



Festival Report 2014



52

artists

8

days

9

free public events

3147

likes on Facebook

1.5mln

people reached through marketing campaign

2400

volunteer hours



Indian Summer Festival 2014

The place where worlds meet

The 2014 edition of Indian Summer was our most ambitious yet. The festival grew massively in scope to include the art and thought of South Asia, Iran, China and the Haida nation. Indian Summer also spread its tentacles through the city, making itself at home in seven outstanding venues.

Once again, the festival was the place where worlds meet. For ten days, Indian Summer transformed Vancouver into a meeting point for literature and music,

entrepreneurship and geopolitics, art and ideas.

It was also our best year yet - the festival saw record attendance, increased media coverage and artistic collaborations of the highest calibre. Together we journeyed through opinions and perspectives as we tried to understand the world we live in, and imagine how it could be, if we shaped it together.

"Indian Summer offers a smorgasbord of literary events, food, music and film. The breadth of the festival creates a dilemma for those who don't have the time to see everything!"

—Charlie Smith
Editor of the Georgia Straight



2014 Artists & Speakers

Reza Aslan
Mohamed Assani
Coleman Barks
Hossein Behroozinia
Raqib Brian Burke
David Chariandy
Jillian Christmas
Ivan Coyote
James Coleridge
Rana Dasgupta
Neelamjit Dhillon
Chris Duggan
Phinder Dulai
Sharada Eswar
Dan Gaucher
Kiran Gavande
Chris Gestrin
Hamin Honari
Reza Honari

Sheniz Janmohamed
Sharad Kharé
Tai Keattivanichyily
Andre Lachance
Anita Majumdar
Zarqa Nawaz
Zaccheus Jackson Nyce
Frank Pabst
Lishai Peel
Suragini Ravindran
Ali Razmi
Abhishek Roy
Subodh Sangle
Jamal Salavati
Renée Saklikar
Orijit Sen
Saurabh Sethi
Abhi Sharma
Gurpreet Sian

Rup Sidhu
Charlie Smith
Priscila Uppal
Vikram Vij
Russell Wallace
Joel Watanabe
David Wong
Michael Yahgulanaas

Dabbawalas of Mumbai
DJ Buzybee
Neelamjit Dhillon Quartet
Sangha
Shiamak Vancouver Dance Team
South Asian Arts
The Blue God & The Serpent
Van Slam Team

Cuisine

Dabbawala Splash Cocktail Recipe

- Bombay Sapphire
- fresh raspberry
- fresh lime
- rose water
- tonic

Close encounters of the culinary kind

Our opening gala overflowed with more than 500 special guests wandering the stunning walkways and bridges of the Dr. Sun Yat-Sen gardens. Culinary magician Vikram Vij curated a tasting tour of Asia featuring some of the city's top chefs, and CBC's Johanna Wagstaffe reported live on TV from the venue. Pop up readings and performances by festival writers and musicians gave everyone a taste of the festival ahead.

'Dinner by Starlight', our signature culinary event was in honour of the legendary Dabbawalas of Mumbai. In keeping with the railway theme, we converted the Roundhouse community centre into Mumbai's suburban railway network, with every table named after a station, and an outstanding dinner by Vikram Vij served in old fashioned 'Dabba' style. Funds raised through this dinner are what make the festival's free programming possible.

Music

Hundreds of ways to kneel and kiss the ground

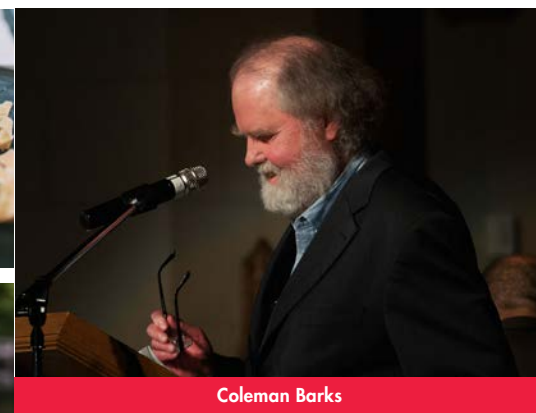
At this year's festival, music met poetry to take us back to an old way of storytelling and memory making. It all began with the legendary Coleman Barks accompanied by a quartet of master musicians who transported us to the 13th century with an evening of Rumi's poetry and music.

