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## ANNOUNCEMENT

### **Festivals as laboratories of creativity and promoters of innovation – Launch of the FestLab for Creativity and Innovation**

*On 27 March 2009 in Prague, the European Festivals Association (EFA) launches its FestLab for Creativity and Innovation initiated at the occasion of the European Year of Creativity and Innovation. In the framework of the Czech EU Presidency event „Forum for a Creative Europe“, European Commissioner for Education, Training, Culture and Youth, Ján Figel’, assigns 25 major European festivals from 20 different European countries with the FestLabPass: it commits festivals to act as laboratories of creativity and promoters of innovation.*

“The FestLab is established to enhance collaboration while demonstrating the important role that culture, arts, artists and festivals play in creating a fruitful ground for the development of innovative and creative talents and competences,” stresses EFA Secretary General Kathrin Deventer.

The launch is organised in partnership with the Czech Ministry of Culture and in collaboration with the Czech Association of Music Festivals, Prague Spring International Music Festival, Brno International Music Festival, Janáček May International Music Festival and Concentus Moraviae Festival. Festivals from Austria, Belgium, Bosnia, Bulgaria, the Czech Republic, France, Germany, Greece, Italy, Lithuania, the Netherlands, Norway, Portugal, Serbia, Slovakia, Slovenia, Spain, Switzerland and the UK are chosen to become the first FestLabPass holders.

Following the launching moment in Prague, the FestLab for Creativity and Innovation encourages festivals to become partners throughout the year and share their most innovative, creative projects.

“It is a key mission of EFA, the representative network for festivals in Europe, to support festivals in their ambition to join forces, enter into new collaboration and foster artistic creativity and creation,” as EFA President Darko Brlek underlines.

A webpage dedicated to original and unique projects in the festival world throughout 2009 and beyond, as well as full and up-to-date information about the contribution of festivals to the European Year are available on the EFA webpage at [www.efa-aef.eu](http://www.efa-aef.eu).