

# WIESENROCK FESTIVAL

Actually, the very first Wiesenrock festival in August 2007 was supposed to be a one-time thing. Four young guys wanted to say their goodbyes to the beloved playing field at which they spent half of their youth, and which should now give way to a climbing centre. What has started out as a farewell party over the years became an annual event that is known for reinventing itself constantly while placing a strong emphasis on the sociocultural issues of today. In 2017, Wiesenrock is celebrating its 10<sup>th</sup> anniversary.

## Green Event

Wiesenrock has been a *Green Event Tirol* since 2014 and was awarded the highest possible prize in 2015, the *Green Event Tirol Star*. The very same year the festival was certified with the official Austrian environmental label just before winning the first prize in a nationwide competition in sustainability in June 2016. Already in 2014, Wiesenrock has been successful in winning the *Euregio* environmental prize.

With over 90 actions in the field of ecological, economical and social sustainability each year, one of the festival's central concerns is a responsible and eco-friendly direction. The waste generated in 2016, for example, was at 287 kg which is an average of only 150 g of waste per visitor. Wiesenrock thereby finds itself in a leading position compared to other festivals which exceed this figure many times over. More details on the festival's concept of sustainability can be found on [www.wiesenrock.at/ueber-das-festival/nachhaltigkeit](http://www.wiesenrock.at/ueber-das-festival/nachhaltigkeit).

## Involving the local community

Until 2014, the access to the festival was reserved for the typical festival-goer. That year the so-called *Friday's playground* was set up on the festival's forecourt for the first time. The goal was to further integrate the festival into the locality of Wattens and open it up more to the local community. Free of charge, the forecourt invites its visitors to explore an enormous variety of activities such as a gourmet mile, various market stands as well as a diversified program for kids. Artistic interventions seek to reveal the center of the village in a different light which was welcomed by the locals and contributed to strengthening the connection between festival and locality even further.

On August 11<sup>th</sup> and 12<sup>th</sup>, Wiesenrock is celebrating its 10<sup>th</sup> anniversary. For the first time since the initiation of the festival there will be bands playing on the main court yard on both days, Friday and Saturday. Nine acts on the main stage and seven on the smaller, more placid one will bring more festival vibe than ever before.

With regards to content, the festival wants to use public spaces for small artistic interventions in order to highlight alternative usage of the center of the village and question the conventions of public space in general. A commissioned composition that reflects the musical history of Wattens establishes ties between tradition and modern spirit and will premiere at the village's bandstand on Saturday. Furthermore, a cooperation with local designers and craftspeople has been launched that wants to create new, locally inspired concepts in order to grant a whole new atmosphere to the region.