collaboration with three brilliant poets. And to round it all of, we had our annual Lit & Sound cabaret featuring some outstanding collaborations between wordsmiths, soundmakers and visual artists.

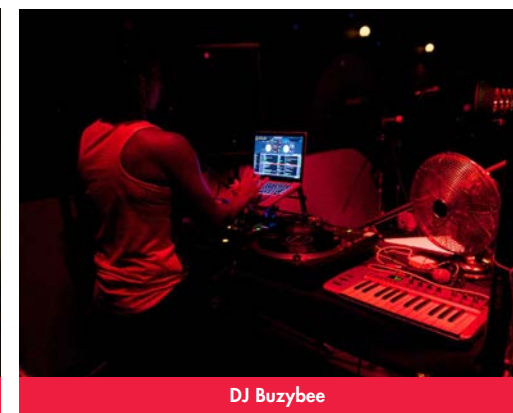
Then there was the hugely talented Neelamjit Dhillon Quartet and their jazz take on the Komagata Maru episode, in

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

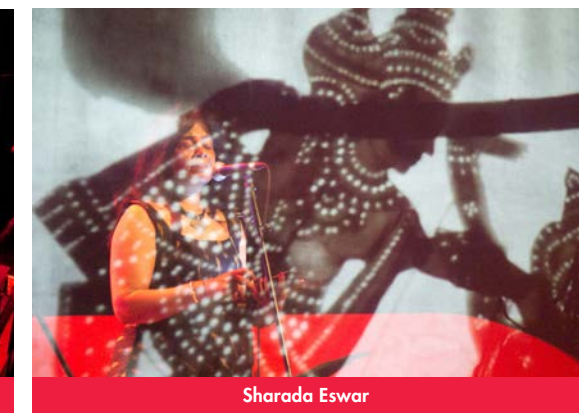
—Deepa Mehta
Oscar-nominated Director



Coleman Barks



DJ Buzybee



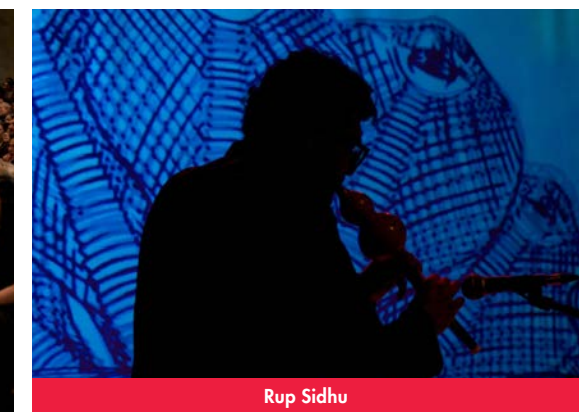
Sharada Eswar



Vikram Vij



Raqib Brian Burke



Rup Sidhu



Hamin Honari



Mohamed Assani



Hossein Behroozinia



Jamal Salavati



Neelamjit Dhillon Quartet



Ideas

“Luckily, every July, the Indian Summer Festival gives us the chance to learn about all sorts of smart, intellectually stimulating, and creative things without having to leave Vancouver.”

