Bodies of Work:
Festival of Disability Art and Culture
May 15-25, 2013

Final Report
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History of Bodies of Work
Conceived and organized primarily by people with disabilities, the first Bodies of Work Festival of Disability Art and Culture had its beginning in 2002 when several cultural and philanthropic professionals began having conversations with a group of artists with disabilities about their parallel and intersecting projects and interests. They saw a need for a major event that would celebrate disability art and culture, highlight the work of local, national, and international artists with disabilities, and expose the general public to the diversity of the disability experience.

Founding Members included: Henry Betts, past President and CEO of the Rehabilitation Institute of Chicago; Carol Gill, a pioneering researcher in the field of disability studies and professor at the University of Illinois at Chicago (UIC); Mike Ervin, a renowned playwright and director of the Access Project at the Victory Gardens Theatre; David Mitchell and Sharon Snyder, award-winning filmmakers, authors, and professors of Disability Studies at UIC; and Alana Smith Wallace, founder and artistic director of Dance>Detour, one of the country's first physically integrated dance groups. Other artists, cultural administrators, educators, philanthropic and medical professionals included Rebecca Brashler, Kristine Cichowski, Sarah Crane, Les Friedman, Sandra Gaynor, Kristi Kirschner, Ginger Lane, Riva Lehrer, Tekki Lomnicki, Jude Martin, Kate Neisser, Susan Nussbaum, Don Olson, Theresa Pacione, Judith Panko-Reis, Teresa Savage, and Terri Thrower.

This “visioning” group formed a consortium to develop the goals, structure, content and work plan for the festival. In 2004, Greg Cameron, deputy director and chief development officer, the Museum of Contemporary Art Chicago became the fiduciary agent for the festival. Eva Silverman, director of arts and community engagement at the Chicago Department of Cultural Affairs, took over the coordination and promotion of the overall festival, working closely with the consortium which by this time had grown to over 50 of Chicago's most recognized cultural, academic, health-care, and social service organizations. And in April of 2006 the Bodies of Work Festival showcased the work of over 100 local, national, and international artists in 60 programs at 23 venues throughout the city. The 10-day event presented 18 visual art exhibitions, 12 dance and drama performances, ten community forums and panel presentations, six workshops, and the screening of 25 films and documentaries to enthusiastic audiences of over 13,000 people. The organizations involved in the 2006 festival continued accessible programming, and disability arts and cultural events occurred frequently.

After this enormously successful festival, a core group of artists and organizations continued to meet and support each other's efforts to further the growth and development of programs by and for people with disabilities. But it wasn't until the fall of 2009 when University of Illinois Chicago hired Prof. Carrie Sandahl that Bodies of Work found a home at UIC's Department of Disability and Human Development. There, under the leadership of Professor Sandahl and the program coordinator, Theresa Pacione, an all-volunteer committee was formed, and planning for the future direction of Bodies of Work (BOW) began.
Between 2009 and 2013, Bodies of Work (BOW) received numerous grants as well as support from UIC’s Department of Disability and Human Development to create events year-round (over 40 events since coming to UIC, not including the festival). BOW presented and produced many of these events and co-sponsored others with consortium partners. These events included family disability art and culture festivals, film screenings, poetry readings, lectures, live performances (dance, theatre, performance art), and workshops for adults and children. BOW created opportunities for the growth and development of artists with disabilities and the producing capacity of organizations that present them. Along the way, the organization has diversified its pool of artists to include more disabled artists of color, those from other marginalized communities, young artists, and those with diverse impairments so as to push the disability art and culture movement forward.

History of Bodies of Work (continued from page 3)

In response to feedback from the 2006 festival, the programming committee decided that the 2013 festival would focus exclusively on professional adult artists with disabilities, have a tight geographical location, and create a schedule that would allow audiences to attend almost every event on the roster. BOW certainly values and produces all forms of disability art and culture, including educational, therapeutic, and amateur work. But for this particular festival, the committee chose to focus on professional artists with disabilities in order to send a consistent message about the excellent quality and quickly evolving state of professional disability art and culture in the United States and elsewhere. This report documents the festival’s accomplishments and charts a path to the organization’s future.

Current BOW Advisory Council

Duties: Leadership regarding the mission, vision, and activities of Bodies of Work.

James Charlton (UIC Department of Disability and Human Development, Access Living Disability Art and Culture Project)
Yolanda Cesta Cursach (Museum of Contemporary Art Chicago)
Mike Ervin (Victory Gardens Theater)
Kristi Kirschner (Schwab Rehabilitation Hospital and Northwestern Feinberg School of Medicine)
Leslie Shook (The Theatre School at DePaul University)
Eva Silverman (Illinois Arts Alliance)
Terri Thrower (PhD candidate, researcher in disability art and culture, UIC)
Festival Planning Committees:

Program and Structure Committee

Duties: Create and distribute the RFP, vets proposals, set up calendar of events, and assist in linking artists and organizations to resources.

Yolanda Cesta Cursach (Museum of Contemporary Art Chicago), Co-Chair
Riva Lehrer (The School of the Art Institute of Chicago), Co-Chair
Leigh Fagin (Reva and David Logan Center for the Arts)
Ginger Lane (Momenta Dance Company)
Kate Lorenz (Hyde Park Art Center)
Tim Lowly (North Park University)
Terri Thrower (PhD candidate, researcher in disability art and culture, UIC)
Daniele Wilmouth (School of the Art Institute of Chicago)
Steve Young (The Poetry Foundation)

Marketing and Media Relations Committee

Duties: Identify a public relations firm, and coordinate marketing, PR materials, and audience development.

