

# festival Report 2013



[indiansummerfestival.ca](http://indiansummerfestival.ca)



**150**  
ARTISTS

**10**  
DAYS

**7**  
SOLD-OUT  
SHOWS

**9**  
FREE PUBLIC EVENTS

**500 million**  
TV VIEWERS WATCH SUPERCHEF  
SANJEEV KAPOOR'S SHOW

**37%**  
GROWTH IN TICKET  
SALES SINCE 2012

**1.5 million**  
PEOPLE REACHED THROUGH  
MARKETING CAMPAIGN

**4**  
DECLARATIONS OF LOVE FOR  
SHABANA AZMI DURING Q&A

**2037**  
LIKES ON  
FACEBOOK

**37**  
WORKSHOPS,  
PERFORMANCES &  
EVENTS

**1**  
NEW INDIAN  
SUMMER COCKTAIL

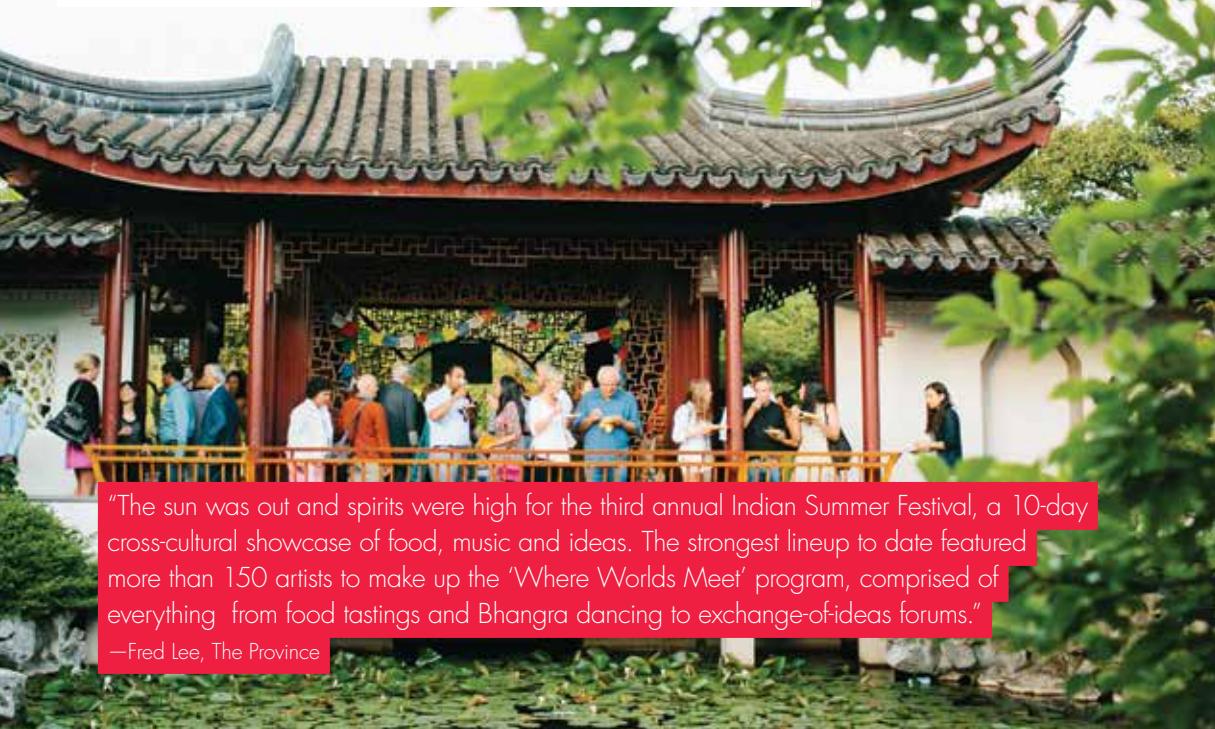


# Indian Summer Festival 2013

## Vancouver's third annual festival celebrating the arts, ideas & diversity

The 2013 edition of Indian Summer was defined by our new slogan: Where Worlds Meet. For ten days this summer, ideas, literature and geopolitics went together with fine food, music and celebration. Vancouver engaged with South Asia as our diverse audience forged friendships, listened to new voices, and shared in the feast for the mind and the senses that has become Indian Summer.

The core of the festival was immeasurably strengthened this year, and the festival saw record attendance, extensive media coverage and keen audience engagement. Indian Summer will always be about dialogue, about worlds mingling, and about taking a creative journey to understand the world we live in, and how it might be—if we shaped it together.