—Jugnistyle

Stimulating Vancouver with global dialogue

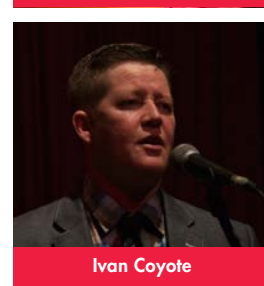
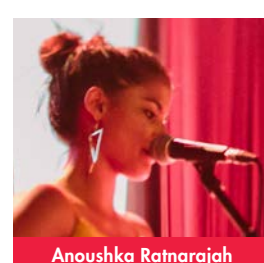
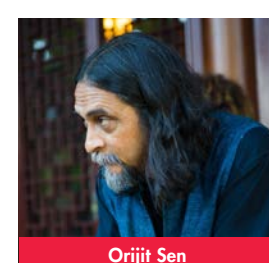
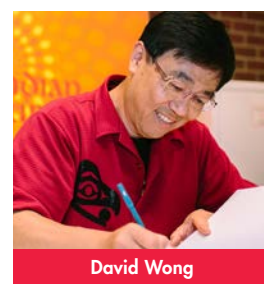
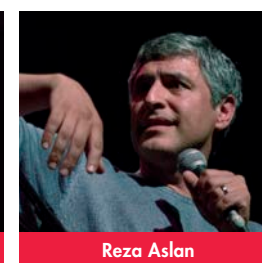
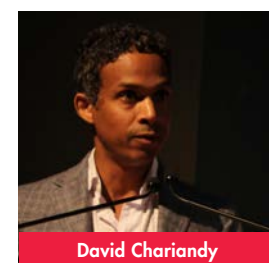
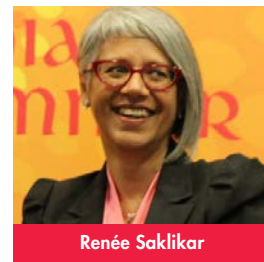
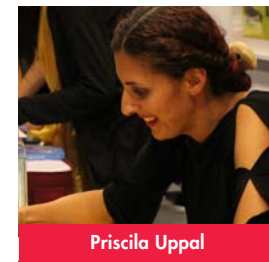
Brainy, eclectic and international, our ideas series remains at the core of the festival, bringing writers, thinkers, filmmakers, actors and entrepreneurs together in cross-continental and cross-disciplinary dialogue. This year our speakers explored everything from political graphic novels to personal loss, from the historical Jesus to the intricacies of Mumbai’s lunchbox delivery system.

The festival provided a meeting place for speakers who had long respected each other’s work but never met. And Indian Summer audiences once again proved themselves to be committed, engaged and garrulous! Several sold out events, the line ups for the book tables and the many pockets of post-event conversations were testimony to that.



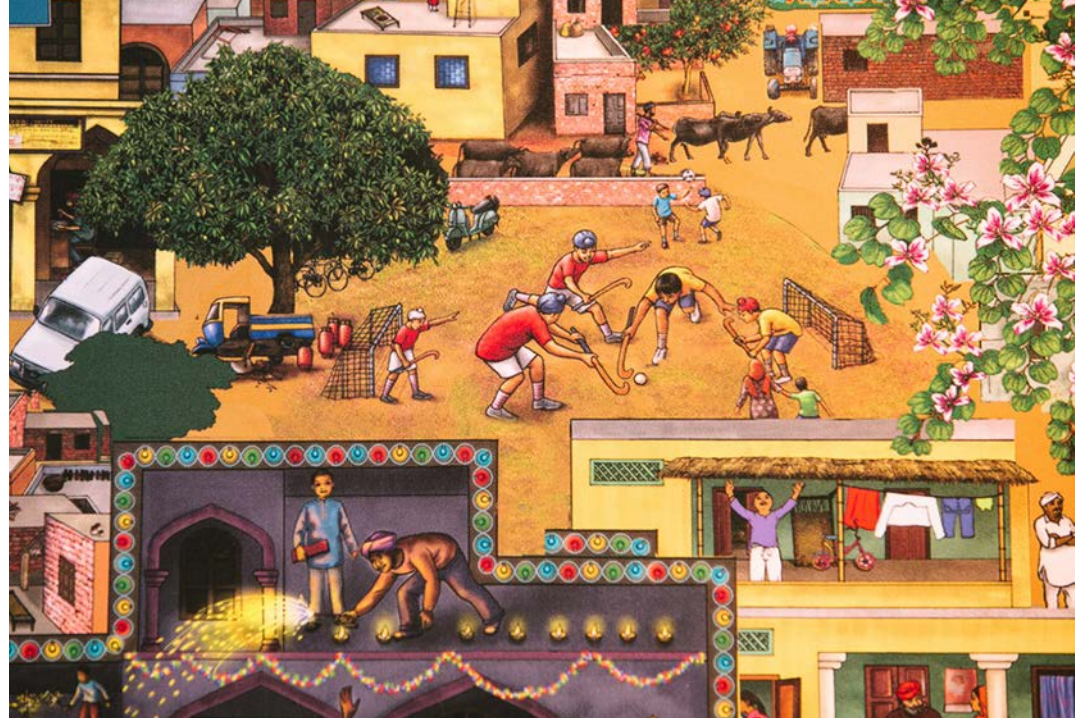
“The only sounds to be heard were the elegant words of religious scholar and author Reza Aslan... and then of course, the sounds of minds being blown throughout the audience.”

