **platforms for innovation**, embracing technology and interfacing with audiences
- Festivals **support local communities**, engaging intercultural and intergenerational dialogue, enhancing the quality of place
- Festivals **offer an urgency, activism and impact-facing agenda**, vital for our times

To find out more [download the report](#).

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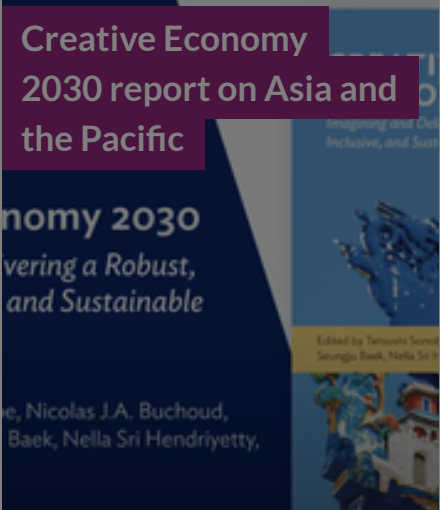
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