

2011 REPORT

INDIAN SUMMER FESTIVAL

A Vancouver Festival of Arts & Ideas: Film | Music | Literature | Yoga | Cuisine | Dance



PRODUCED BY



TEAMWORK
PRODUCTIONS



FESTIVAL OVERVIEW

THE INDIAN SUMMER FESTIVAL 2011 turned up the heat in Vancouver. It was diverse, celebratory, packed with performances and ideas, and a stage for international exchange.

For 11 days the Goldcorp Centre for the Arts at SFU Woodward's became a hub of intellectual and artistic activity, drawing arts lovers, foodies, literati, yoga enthusiasts, businesspeople, students, politicians, families, tourists and passers-by. Indian Summer was born at the confluence of two landmark events: the official Year of India in Canada and Vancouver 125th anniversary.

It all began with a rendezvous between East and West: Indian film star Tabu and Booker Prize-winning Canadian author Yann Martel conversing about the film adaptation of *Life of Pi*, and Vancouver's own celebrity chef Vikram Vij tantalizing the taste buds of guests at the opening gala.

We were taken on several journeys of the mind and the senses, from violin maestro L. Subramaniam's magical performances in the Fei & Milton Wong Theatre and free concert in Stanley Park to Tarun Tejpal's illuminating and impassioned talk about contemporary India. Shiamak Davar's free Bollywood dance classes in the atrium attracted 4-year-olds and 80-year-olds, and got everyone's heart pumping.

This was our year zero – an exploration, an adventure, to see if Vancouver would receive a new international festival that reflected the baffling diversity that India and Vancouver share. The answer was a resounding YES.

We couldn't have hoped or planned for better. We had incredible support from the Consulate General of India in Vancouver, ICCR and the Province of BC. Our vision was further propelled by our sponsors and patrons, media partners, partner organisations, and local artists. And of course, most importantly, Vancouverites came out in large numbers to join us. Members of the audience included former Attorney General Wally Opal, MLA Adrian Dix, Senator Yonah Martin, Ministers Ed Fast and Bal Gosal, renowned choreographer Shiamak Davar and celebrated architect Bing Thom, among others.

We also played host to students of SFU, UBC, VFS, Kwantlen and Langara College. Members of the Downtown Eastside community joined us for several film screenings and outdoor Bollywood dance classes. The venue was always buzzing, and we had several full houses. What was most heartening was that the festival hub quickly became a place where old friends meet and new ones are made, as we celebrated Vancouver's birthday with Indian flair.

We are now laying the ground for the next three years, looking forward to international exchange, the meeting of great minds and talent and of course, great food and great parties. As we look for the partnerships and resources to make Indian Summer bigger and better, we thank everyone who joined us in making the premier edition of Indian Summer in Vancouver such a success.



10 days filled with 25 events

1 main festival hub with 6 multi-disciplinary spaces

50+ performers, artistes & speakers

84% overall attendance

3,000 people passed through festival hub

8,000 people attended a free outdoor concert

5 receptions were sold out & numerous full houses

5.5 million page views of official festival website

300+ features & listings across media, valued at \$800k

6-week targeted ad campaign, valued at \$450k

Award-winning Canadian author Yann Martel, Indian virtuoso violinist L. Subramaniam and Vancouver's Indian haute-cuisine chef Vikram Vij are just three of the big names who will be sharing the spotlight during the first Indian Summer Festival. - The Georgia Straight

MEDIA COVERAGE

TV

CBC
Global
CTV
OMNI
Citytv Breakfast Television
Shaw TV (Studio 4)
Fairchild TV

RADIO

CBC Radio
Radio Canada (Fr)
News 1130
RJ1200
Red FM
CKNW AM 980
Co-op Radio CFRO
Books on the Radio

PRINT

Vancouver Sun
The Province
Georgia Straight
The Globe & Mail
Metro
24 Hours
Indo Canadian Voice
North Shore News
Surrey Now
Sing Tao Magazine
Look Magazine
South Asian Woman
TV Week Magazine

ONLINE

Vancouver Observer
The Tye
Vancouver Foodster
Vancouver Courier
GoodLife Vancouver
Inside Vancouver
Hello BC
Review Vancouver
Yelp
Miss 604
BC Living
TV Week Online
Vancouver Magazine
Geist Magazine
Georgia Straight Blog
West Vancouver
Non Resident Indian
Times Colonist
Langley Today
Food Service World
+ dozens more



Total media exposure was valued at \$1.25 million. For weeks leading up to the festival, Indian Summer was everywhere - across print, TV, radio and online media - even your local transit shelter. Media sponsors included The Vancouver Sun, The Province, CBC, OmniTV and RJ1200, and Laura Murray Public Relations led a dynamic six-week media campaign.