—Krysten Maier



"I so loved the exciting events I was part of, and of course, all the friends I made. And it was all because of the little (and big) details that the ISF team so thoughtfully took care of."

—Orijit Sen
Artist



Free Programming

Engaging the community and activating public spaces

We hugely increased the free programming at the festival this year. Thousands of people came out to see Orijit Sen's masterful mural 'From Punjab with Love' on display in the atrium of the Woodward's complex. A scale version of the world's largest hand painted mural (at the Khalsa Heritage Museum in Punjab), the exhibit sparked off nostalgic reveries, curious questions and discussions on art, politics and memory.

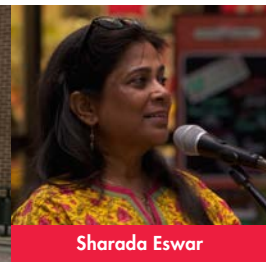
The mural was the backdrop for our immensely popular free dance classes,

which saw hundreds of curious passersby, office-goers, and local residents joining in to demonstrate that you're never too old or too young to shimmy. And if that wasn't enough fun, we did a free screening of 'Bend it Like Beckham' to keep the World Cup energy going.

In addition, for the first time, with the support of SFU's Vancity Office of Community Engagement, we held free masterclasses for emerging artists conducted by some of our outstanding festival performers.

"We need more truly intellectual, cross-pollinating events like ISF. Congrats on what is becoming Vancouver's premiere arts event. You are a cultural catalyst, and catalysts are engines of innovation and life."

—David Wong
Architect



Sharada Eswar



Rup Sidhu



Bend it Like Beckham



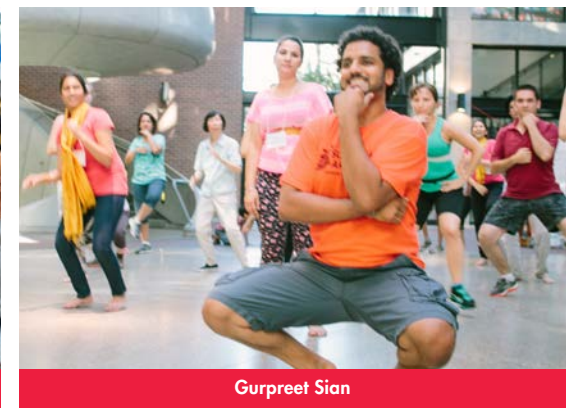
Chris Duggan



Sheniz Janmohamed & Lishai Peel



Shiamak Vancouver Dance Team



Gurpreet Sian



Media & Public Outreach

Major Media Partners

- CBC Radio & TV
- Georgia Straight
- OMNI TV
- RJ1200

Additional Media Coverage

The Globe and Mail
 CTV
 Global TV
 CKNW
 Shaw TV
 City TV
 24 Hours
 WE Vancouver
 Vancouver Courier
 Juggnstyle.com
 Asian Star
 GEIST
 North Shore News
 The Peak
 Vancity Buzz
 Huffington Post
 Vancouver Sun
 The Province
 South Asian Post

Nurturing new and existing audiences

The buzz was brilliant! Word of the festival went out in print, TV, radio, social media and good old-fashioned word-of-mouth.