"The sun was out and spirits were high for the third annual Indian Summer Festival, a 10-day cross-cultural showcase of food, music and ideas. The strongest lineup to date featured more than 150 artists to make up the 'Where Worlds Meet' program, comprised of everything from food tastings and Bhangra dancing to exchange-of-ideas forums."

—Fred Lee, *The Province*

It is the vision of a creative, inclusive, collaborative, warm and diverse society that drives us all at Indian Summer.

## INDIAN SUMMER 2013

"Indian Summer rocks! What a fabulous festival. I just loved it. The vision that inspires the team and the rest of us is strong and here to stay!"

—Deepa Mehta  
Oscar-nominated Director

"Vancouver can be guaranteed at least ten days of sunshine every year, during the Indian Summer Festival!"

—Philip Steenkamp  
Vice President External, SFU

"I could see immediately the multi-level value that a festival like this creates. We are proud to be a founding cultural partner."

—Dr. Arun Garg  
President, Canada-India Network Society

## 2013 Artists & Speakers

Curtis Andrews  
Mohamed Assani  
Shabana Azmi  
Satwinder Bains  
Shauna Singh Baldwin  
Christie Baumgartner  
Laurin Boyle  
Sudeep Chakravarti  
Victor Chan  
Siddharthas Chaudhary  
Josh Chen  
Jillian Christmas  
Rohan D'Silva  
Saugat Datta  
Chris Duggan  
Sharada Eswar  
Sara Fitzpatrick  
Naveen Girn

Yeva Glover  
John Helliwell  
Lucy Hyslop  
Anosh Irani  
Zaccheus Jackson  
Jas Johal  
DJ Jason Kamoh  
Sanjeev Kapoor  
Chanan Khan  
Chugge Khan  
Gulam Khan  
Gule Khan  
Salim Khan  
Geoff Mackenzie  
Yogacharini Maitreyi  
Deepa Mehta  
Charles Montgomery  
Moru

Tarun Nayar  
Dr. Kanwal Singh Neel  
Mike Nichols  
DJ Nils  
Ingrid Nilson  
Sirish Rao  
Nirmala Raniga  
Anoushka Ratnarajah  
Suragini Ravindran  
Mustafa Reza  
Abhishek Roy  
Lopa Roy  
Sanjoy Roy  
Inder Sahans  
Renee Saklikar  
Anakana Schofield  
Abi Sharma  
Rup Sidhu

Gurpreet Singh  
Nathu Lal Solanki  
Amrita Sondhi  
Ashwin Sood  
Gurpreet Sian  
Shiamak Vancouver Dance Team  
South Asian Arts Dance Team  
Nish Thaver  
Jeet Thayil  
Shelley Tomszyk  
Neelam Toprani  
Michael Turner  
Kelly Urquhart  
Vikram Vij  
Shivani Wells



# Gastronomic Journeys

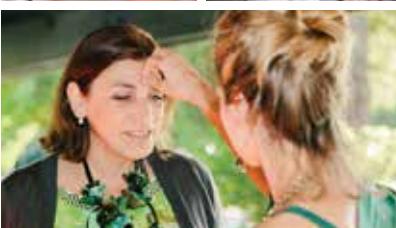
## Opening Gala & Dinner by Starlight

For our *Opening Gala*, Vancouver's culinary magician Vikram Vij (one of the festival's Founding Leaders) curated a culinary journey through South Asia, featuring some of the city's favourite restaurants. And then there was the exquisite *Dinner by Starlight*, our signature culinary event, where Indian superchef Sanjeev Kapoor and Vikram Vij created a menu that paid tribute to the magical combination of India and British Columbia.

"The opening gala is the place to pose and be snapped in Vancouver during July. Designer and heritage saris, sunny weather maxis, silk kurtas, sparkling lehengas, luxe anarkalis and dapper suits were on the fashion menu this year."

—Manjot Bains, Jugnstyle.com

# Cuisine



The stunning Dr. Sun Yat-Sen Chinese Garden was the setting for our *Opening Gala*. 500 special guests wandered its walkways and bridges as they caught up with old friends and made new ones.

## INDIAN SUMMER 2013

### Indian Summer Sunset Cocktail Recipe

- Amrut Single Malt Whisky
- Chai-infused Syrup
- Blood Orange Juice

"How brilliantly alive our city was for the first two weeks of July! Since Indian Summer ended, I wandered downtown aimlessly every evening, trying hard to recapture those exhilarating highs and the full import sank in of how valuable Indian Summer is to the cultural and intellectual life of our city."