Indian Summer offers a colourful, cultural feast for the senses, the imagination and the intellect, with an exceptional and accessible program.
- The Honourable Ida Chong, MLA

ADVERTISING CAMPAIGN

Valued at \$450k, our ad campaign featured six weeks of concentrated exposure through various channels, including:

The Vancouver Sun print & online ad campaign
(multiple print ads and clickable online banner)

City of Vancouver transit shelter billboards
(10 boards for 6 weeks)

Downtown digital billboard at Granville & Robson
(10-second commercial over 3 weeks)

The Georgia Straight print ad campaign
(2 weeks)

OMNI TV community listings

CBC radio commercial
(6-week campaign of 30-second commercial)

RJ1200 radio commercial campaign
(6-week campaign of 6 different 30-second commercials)

Haiku screens at various cafes across Vancouver
(3-week campaign; 20-sec loop)

Facebook paid advertising
(8-week targeted campaign)

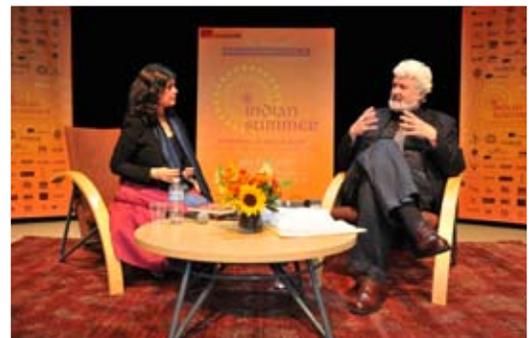
Alliance for the Arts
(4-week clickable web banner campaign)

South Asian Woman Magazine advertising

5,000 catalogues & 7,500 postcards distributed across Vancouver & Lower Mainland

1,000 posters displayed indoors/outdoors across poster pillars, cafes and stores throughout the Lower Mainland

eNewsletters to more than 200,000 people were sent via festival partners to targeted audiences



The season gets a spicy new entry with this celebration of Indian art, ideas and performance. - The Georgia Straight

WEB & SOCIAL NETWORKING

In addition to our media blitz, we tweeted, we blogged, and we facebooked.

From online contests to interactive giveaways, we invited the audience to join us online, share comments and photos, and be part of the buzz.

The month of the festival, the official website received over 5 million page requests! And hundreds of people have 'liked' us and opted in for festival newsletter updates.



	Month	Number of requests
1.	March 2011	17,344
2.	April 2011	28,047
3.	May 2011	42,910
4.	June 2011	295,607
5.	July 2011	5,151,960
6.	August 2011	24,176

Indian Summer Festival...is a wonderful fit with SFU's strengths in arts, culture and ideas, and reflects our commitment to engage with communities both near and far. - Dr Andrew Petter

COMMUNITY OUTREACH

With the festival hub located in the heart of the historic Downtown Eastside and our mandate to dialogue with communities across the ocean and within the Lower Mainland, engaging the community was at the core of the festival. Through SFU Woodward's partnership with the Building Opportunities with Business program, which aims to develop business and jobs in the Downtown Eastside, the festival hired front of house staff from the local community to work as theatre ushers throughout the festival. Further outreach efforts and activities included:

- Hosting a fundraising and outreach event with our charitable partner, Room to Read
- Offering free dance classes, in partnership with the Shiamak Davar Vancouver Dance Team, attended by hundreds across all ages
- Working with Am Johal at the Vancity Office of Community Engagement at SFU Woodward's to distribute 900 complimentary tickets to DTES community groups
- Partnering with several local not-for-profit and charitable organisations
- Appointing 50+ volunteers, spanning age, gender and ethnicity



A CYCLE THROUGH INDIA
with Room to Read & Leigh Pate
www.roomtoread.org/cycleindia