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 80 features including numerous double spreads and over 500 listings, mentions, TV and radio spots. Our bus shelter posters, transit ads, digital billboards, posters and thousands of postcards and programs reminded our loyal fan base to come out, and invited neophytes to the fold.

1.5 mln media reach 500+ mentions 15,000 print materials



Our Team

Indian Summer Arts Society

We are a Vancouver-based, registered not-for-profit arts organization dedicated to showcasing contemporary South Asian arts and ideas, and inspiring dialogue between East and West. Our vision is for an inclusive, diverse and culturally rich society.



Festival Team

Laura Byspalko, Co-Founder & Managing Director
 Sirish Rao, Co-Founder & Artistic Director
 Anoushka Ratnarajah, Festival Administrator
 Alexandra Gordeyeva, Designer & Marketing Coordinator
 Trisha Dulku, Volunteer Coordinator
 Sonia Lotay, Social Media
 Roopa Mann, Production Assistant
 Sanjana Narang, Social Media
 Sacha Ratnarajah, Merchandise Coordinator



Volunteers

Thank you to all the dedicated volunteers who have given so generously of their time and energy to make this festival possible. We feel truly lucky to have such passionate and committed people on our side!

Board of Directors

Caroline Neufeld, Chair
 Shelly Dhawan, Treasurer
 Manjot Bains, Secretary
 Naveen Girn
 Mandeep R. Dhaliwal

Leadership Council

Pankaj Agarwal
 Lindsay Brown
 Sharon Davis
 Dr. Arun Garg
 Sandy Garossino
 Jas Johal
 Vik Khanna
 Sukesh Kumar
 Dr. Rowland Lorimer
 Kush Malhotra
 Deepa Mehta
 Jas Sandhu
 Ratana Stephens
 Dr. Michael Stevenson
 Anuja Varshney
 Praveen Varshney
 Vikram Vij

Public Relations:
 Jive Communications

Photographers & Videographers:
 Aziz Dhamani, Joe Carlson, Tom Delamere, Gwenael Lewis, Nick Siu, Saadia Sheikh & Vivek Pandher

Accounts:
 Brian Jang

Box Office:
 Tickets Tonight

Printing:
 RR Donnelley
 East Van Graphics
 Across Media

Patrons & Friends of the Festival

Patrons

Rita & Pankaj Agarwal
 Alix Brown
 Sandy Garossino
 Zena Sihota Henriquez
 Sunita & Sukesh Kumar
 Ratana & Arran Stephens

Benefactors

Richa & Vik Khanna
 Jan Whitford & Michael Stevenson

Family Friends of the Festival

Payal & Kuku Batra
 Nomita & Manish Bharadwaj
 Feisal Dedhar
 Koml Kandola & Mandeep Dhaliwal
 Suman Kashyap & Ramesh Sahjpaul
 Mehrunissa & Najmuddin Lalji
 Shaila & Bushan Misri
 Joyce Murray & Dirk Brinkman
 Laurie Neapole & Peter Beresford
 Caroline Neufeld & Dan Jackson
 Jessie & Jas Sandhu
 Ashwin Sood
 Tracey & Anibal Valente
 Anuja & Praveen Varshney