—Anil Patade  
Film industry professional

Johanna Wagstaffe & Lien Yeung

# Music Magicians

## Rajasthan Josh with Vancouver friends

East Van met Western India at our sold-out concert featuring Rajasthan Josh from the desert town of Jaisalmer and Vancouver musicians Ashwin Sood, Rup Sidhu, Sara Fitzpatrick and Tarun Nayar. Their electric and magical collaboration brought the house down, and had Mayor Gregor Robertson and Consul General Ravi Shankar Aisola take to the dance floor.

When half of the audience ends up crowding the stage for the finale, and a quiet dinner for the musicians turns into an afterparty with 70 people, you know something's right.

## INDIAN SUMMER 2013

"These guys are insane!"  
—Ashwin Sood



"Vancouver, we feel the love."  
—Chugge Khan



"Indian Summer is the ability to celebrate as a Canadian everything about my culture—a civilization that's 3000 years old—and the ability to celebrate in the context of Canada. It's a chance to celebrate both cultures."

—Jas Johal, Senior Reporter,  
Global TV

"A wonderful way of showcasing India's diversity and creating new linkages between Canada and India."

—Ravi Shankar Aisola, Consul General of India in Vancouver

"A remarkable meeting of East and West."

—The Georgia Straight



Tarun Nayar

Sara Fitzpatrick



Desserts by Nanak Foods

# Music

# Well-being Weekend

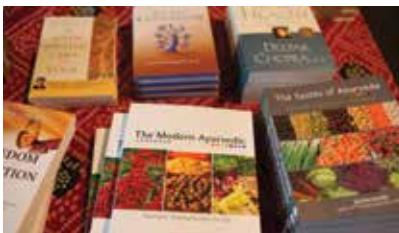
## *Yoga, health talks & wellness workshops*

Over a beautiful sunny weekend, attendees of our yoga and well-being workshops stretched their spines and calmed their minds with some of the best teachers and speakers from Vancouver and India. With several forms of yoga on offer, talks on health, nutrition, de-addiction and Ayurveda, head massages and delicious organic snacks by Nature's Path, it was food for the soul and the body.

"The Well-being Weekend was beyond perfect. I was really blown away by the quality of the teachers that were there. Thank you so so so much, it really was such a gift to me."

—Sara Nares, Yogini

# Well-being



## INDIAN SUMMER 2013

It was all about well-being of the body, mind and soul. By combining thousand year-old teachings with modern discoveries, the well-being weekend pointed to what an intelligent way of life might be.

"Put on those sheer Lululemon pants and break out the moves for a hip-hop yoga class. Or... treat yourself to meditation classes, listen to some sacred sounds, and sample several types of yoga, including laughter."

—Shawn Conner, The Vancouver Sun

"Indian Summer brings together leading thinkers and artists in collaborative dialogue about contemporary issues and bridges the diverse cultures of India and Canada."

—Gregor Robertson  
Mayor of the City of Vancouver, BC



# Ideas Series

## Talks, debates & dialogue

Brainy, electric and creative, the *Ideas Series* saw some of the finest minds from Canada, the US and South Asia coming together. Twenty five thinkers explored everything from hidden histories, hybrid cultures, and happy cities to geopolitics, literature and urban underbellies. What was particularly heartening was the audience – at the end of each talk, an engaged, garrulous crowd lingered on, proving that the art of conversation is alive and well.

At the core of the festival is the exchange of ideas. Powerful thinkers, filmmakers, actors and wordsmiths conversed, as ideas clashed and sparked on stage.

## INDIAN SUMMER 2013



Naveen Giri



Dr. Neel



Renee Saklikar



Gurpreet Singh



# Ideas

"I have no right to miss Vancouver, but I do, I do, I do... "

—Jeet Thayil  
Award-winning poet & novelist

"Where worlds meet is a clash of ideas – hopefully those that are opposing – with a level of conflict, provocation, and disturbance. From this, one comes out with more questions, not necessarily answers, but a feeling of digging deep."

—Anosh Irani  
Acclaimed novelist & playwright



"I want Vancouver to be part of a global dialogue and for all of us to be fully engaged with Asia."

—Sandy Garossino  
Founding festival patron

"Indian Summer has developed a reputation for attracting some terrific writers and this year is no exception."

—Charlie Smith, The Georgia Straight



Lucy Hyslop



Victor Chan



Charles Montgomery



Dr. John Helliwell



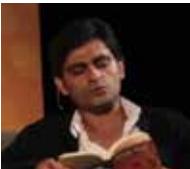
Shabana Azmi



Sanjoy Roy



Michael Turner



Anosh Irani



Anakana Schofield



Rup Sidhu



Shauna Singh Baldwin



Satwinder Bains



Curtis Andrews



Mohamed Assani



Anoushka Ratnarajah



Sharada Eswar



Jillian Christmas

Zaccheus Jackson



# Community Engagement

## Indian Summer in the Park

This year we took the festival to the people with a full evening of free outdoor programming including Laughter Yoga and Bollywood Dance classes, and a screening of the award-winning film *Little Zizou*. It was important to have a free celebration in the heart of the city, offering families and communities a chance to celebrate. We welcomed residents of Gastown, the downtown Eastside, tourists and casual passersby to share a laugh, a dance, and our common space. Some 1,000 people flowed through the event, making it a roaring success.