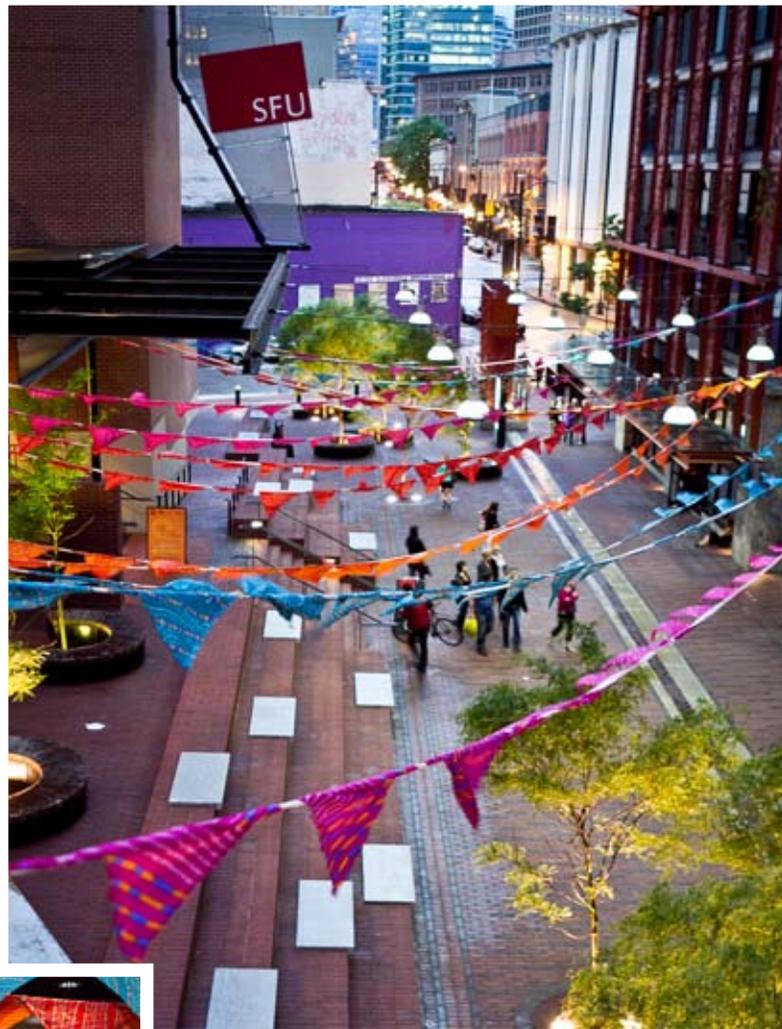
Indian Summer's charitable partner, Room to Read, hosted a special event showcasing a woman's 4,000km journey through India - on her bicycle. Leigh Pate, an independent political and public affairs consultant, cycled from the foot of the Taj Mahal to the southern-most tip of India. All proceeds from the event benefitted Room to Read's education programs in India.

Room to Read is an international non-profit organization that operates throughout the developing world to establish libraries, create local language children's literature, construct schools, and provide education to girls.

Over \$5,000 was raised in one evening.

Toronto may have just played host to IIFA... but that doesn't mean we can't get our shimmy on here. This weekend kicks off the annual Indian Summer Festival celebrating all things art and culture in India. - WE

VENUE



For 11 days, the Goldcorp Centre for the Arts at SFU Woodward's was transformed into a festival hub, playing host to literati, music fans, foodies and yogis. The state-of-the-art facility's numerous performance spaces and foyers were filled with the sights, sounds and smells of India. Situated in Gastown, in the heart of Vancouver, the venue was the perfect location for a multi-disciplinary festival.

The premier Indian Summer event in Vancouver presents a powerful overview of a few segments of the powerhouse South Asian nation's rich arts scenes. - Stuart Derdeyn, The Province

MUSIC



Seven musical sessions featured Indian and Indo Canadian musicians, including celebrated sitarist Mohamed Assani and tabla player Sunny Matharu, Chef Vikram Vij's jam with acclaimed percussionist Ashwin Sood, Yogacharini Maitreyi's morning bhajans and Shivangi Bhayana's soothing vocals. Violin virtuoso L Subramaniam enchanted audiences twice - first with a formal chamber-style concert, followed by a free outdoor concert at Stanley Park.

INDIAN SUMMER BRINGS OUT STARS - A literary smorgasbord... The Indian Summer Festival's Words on Water series features celebrated novelists, journalists and even an Indian movie star. - The Georgia Straight

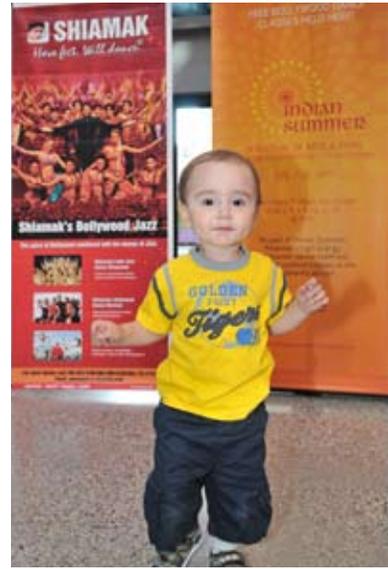
LITERATURE & IDEAS



Nine literary events featured celebrated authors from Canada & India: Shrabani Basu, Terry Gould, Anosh Irani, Hari Kunzru, Yann Martel, Ashok Mathur, Ameen Merchant & Tarun Tejpal. Moderators included Stephen Osborne, Sirish Rao, Sanjoy Roy, Charlie Smith, Hal Wake & Azadeh Yamini-Hamedani. Book signings, receptions and a literary tea party invited mingling and inspired dialogue.

