



# International cutting edge music, art & environmental awareness festival

26<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup> of March 2010

Giang Vo Exhibition Centre

**HANOI SOUND STUFF FESTIVAL aspires to showcase experimental and cutting edge music and art for young people in Vietnam, and to connect music and art with environmental awareness raising and education.**

## **INTRODUCTION**

In 2010, Hanoi Sound Stuff Festival will be organized for the third time. The title of this year's festival is: *Hanoi Sound Stuff Festival/2010 GREEN SPACE*. The festival is organized by Vietnam Academy of Music and M.A.M production, and this year the festival location is the Giang Vo Exhibition Center, Ba Dinh, Hanoi, Vietnam.

The Hanoi Sound Stuff Festival (HSS Festival) was organized for the first time in 2008 with the title *Future Sound of Vietnam*. The details of the 2008 festival were as follows: 1 day duration, 12 artists from 5 countries (Asia and Europe), 5 Vietnamese artists from Hanoi and HCM City, 3 stages (indoor), audience: 800. In 2009, the second Hanoi Sound Stuff Festival was organized with the title *Green Music* (Nhac Xanh in Vietnamese). The details of the 2009 festival were as follows: 2 days duration, 30 artists from 10 countries (Asia and Europe), 15 Vietnamese artists from Hanoi and HCM City, 3 stages (outdoor and indoor), audience: 4000, three environmental NGOs participated with displays and activities.

On a longer term HSS Festival aims to become a cutting edge festival of international standard, promoting artistic and cultural innovation, and enabling exchange and collaboration between Vietnamese and International artists, and to merge art and environmental awareness raising and education.

## **HANOI SOUND STUFF 2010/GREEN SPACE**

The 2010 festival aims to become more diverse and of higher quality, to enable greater artist exchange and capacity development, while also connecting music and art with environmental awareness raising, and finally to reach a much larger audience.

This festival will last for three days, more than 70 artists from 14 countries will participate, and the festival aims to have more than eight environmental organizations, groups, networks, and programs participating. The festival targets to receive an audience of up to 10,000.

The participants in this year's festival include a diverse set of Vietnamese upcoming and cutting edge artist, from different areas in Vietnam, and international artists, as well as a number of environmental NGOs, groups, and networks.

## **PROGRAM**

This year's festival has a 3 *full day* program. The festival area includes an outdoor stage, an indoor stage, a workshop area (indoor), and an environmental area (outdoor). Each day has the same generic format, consisting of the same elements, but the detailed program for each of the elements will change from day to day. The below table presents the generic full day program for each of the three days:

## Hanoi Sound Stuff Festival 2010/GREEN SPACE, March 26,27 & 28

OUTDOOR STAGE		INDOOR STAGE	WORKSHOP	ENVIRONMENTAL AREA
09:00 - 12:00			Environmental workshops	<b>Display and live activities:</b> green fashion, games, photo shots, etc.
12:00 - 14:00		<b>Movie time:</b> screening of movies/video-clips about music & art, festivals, environment & climate change		<b>Display</b>
14:00 - 16:00		<b>Music &amp; Art workshops</b>	<b>Music &amp; Art workshops</b>	<b>Display</b>
16:00 - 18:00	<b>Open stage</b>	<b>Open stage</b>		<b>Display</b>
18:00 - 23:00	<b>Music &amp; Art Performances</b> <i>20:30 Environmental Act &amp; Key Messages</i>	<b>Music &amp; Art Performances</b> <i>20:30 Environmental Act &amp; Key Messages</i>		<b>Display</b>
23:00		<b>Silent time:</b> quiet games, silent disco, etc.		<b>Display</b>

### COLLABORATION & SUPPORT

The Hanoi Sound Stuff Festival/2010 GREEN SPACE seeks collaboration and support from artists, environmental and development groups, networks, and NGOs, arts agencies and networks, etc.

To date, this years festival is supported by: Goethe Institute (in Vietnam), the British Council (in Vietnam), L'Espace (in Vietnam), Canadian Art Council (Canada), Arts Council Norway, Austrian Embassy in Hanoi, C/O Pop festival (Germany), Noise Asia (Hong Kong), and many more.

### FURTHER INFORMATION

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