"Take a look around at the demographics of who came to this event. You see a lot of worlds colliding and I like that. The Indian Summer Festival is not just for Indian people, but also for the entire city."

—Riaz Meghji, Host, Breakfast Television

## INDIAN SUMMER 2013

Historic Victory Square Park came alive on a July summer evening, once more becoming the heart of Vancouver. The energy was palpable, inviting everyone who passed by to be a part of the celebrations.



"I never realised how beautiful this park was until today. Just look at all these people out here on a Friday night, eating Indian food, breaking Bollywood moves... this is just fantastic. We need more of this."

—Vikram Vij  
Celebrity Chef



"The Indian Summer Festival has quickly become a fan favourite in the city, allowing Vancouverites and visitors to enjoy the best of South Asian arts, culture, food and heritage."

—Wai Young, Minister of Parliament  
(Vancouver South)



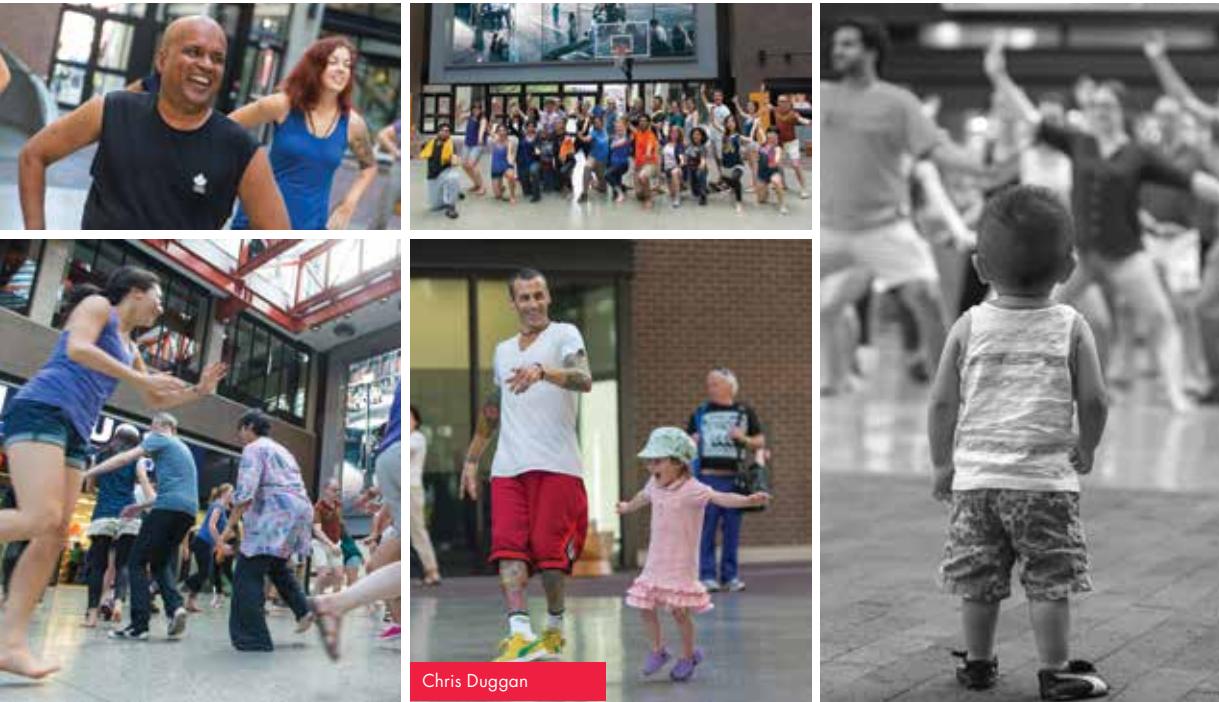
# Activating Public Spaces

## Free dance & yoga classes

Hundreds of curious passersby, office-goers, local residents, shoppers and dance lovers joined us every evening to try out free Bollywood and Bhangra moves and Hip-hop Yoga grooves. This is the third year we have activated the atrium of the iconic Woodward's complex, drawing participants of all ages and ethnicities. It all goes to show that a good shimmy can erase all borders!