Friends of the Festival

Prati & Bharat Anand
 Debera Barager & David Rees
 Dr. Paramjit and Nalini Bhui
 Lindsay Brown
 Dionne Bunsha
 Joyce Connors
 Michael Dervish
 Carol Dey
 Randy & Monika Garg
 Rupa Gopinath & Dr H. Gopinath
 Sujata & Praveen Gupta
 Kelly Heed
 Farida & Gulnaaz Lalji
 Lynn & Ashok Katey
 Sudha Kshatriya
 Mira Malatestinic
 Anil Patadé
 Jan & Dave Ratnarajah
 Barb & Leonard Schein
 Fernanda Selayzin D'Souza
 Cynn timer Woodward

Community builders and champions of the arts

We rely on the growing support of the community to put together a festival that embraces dialogue, showcases innovation and creativity, and engages audiences. We have been amazed by the generosity of our donors, to whom we give deep thanks.



Venues

A festival with many homes

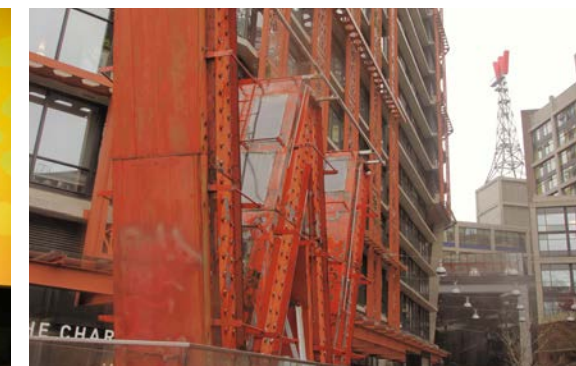
This year Indian Summer grew outwards from SFU's Goldcorp Centre for the Arts (still the hub of the festival) to occupy several iconic Vancouver venues. This went hand in hand with the festival's growth, resulting in a more diverse audience, and in distinct experiences. If a festival is essentially a journey, then we travelled well together this season.



