

Preface

The book is a multifaceted monograph on festivals and their role in shaping the multidimensional geographical urban space. It focuses on the issue of urban festivals, their types and impacts on urban space in the process of festivalisation. The intention was to create a book which will lead the reader all the way from the analysis of the basic concepts related to festivals and festivalisation, through the history of festivals and their development factors to the different impacts they have on space and the methods of studying festivals. The discussion is illustrated with numerous practical examples, including a detailed case study presented in one of the chapters.

The book explores the problems of festivalisation for several reasons. Firstly, its author comes from Poland—a country which regained true independence a relatively short ago, in 1989, after 40 years of the communist regime. One result of the rapid change of the political and economic system in Poland in the 1990s was an intensive development of festivals.

At present, events play a significant role in shaping the multidimensional urban space of many Polish cities. Although festivals existed before 1989 as well, their number, scale, variety and impacts were not so large as nowadays. The book is written by an urban geographer by education and by passion. He noticed the growing role of culture, particularly festivals, in the development of post-socialist cities, while conducting his research in Poland. Events of this type are playing an increasing role in shaping and developing multidimensional urban space. These observations were an impulse to undertake further theoretical and practical studies. The theoretical analysis led to the conclusion that the festivalisation phenomena occurring in Poland in recent decades are strongly connected with similar tendencies observed earlier in Western countries. Literature analysis undertaken for the purposes of this book allowed to specify conceptual and methodological issues as well as the most important groups of impacts exerted by festivals on urban space. Many observations described in this publication were confirmed in practical research conducted in the form of case studies, e.g. in the area of Łódź (Poland).

Secondly, the author has been concerned with the problems of events and festivals for many years. Thus, it was decided to resent this research experience in the form of a scientific monograph. Waldemar Cudny wrote his first work regarding festivalisation in 2006, concerning the Dialogue of Four Cultures Festival in Łódź (Poland). Since then, he has published (as the author and co-author) several works concerning events and festivals. They were both theoretical and practical works, based on the author's own field studies and observations. The works present the main problems related to festivals, festivalisation and festival tourism, the types of festivals and their influence on geographical space. Analyses based on field studies included mostly case studies of various festivals organised in Łódź—a Polish post-industrial city. Waldemar Cudny is also a specialist in the field of broadly understood socio-economic and spatial transformations taking place in cities, especially post-socialist cities. His research in the field of the socio-economic analysis of cities was published in the form of several dozen publications, including articles, chapters in monographs as well as whole monographs on urban geography. This solid foundation in the form of own theoretical and practical studies of festivalisation and the transformations in cities enabled him to collect sufficient material and gain enough knowledge to write this book.

Another inspiration to write this book was the research gap concerning the festivalisation process. There are no publications on the book market which would present the phenomenon of festivals in a comprehensive way, starting from their definition, through history to the description of their influence. There is also a lack of more advanced books showing how festivals are used for the transformation and development of urban space, i.e. books written from the perspective of urban geography or, more broadly, urban studies. The intention of the book was to create a publication which would fill this research gap, at least in part.

As regards the potential readers of the book, it is intended for a large and varied group. Multidisciplinary character of the publication is its major advantage, which significantly broadens the range of readers. The book draws on many sciences: event studies, cultural and tourism geography, sociology, anthropology, etc. It is also based on the analysis of issues typical of urban geography, urban economy or urban development planning, as well as territorial marketing. Furthermore, on the one hand, the book has been thought as a publication presenting human geography issues, while on the other, it shows the theoretical and practical factors and processes of urban development. As regards the academic milieu, the intention was to construct the book in such a way that it could be used by specialists concerned with broadly understood culture, researchers as well as students interested in urban problems. Therefore, the publication will be useful for representatives of culture studies, anthropology and cultural geography, on the one hand, and researchers concerned with urban geography, urban economy, urban development planning or territorial marketing on the other. Events, including the festivals described in this book, are successfully used nowadays for shaping urban space, generating economic phenomena and creating a positive image of cities and urban marketing.

Researchers will find here a number of interesting ideas, including theoretical issues, such as research themes, concepts or the impacts of festivals on space. Students are an important group of readers as well. The book will provide them with the knowledge of the basic concepts and approaches to the phenomenon of festivals. They will also find here the methodological foundations of the study of festivals and festivalisation. Separate part of this work is devoted to the description of issues connected with the methods of researching festivals. This part of the publication will be particularly useful to students, because it will help them choose the proper methods to study the phenomenon on their own. Information of this type will certainly be helpful in choosing the topics of and writing their diploma theses (BA or MA) as a part of culture, urban geography and urban economy studies. The publication will also serve as a major literature source for students studying related subjects.

The book is constructed in such a way that it covers a range of theoretical and practical issues. It presents a discussion based on literature analysis, as well as many practical examples concerning, for instance, the history of festivals, their types or finally their impacts on urban space. On the other hand, the work contains a vast chapter dedicated to the process of festivalisation in a Polish post-socialist city of Łódź. The chapter presents a large case study concerning the location, history of the city and the changes of its cultural function after 1989. The author also conducted a wide-ranging analysis of the main festivals, which were organised in the city after 1989. Apart from that, the study concerned the ways in which those festivals participated in the transformation of the multidimensional space of a post-socialist and post-industrial city, such as Łódź. Moreover, the work contains a model of the influence of festivalisation on urban space presented from the social, economic, spatial and marketing perspective. It was based on the theoretical and practical analysis, the results of which were presented in the previous parts of the book. The intention was to make the model universal enough to be used for further comparative analysis as regards other cities in the world.

The book has been written for a large group of readers, including researchers, students and practitioners concerned with culture and cities. In this respect, the publication differs from other books describing festivals and other events. There are quite many such publications on the market, but they have a different character than this one. They usually present terminology, practical aspects of organising events, their influence on tourist traffic or finally classifications of events. Books presenting methods of investigating festivals are rarer, and there are really few books which give a comprehensive picture of festivals and their impacts on urban space. Combining various study approaches, borrowed from, e.g. event studies, culture studies, sociology or urban studies, the book will fill in the research gap on the international publishing market and will become a solid base for further comparative analysis by theoreticians, students and practitioners concerned with urban festivals.

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Factors, Processes and Effects

Cudny, W.

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