There is no one word to describe the participants of the free dance classes. Young, old, from every possible ethnicity and level of skill, they all came together to delight in dance.

## INDIAN SUMMER 2013



Chris Duggan

"I think what the Indian Summer Festival is doing, is bringing our art out in the way we tell it, not just to the community, not just to the diaspora, but also to the mainstream. I think it's fabulous."

—Shabana Azmi  
Indian cinema icon and humanitarian

"Indian Summer allows members of the Indo-Canadian community to share their traditions with Canadians of all backgrounds and lets all participants reflect on ways in which Indian culture and heritage have enriched the Canadian mosaic."

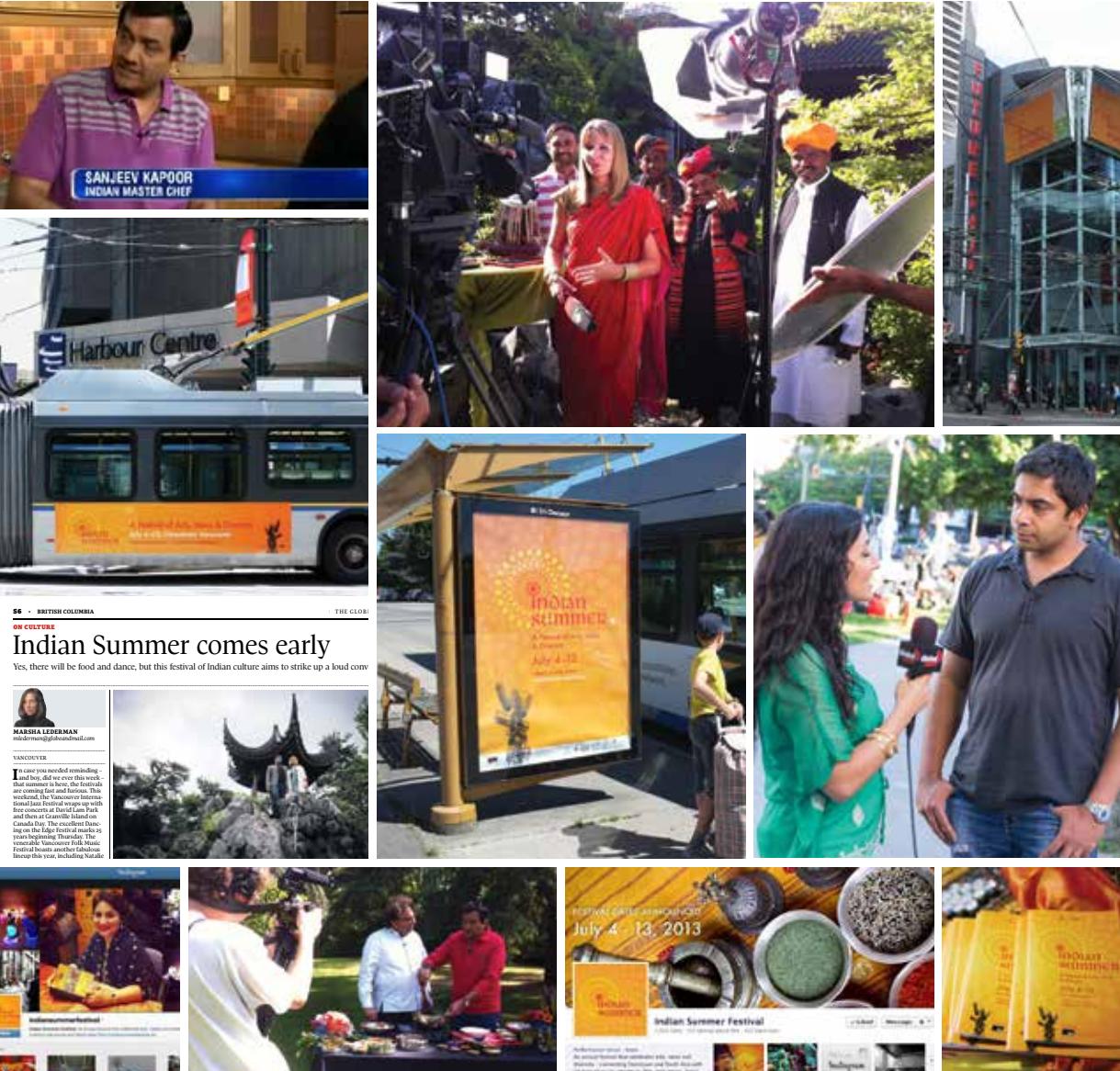
—The Honourable James Moore  
Minister of Canadian Heritage and Official Languages



# Dance

Gurpreet Sian

# Media & Promotions



## Media & Public Outreach

### *Painting the town orange*

The media community in Vancouver embraced us wholeheartedly, from our wonderful media partners to the larger journalistic community. Our six-week media campaign resulted in 72 features including numerous double spreads and over 500 listings, mentions, TV and radio spots. We painted the city orange with our bus shelter posters, transit ads, digital billboards, posters and thousands of postcards and programs. When the heat turns up, you turn up the heat.