Museum of Vancouver



SFU's Goldcorp Centre for the Arts



Woodward's Complex



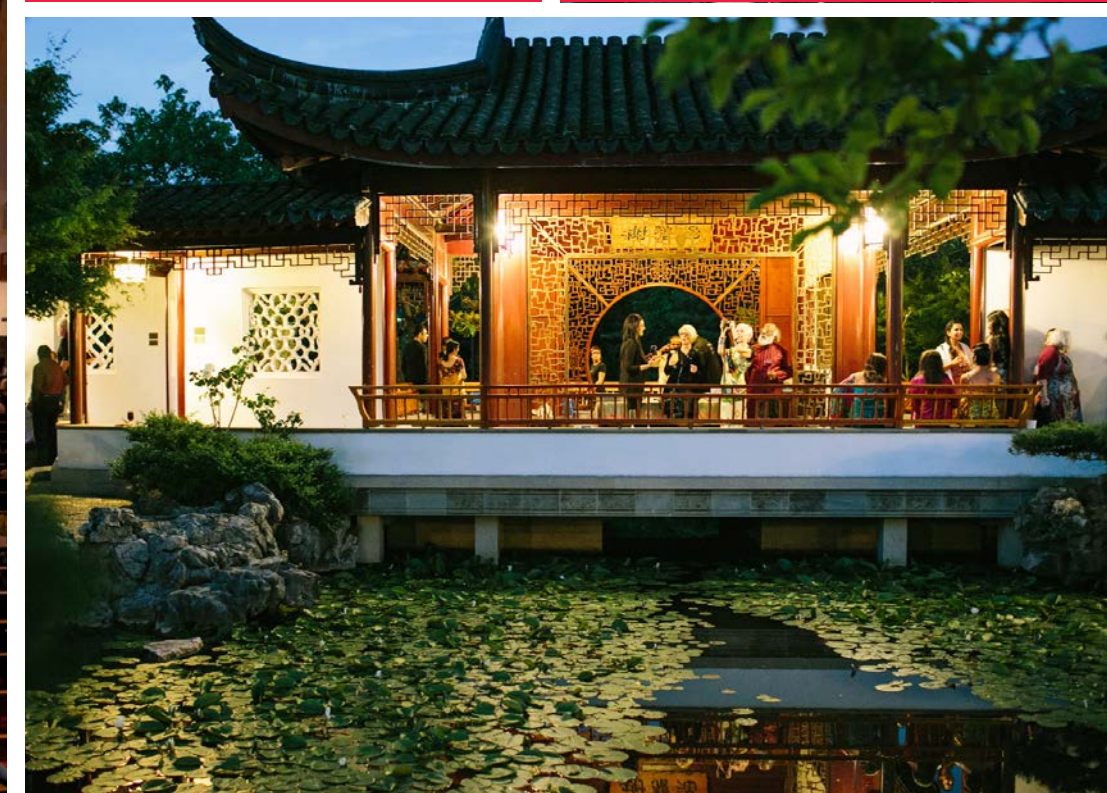
The Fox Cabaret



The Roundhouse



St. Andrew's-Wesley United Church



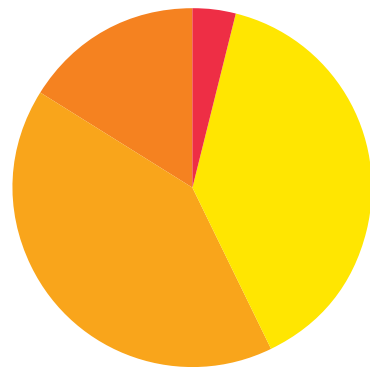
Dr. Sun Yat-Sen Classical Chinese Garden

Our Audience

Festival demographics 2014

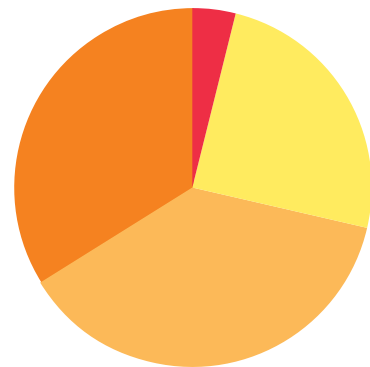
For many, Indian Summer is the place to network. The festival has been responsible for the formation of a music band, launching business relationships, making overseas connections, and even a couple of love stories!

Indian Summer festival attendees are cosmopolitan, well-educated, interested in arts and culture, global dialogues, and building a truly diverse community.