While Vancouver cools down in the rain, a local festival has been heating things up on the dance floor... That's the spirit so far of the 11 day inaugural festival. - 24 Hours Vancouver

DANCE



Internationally renowned Bollywood choreographer Shiamak Davar's Vancouver Dance Team turned up the volume and got Vancouver dancing - Bollywood style. Free dance classes were held nightly in the atrium of the Woodward's building. The classes bustled with high energy and an all age crowd (3-88 years of age), all eager to shake a leg (or a pelvis).

World famous Indian fusion chef and cookbook author Vikram Vij leads a music-infused culinary journey that will make taste buds from all nations sing. - Jennifer van Evra, The Globe and Mail

CUISINE



Featuring fantastic Indian cuisine, all five receptions featured full houses and bellies. Celebrity chef Vikram Vij hosted a culinary jam session followed by a sit down dinner paired with fine wines from Volcanic Hills Winery. The Urban Tea Merchant laid an exquisite literary high tea service featuring an Indian inspired menu paired with fine Indian tea tasting.

Action-packed festival makes for one hot Indian Summer. The inaugural 10-day event encourages conversations between Indian artists and their Canadian cultural counterparts. - Medha, The Vancouver Sun

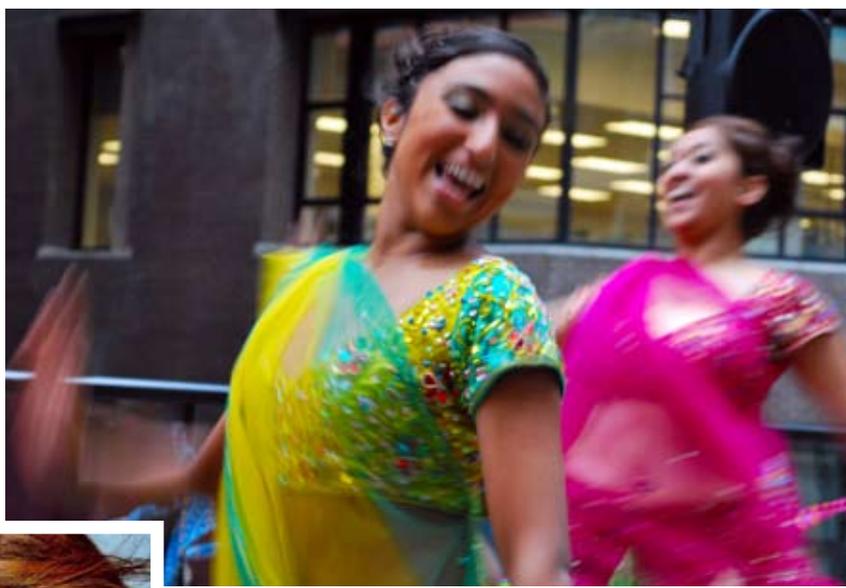
YOGA & HEALTH



Two full days of yoga, ayurveda and health workshops included music, discussions, demonstrations and classes. Three specialists (Dr P Saranyan, Dr MM Rao & Mr BM Singh) from India's Ministry of AYUSH led sessions, local doctors Dr Arun Garg and Dr H Gopinath provided medical context, and YYoga teachers taught various disciplines of yoga.

It was a remarkable meeting of East and West this evening at SFU Woodward's when Canadian author Yann Martel joined Indian film actor Tabu as part of the Indian Summer Festival.
- Charlie Smith, The Georgia Straight

FILM



Indian film star Tabu kicked off the film festival with a compelling conversation with Booker-winning author Yann Martel on the making of *Life of Pi*, the film. Featuring nightly screenings, the festival presented seven Indian films that break Bollywood cinema stereotypes. Local film industry professionals introduced each film, providing context and building a space for inter-cultural dialogue.

Art is the essence of a culture, the very core of the beliefs and traditions of a civilization. Indian and Canadian artists play a fundamental role in the development of our multicultural society and festivals such as Indian Summer are a true source of inspiration to all Canadians.