The buzz was brilliant! Unless you lived under a rock, you heard about Indian Summer from various sources. Word of the festival went out in print, TV, radio, social media and good old-fashioned word-of-mouth.

#### Major Media Partners

- CBC Radio & TV
- The Vancouver Sun
- The Province
- OMNI TV
- RJ1200

#### Additional Media Coverage

The Globe and Mail, The Georgia Straight, CTV, Global TV, CKNW, Shaw TV, City TV, 24 Hours, WE Vancouver, Vancouver Courier, South Asian Woman, JugniStyle.com, MyBindi.com, Indo-Canadian Voice, GEIST, North Shore News, Fairchild TV, The Peak, Vancouver Desi, Good Life Van, Miss604, Hindustan Times, Vancity Buzz, Huffington Post and more!

**MEDIA REACH**  
**1.5 million**

**LISTINGS & MENTIONS**

**500+**

**PRINT MATERIALS**

**15,000**

Fanny Kiefer IndianSummerFestival.ca

**INDIAN SUMMER  
2013**

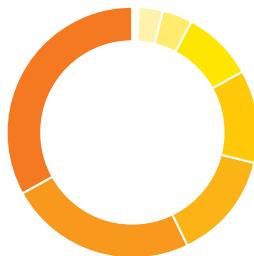
# Audience

## ISF2013

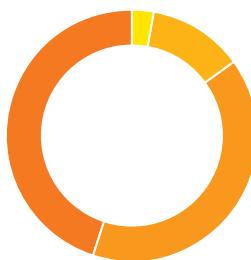
*Annual Household Income*



*Occupation*

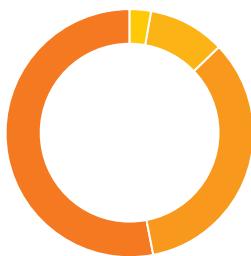


*Age*



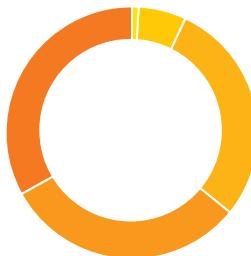
3%	<18
45%	19-39
40%	40-59
12%	60+

*Ethnicity*



53%	South Asian descent
34%	British/European descent
10%	Other
3%	Mixed

*Level of Education*



6%	Secondary
33%	Post-Secondary
29%	Graduate
31%	Post-Graduate
1%	Self-Taught

## Festival Demographics

### *Our audience in numbers*

We always knew that Indian Summer Festival-goers are an incredibly diverse, smart and good-looking bunch. But this time we did some hard-nosed polling and got some numbers back. We were right. Cosmopolitan, well-educated and with above average income, they are interested in arts and culture, global dialogues, and building a truly diverse community. They are impressed by the visionary companies that support Indian Summer.

For many, Indian Summer is the place to network. The festival has been responsible for the formation of a music band, launching business relationships, making overseas connections, and even a couple of love stories!

**INDIAN SUMMER  
2013**

# Patrons and Friends of the Festival

## *Community builders and champions of the arts*

Indian Summer is nurtured by a group of far-thinking community leaders who recognize and value the importance of a festival that inspires diversity and global dialogue, showcases creativity, and engages communities near and far. The support and generosity of this select group of patrons and friends is invaluable, and we give them our deep thanks.

The support we have received from community stakeholders has been immense, and has fostered an atmosphere of celebration, dialogue and cultural pride.

**INDIAN SUMMER  
2013**



### Patrons

Hema & Haresh Bhatt  
Alix Brown  
Sandy Garossino  
Ramya & VS Narayanan  
Goldie & Paul Sangha

### Benefactors

Zena & Gregory Henriquez  
Jan Whitford & Michael Stevenson

### Family Friends of The Festival

Suman & Ramesh Kashyap  
Richa & Vik Khanna  
Laurie Neapole & Peter Beresford  
Ashwin Sood  
Anuja & Praveen Varshney  
Daphne Wilson  
Cynthia Woodward & Richard Ladds

### Friends of The Festival

Deb & David Barager  
Nomita & Manish Bharadwaj  
Nalini & Paramjit Bhui  
Lindsay Brown  
Rupa & Dr Hirekatur Gopinath  
Sudha Kshatriya  
Caroline Neufeld & Dan Jackson  
Anil Patade  
Jessie & Jas Sandhu  
Doug & Debbie Side  
Fernanda Selayzin D'Souza  
Anibal & Tracey Valente

# Our Team

## Indian Summer Arts Society

ISAS is a Vancouver-based not-for-profit organization whose mandate is to foster cultural collaborations and dialogue between Canada and South Asia, and within communities in Canada. We value secular, democratic, and non-sectarian principles, and produce the annual Indian Summer Festival to promote intercultural tolerance, understanding and appreciation.

