

1. Research Project Objectives:

Festivals have now become one of the most popular forms of cultural practices for millions of people. Organized throughout the year, they provide entertainment and relaxation. This is especially true for music festivals, because music is a medium that produces vivid reactions. In previous studies of festivals usually focused on sacrum, ritual, performance or liminality. However, these traditional perspectives overlook the very important dimension of modern festivals. We observe that the official "missions" of festivals, public declarations of their organizers, language and visual codes, behavior of participants and symbolic gestures of performers become more and more interesting - especially those that refer to specific values and norms. In connection with them, we use the notion of axio-normativity.

The aim of the project is to investigate the importance of music festivals as zones for promoting specific values. Some festivals are officially held in opposition to others, some directors openly talk about their festivals through the prism of values / norms. That is why we would like to see what the phenomenon of festivalization of values is about. We are interested if the festival's audience accept and internalize their axionormative habits. We want to test how the festival axionormativeness is treated by festival organizers (directors, art directors, representatives of producer groups and promotional groups), as the "missions" of festivals are included in the promotions of cities / villages and regions; whether festivals function as elements of cultural and historical policy; how local narratives around festivals are created (by particular local leaders, local government officials, journalists). It is also important whether the festivals whose "missions" contain axionormative elements have a spontaneous origin (bottom-up, originating from artists, social activists, inhabitants) or rather strategic (imposed by decision makers, sponsors, sponsors of the festival).

2. Research Methodology:

Festivals research requires the use of many different methods. We will start the work with the analysis of sources. The project will, however, basically be based on tools and techniques from fieldwork's ethnography area. We will conduct interviews (qualitative method) and surveys (quantitative method). We will apply the participant observation technique, audio recording and photography. We expect many positive effects in focus groups because these are good places to exchange experiences and create new solutions. The innovative part of the methodology will be art-based research: painting on canvas, creating an "advertising folder" of the festival, making up slogans, describing model participants, etc. Thanks to this research conducted in a specific "festival situation" will become active and social, stimulating self-expression.

The material effect of the research will be a book publication. We want, however, to be accompanied by an exhibition of the results of research using art: they will be painted canvases, "advertising brochures", all other illustrations, slogans, inscriptions, etc. In this way, the dissemination of research results may take a multi-sensory, more open and engaging form than the standard academic monograph.

3. Significance of the project

Our research is to be a response to the research deficit linking festivals and festivalization with the sphere of values / norms. We hope that it will become an important contribution to the deeper understanding of the festivalization process. An additional goal is to develop, still rarely used in our practice, methods of art-based research. Consequently, we would like to add an important element to the axionormative map of Polish contemporary culture.