- The Honourable Jason Kenney, PC, MP

PEOPLE



SIRISH RAO, DAVIN GARG, MARIO PINTO & ANDREW PETER



VIKRAM VIJ, HARPREET & BOBBY GIDDA, & RAO



DR PARAMJIT BHUI



RAVI SIDHOO, MICHAEL STEVENSON, JAN WHITFORD, SIRISH, SANDY GAROSSINO & LAURA BYSPALKO



BARJ & RITA DHAHAN, SHIAMAK DAVAR



AMEEN MERCHANT, DEB, SIRISH, LAURA & ANIL PATADE



LINDSAY BROWN & COUNC. ELLEN WOODSWORTH



KELLY DECK, BENA DEENSHAW & FRIENDS



MINISTER ED FAST, DR PETER, MARIO & LINDA PINTO



MEDHA WITH SANJOY ROY



ANOSH IRANI



HIGH COMMISSIONER SM GAVAI

Indian Summer brought together thousands of people - across age, gender, industry and ethnicity. The festival became a hub of activity, drawing community leaders, arts lovers, foodies, literati, yoga enthusiasts, businesspeople, students, politicians, families, tourists and passers-by. Vancouverites were joined by people from neighbouring cities Surrey, Victoria and Seattle, and from as far as the UK, India and Norway!

Indian Summer is a welcome addition, not only to the Indian community here, but to the entire arts community in Vancouver and surrounding areas. The arts play a vital role in the economy and in creating links between cultures and nations. - Ashok Das, Consul General of India, Vancouver

SUPPORTERS

FOUNDING PATRONS

Sandra Garossino
Dr Arun Garg, CINS
Barj Dhahan, Sandhurst Group

FRIENDS OF THE FESTIVAL

Simpson Thomas & Associates
Dr Abbas Tejani
Dr Suseela Reddy
Dr Paramjit Bhui

SPECIAL THANKS

High Commission of India in Canada
Consulate General of India, Vancouver



cins

CANADA INDIA NETWORKING SOCIETY



FLIPSIDE

kharé communications

Sarah Hay design + creative strategy

vividus



KAMAL'S VIDEO PALACE



SHIAMAK Have got. Will dance!



GEIST



popchips think popped!

We are deeply grateful to our sponsors, patrons, supporters and partners for making Indian Summer 2011 a great success, and look forward to having you join us for Indian Summer Festival 2012.

OUR TEAM



INDIAN SUMMER ARTS SOCIETY

Indian Summer Arts Society is a Vancouver-based not-for-profit organization whose mandate is to foster cultural collaborations and dialogue between Canada and India, and within communities in Canada.

Sirish Rao, Founding & Artistic Director
Laura Byspalko, Founding & Managing Director
Keshav Mukunda, Chair
Kirby Huminuik, Vice Chair
Peter Poulos, Treasurer
Ariel Lebowitz, Director
Ashok Mathur, Director

LEADER'S COUNCIL

Dr Michael Stevenson
Sandra Garossino
Dr Arun Garg
Vikram Vij
Sharon Davis
Dr Rowland Lorimer

Public Relations: Laura Murray Public Relations
Accounts: Brian C Jang
Legal: Pinnacle Law Group
Design: Sarah Hay
Photography: Aziz Dhamani & Nick Siu

Special thanks to our most helpful crew of volunteers and supporters. Gisela Boehnisch, Lindsay Brown, Joyce Connors, Mo Dhaliwal, Shelly Dhawan, Jesse Gotfrit, Noah Gotfrit, Karen McDowell, Caroline Neufeld, Kamal Sharma, Radhika Y., among several others, all provided tremendous support.

TEAMWORK PRODUCTIONS

Teamwork Productions produces 20 performing and visual arts festivals in 24 cities across 12 countries including Australia, Germany, Hong Kong, Italy, India, Israel, Singapore, South Africa, Spain, UK and USA. www.teamworkproductions.in

Sanjoy Roy - Managing Director
Jamie B Mehra - Associate Producer
Sharupa Dutta - Producer
Ila Gupta - Producer
Rahul Sen - Producer
Sheuli Sethi - Producer
Ankur Bhardwaj - Producer
Kritika Gupta - Programme Coordinator
Archan Ghose - Website Designer
Manoj Kumar - Audio Visual Coordinator

SFU WOODWARD'S

SFU Woodward's is a university-based cultural and community presenter of a range of multi-disciplinary programs. Its cultural partnerships seek to reach diverse and new audiences through innovative, accessible and affordable programs. www.sfuwoodwards.ca

Owen Underhill, Director
Michael Boucher, Director, Cultural Programs
Am Johal, Community Engagement Coordinator
Lenore Swenerton, Director of Marketing
Gorrman Lee, Program Coordinator
Heather Blakemore, Events Manager
Bruce Hamilton, Technical Manager