**INDIAN SUMMER  
2013**

### Board of Directors

Caroline Neufeld, Chair  
Shelly Dhawan, Treasurer  
Mandeep R. Dhaliwal  
Kirby Huminuk  
Ashok Mathur  
Keshav Mukunda  
Mita Naidu

### Founding Leaders

Sharon Davis  
Chair, Room to Read (Vancouver)  
Dr. Arun Garg  
President, Canada India Networking Society  
Sandy Garossino  
CEO, Intellex Legal Project Management  
Dr. Michael Stevenson  
President Emeritus, Simon Fraser University  
Vikram Vij  
Chef and CEO, Vij's Inspired Cuisine

### Leadership Council

Lindsay Brown  
Designer/Writer, Ouno Design  
Jas Johal  
Senior Reporter, Global Television  
Vik Khanna  
COO, Faronics  
Sukesh Kumar  
Partner, KPMG

Prof. Rowland Lorimer  
Director, CCSP, SFU  
Mary Schendlinger  
Editor, Geist Magazine  
Ratana Stephens  
CO-CEO, Nature's Path Foods  
Anuja Varshney, CA  
Praveen Varshney  
Director, Varshney Capital Corp.



"Thankful to be a part of Indian Summer and always more impressed each year as it gets bigger and better!"

—Nick Siu, Photographer

"Grateful to have been a part of a fantastic team of creative hardworking people."

—Anna Bohn, Designer

"Our province is enriched by multiculturalism and cultural diversity. I want to thank everyone for making this event a success."

—The Honourable Christy Clark,  
Premier of British Columbia

## Teamwork

Teamwork is a highly versatile entertainment company that produces 17 performing and visual arts festivals in 21 cities across 11 countries, including the Jaipur Literature Festival.  
[teamworkproductions.in](http://teamworkproductions.in)

Sanjoy Roy, Producer  
Kritika Gupta, Associate Producer  
Rahul Sen, Associate Producer  
Ankur Bhardwaj, Associate Producer

## Volunteers

Special thanks to all the dedicated volunteers who have given so generously of their time and energy to make this festival possible.



### Public Relations

Jive Communications

### Photographers & Videographers

Tom Delamere, Aziz Dhamani & Nick Siu

### Box Office

Tickets Tonight

### Printing

RR Donnelley & East Van Graphics

### Accounts

Brian C Jang, CA

### Well-being Weekend Curator

Tasha Sangha

### Lit & Sound Cabaret Curator

Rup Sidhu

### Dinner by Starlight Coordinator

Sandy Pandher

# Patronage

## Do you share our vision?

For an exclusive Indian Summer experience, we invite you to become part of our circle of Festival Friends and Patrons. Joining this circle demonstrates your commitment as a community builder who values diversity and the arts. Your support plays a key role in our ability to showcase the best of local, national and international talent in Vancouver.

This is an investment in your community with plenty of perks and privileges included.

**INDIAN SUMMER  
2014**

### PRIVILEGES & PERKS

	\$500 Friend	\$1,000 Family Friend	\$2,500 Benefactor	\$5,000 Patron's Circle
Membership to Indian Summer Arts Society	x	x	x	x
Invite to festival preview party with Artistic Director	x	x	x	x
Concierge ticketing service & advanced booking	x	x	x	x
Recognition on festival website & program	x (individual only)	x (individual or family)	x	x
Tickets to select festival events of your choice (excluding receptions & dinners)	2 tickets to 2 events <b>4</b>	4 tickets to 2 events <b>8</b>	4 tickets to 3 events <b>12</b>	4 tickets to 4 events <b>16</b>
Tickets to Opening Gala	2	4	4	4
Tickets to Ideas Series Talk & Reception			4	4
Tickets to exclusive dinner by Vikram Vij				2
Recognition at festival events by emcee				x
VIP treatment & priority seating at select events				x
Backstage access & personal introductions to festival guests				x

"A high of such magnitude was bound to be followed by a thudding let-down, but there's the tantalizing glimmer of the 2014 festival in our collective futures."

