

Cooperation offer for French LAGs: Partnership for cultural festivals in rural regions

Background

We are looking for an international cooperation partner for our Light Blossom Festival project.

The project is set to enter its third phase in 2026, and for further improvement, we would like to gather new ideas and inspiration from other regions that face similar rural challenges in implementing cultural projects as we do.

The Light Blossom Festival is a nighttime cultural format that took place in 2024 in 20 locations in the Altmark region, between Hannover and Berlin. The basic idea is central organization and marketing with a uniform appearance. This gave the 20 locations complete freedom to focus on implementing their cultural ideas, without the need for applications, endless requests for proposals, official registrations, and billing.

Small specifications for the cultural offerings already exist – nighttime illuminations, luminous walk acts, or fire shows – and each location has only one night to present their ideas.

Further information about the festival:

<https://www.youtube.com/@ipseexcitare8769>

www.lichtbluetenfestival-altmark.de

lichtbluetenfestival on Instagram and Facebook

ipseexcitare on Instagram and Facebook

Type of partner

We are looking for locations/project partners in rural regions like the Altmark region, which are faced by problems such as demographic change, vacant properties, and poor public transport. Ideally, the locations should already have experience with this type of event – illuminations in castle parks or churches, or similar...

"Location" in this case is analogous to our locations – it could be a large church, a castle park, an entire village, a monastery complex, a street in an old town, or, or, or...

Goals and possible activities

The goal of the initial preparatory phase is to exchange experiences in the form of one or two workshops at each of the project partners' locations to discuss vibrant art ideas, artists, and implementation in terms of costs and marketing, as well as visitor appeals.

A further objective could be to implement the project in a joint project – in this case, this would mean joint marketing – using the same advertising design in both countries to promote the other location and thus organize a joint festival.

Contact

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The festival is located in LAG Westliche Altmark: <https://lag-westliche-altmark.de>