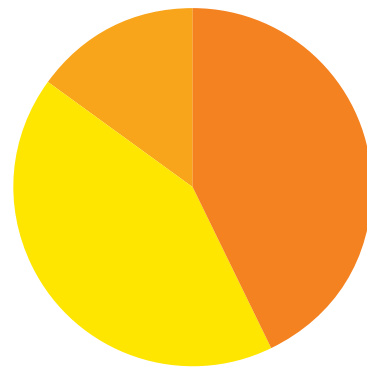
age

- 4% under 25
- 39% 25 – 44
- 41% 45 – 65
- 16% over 65



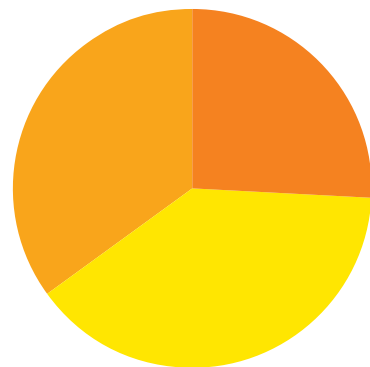
education

- 25% post-secondary
- 38% graduate
- 34% post-graduate
- 3% other



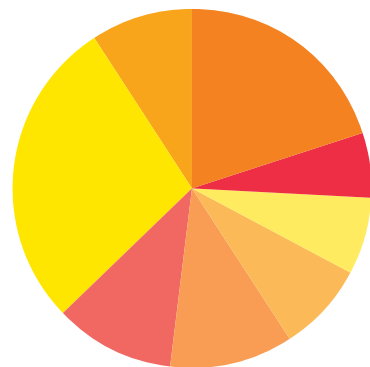
ethnicity

- 43% South Asian
- 42% British or European
- 15% other



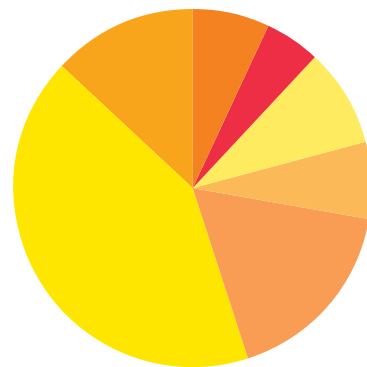
household income

- 26% under \$50,000
- 39% \$50,000 – \$100,000
- 35% over \$100,000



faith

- 28% Atheism/ Agnosticism
- 20% Christianity
- 11% Hinduism
- 11% Sikhism
- 9% other
- 8% Buddhism
- 7% Islam
- 6% Judaism



profession

- 42% professional or business
- 17% government or non-profit
- 13% retired
- 9% self-employed
- 7% student
- 7% arts sector
- 5% homemaker or caregiver

Sponsorship

Join our circle!

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

title sponsor

\$150,000

- Right to co-brand festival and company name
- Exclusivity in business category
- Private events for clients/colleagues

presenting sponsor

\$100,000

- 'Presented by' status
- Recognition in all promotional material
- Multiple media and stage materials

major sponsor

\$50,000

- Festival-wide recognition
- VIP tickets and experiences
- Prominent MC and logo recognition

event/series sponsor

\$5,000 – \$25,000

- Event/Series presenting sponsor status
- VIP tickets to event sponsored
- Prominent MC and logo recognition

Future Festival Dates

July 2015

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	25	26
27	28	29	30	31		

July 2016

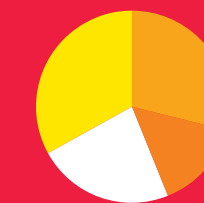
Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

July 2017

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	25	26	27	28	29	30
31						

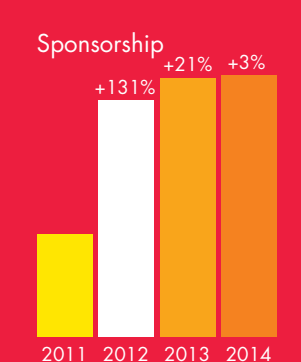
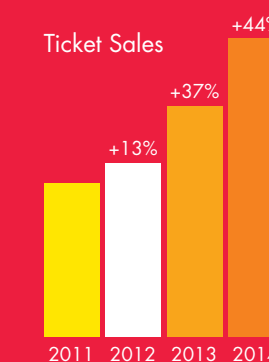
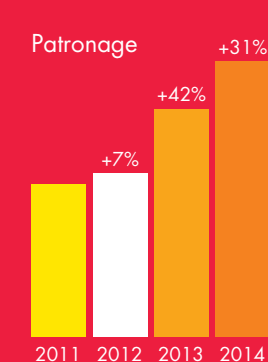
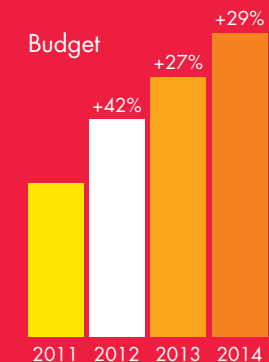
Financial Snapshot

A steady exponential growth and a diversified revenue base makes for a healthy festival.



2014 revenue

- 33% ticket sales
- 29% government support
- 23% sponsorship
- 15% patronage



Thank you

We would like to thank and acknowledge our wonderful 2014 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 fourth annual Indian Summer a roaring success.

presenting partner



SIMON FRASER UNIVERSITY
ENGAGING THE WORLD

event partners



media partners



government partners



founding cultural partners



hospitality partners



community partners