—Anil Patare  
Film industry professional

"A powerful overview of the powerhouse South Asian nation's rich arts scenes."

—The Province

"A spicy mix of arts, culture and dialogue."

—Vancouver Courier

Simon Fraser University is delighted to partner with the Indian Summer Arts Society to present the third annual Indian Summer Festival. This event featuring international, national and local organizations and talent fits wonderfully with SFU's strengths in arts, culture and ideas."

—Andrew Petter, President and Vice Chancellor, Simon Fraser University



# Sponsorship

## Join our circle!

Join a group of sponsors that values diversity and innovation, and includes several high-profile institutions. Aligning with Vancouver's most international South Asian festival offers high media and public profile, networking opportunities and exclusive experiences for your staff and clients. We work closely with you to create custom-made partnerships and one-of-a-kind experiences. Below are our broad sponsorship levels. Let us know how we can tailor one to your organization.

### LEVEL ONE

## Title Sponsor (x1)

Minimum 2-3 year commitment

### LEVEL TWO

## Presenting Sponsor (x2)

### LEVEL THREE

## Major Sponsor (x4)

### LEVEL FOUR

## Event/Series Sponsor

Levels vary according to event

Be a part of the explosive growth of Vancouver's hottest festival celebrating the arts, ideas and diversity!

**INDIAN SUMMER  
2014**

### SAVE THE DATE!

#### JULY 2014

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

#### JULY 2015

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

#### JULY 2016

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

## Financial Snapshot

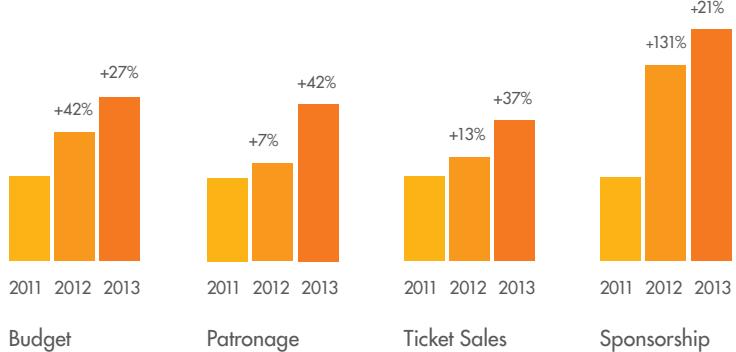
### 2013 Revenue



- 34% Sponsorship
- 27% Ticket Sales
- 24% Government Support
- 15% Patronage

A diversified revenue base makes for a healthy festival.

### 2011–2013 Growth Rates



# Thank you

We would like to thank and acknowledge our wonderful 2013 supporters and partners for sharing our vision of an inclusive, creative, diverse and engaged society. We salute your contributions to community building and in making the third annual Indian Summer a roaring success.

## Presenting Partner



SIMON FRASER UNIVERSITY  
ENGAGING THE WORLD

## Founding Cultural Partners



cins  
CANADA INDIA NETWORKING SOCIETY



## Travel Partner



## Event Partners



CULTURAMA



CREATIVE BC



The National  
Conversation on  
**asia**  
An Institute of the Asia Pacific Foundation of Canada

HASTINGS  
CROSSING



SFU SIMON FRASER UNIVERSITY  
CANADIAN CENTRE FOR STUDIES IN PUBLISHING

## Hospitality Partners



Shangri-La hotel  
VANCOUVER

Tropicana  
SUITE HOTEL

VOLCANIC  
HILLS  
ESTATE WINERY



CAFÉ KHANDA



KALALA  
Organic Estate Winery

## Media Partners



THE VANCOUVER SUN  
SERIOUSLY WESTCOAST

THE PROVINCE  
It starts here.



RJ1200

## Government Partners



Citizenship and  
Immigration Canada

Citoyenneté et  
Immigration Canada

CITY OF  
VANCOUVER



BRITISH  
COLUMBIA



Canadian  
Heritage

Patrimoine  
Canadien

## Community Partners



CHOPRA  
YOGA  
CENTER  
www.choprayogacenter.com

jungstyle



SHIAMAK  
MUSIC, DANCE, THEATRE



KAMAL'S  
VIDEO PALACE



YYOGA

TICKETS  
www.tickets.ca

Room to Read

SOUTH ASIAN  
ARTS

GEIST  
DANCE / MUSIC / THEATRE



RECYCLING  
ALTERNATIVE



WOODWARD'S

Writers  
Fest

WOMAN

BRIAN C. JANG  
Chartered Accountant

mybindi.com