Eva Silverman, Chair (Illinois Arts Alliance)
Peter McDowell, Publicist (Peter McDowell Arts)
Antonia Callas (Museum of Contemporary Art Chicago)
Ann Ridge (Illinois Department of Health Care and Family Services)
Leslie Shook (The Theatre School at DePaul University)

Sandie Yi (social media coordinator, artist, and PhD student at UIC)

Education and Resources Committee

Duties: Investigate existing materials regarding access in the arts/public places, propose guidelines for participation, organize trainings for partner organizations, and make recommendations regarding funding needs and resources to support participating artists and organizations.

Joe Albritton (City of Chicago Mayor’s Office for People with Disabilities)
Mike Dutka (Momenta Dance Company)
Mike Ervin (Victory Gardens Access Project)
Isis Ferguson (Jane Addams Hull-House Museum)
Ginger Lane (Momenta Dance Company, Access Living Disability Art and Culture Project)
Ancel Montinelli (ADA Great Lakes Center, UIC)
Sandy Shinner (The Theatre School at DePaul University)
Terri Thrower (PhD candidate, researcher in disability art and culture, UIC)

2013 Partners and Presenters

Access Living, 115 West Chicago Ave, Chicago, IL, 60654
Jane Addams Hull-House Museum, 800 South Halsted Street, Chicago, IL, 60607
Chicago Cultural Center, Preston Bradley Hall, 78 East Randolph Street, Chicago, IL, 60602
Feinberg School of Medicine, Robert H. Lurie Medical Research Center, Hughes Auditorium (ground floor),

303 East Superior Street, Chicago, IL, 60611
Greenhouse Theater Center, 2257 North Lincoln Ave, Chicago, IL, 60614
Hyde Park Art Center, 5020 Cornell Avenue, Chicago, IL, 60615
Reva and David Logan Center for the Arts, University of Chicago, 915 East 60th Street, Chicago, IL, 60637
Lookingglass Theatre, 821 North Michigan Ave, Chicago, IL, 60611
Museum of Contemporary Art Chicago, 220 East Chicago Ave, Chicago, IL, 60611
Poetry Foundation, 61 West Superior Street, Chicago, IL, 60654
Raven Theatre, 6157 North Clark Street, Chicago, IL, 60660
Victory Gardens Theater, 2433 North Lincoln Ave, Chicago, IL, 60614
Woman Made Gallery, 685 North Milwaukee Ave, Chicago, IL, 60642

Festival Sponsors

Generous support provided by the following organizations:
• University of Illinois at Chicago:
  Chancellor’s Committee on the Status of Persons with Disabilities
  Department of Disability and Human Development
  Disability Resource Center
  Great Lakes ADA Center

• 3Arts

• Mobility Works

• City of Chicago
  Department of Cultural Affairs and Special Events
  Mayor’s Office for People with Disabilities

• Illinois Humanities Council

• Illinois Arts Council

Additional Support was provided by:


Additional individual donor contributions include:

Lawrence Carter-Long, Alice Dreger, Rebecca Garden, Kristi Kirschner, Steven Lee, David and Susan Patsavas, Beth Prevor, Toby Tate, Anthony Tusler, Jose Zayas.

Accessibility

All venues were wheelchair accessible and had accessible restrooms. Accommodations such as sign language interpretation, audio description, open and closed captioning, pre-show touch tours and large print format were available at most programs.
Bodies of Work included approximately 30 programs, many of which were presented on multiple dates, including:

- A Successful Opening Celebration: Attended by approximately 250 people at the Chicago Cultural Center. Featured a panel discussion led by Terri Thrower with Chicago artist Riva Lehrer, poet and doctoral candidate Sami Schalk from Indiana University, and Davidson College professor Ann Fox. Representatives from the Mayor’s Office, Michelle Boone and Joe Albritton, welcomed visitors and discussed importance of disability arts and culture to Chicago community and presented a Mayoral Proclamation. Esther Grimm, Executive Director from 3Arts, presented inaugural Disability Arts and Culture Award to local author and disability arts leader Susan Nussbaum. New York disability studies scholar, activist, consultant and filmmaker, Simi Linton gave keynote address about the attributes of disability culture and showed a 15-minute clip from her upcoming documentary on disability, activism and the arts called Invitation to Dance.

- A contemporary visual arts exhibition at Woman Made Gallery, curated by Riva Lehrer exploring the experience of disability featuring 39 artists both national and local.

- Nine performing arts programs including theater, dance, poetry and more. Featured local, national, and international performers. Examples include: Jim Ferris (Toledo, Ohio), Christine Sun Kim (New York, New York), Lisa Bufano (Oakland, California), Alice Sheppard (New York, New York), Brian Lobel (UK), The Back to Back Theatre Company (Australia).

- Movement Workshop with five dancers with disabilities from across the United States for local and visiting participants.

- World premiere of Still Alice at Lookingglass Theatre.

- Inaugural reading of Susan Nussbaum’s Good Kings/Bad Kings, winner of the 2012 PEN/Bellwether Prize for Socially Engaged Fiction.
• Nearly every event included panel discussions with artists and experts regarding current trends in disability representation, culture, and art.

• In addition, two stand-alone workshops were held: one at Jane Addams Hull House for museum professionals on disability art and access and another held at the Feinberg School of Medicine featuring a panel of disability studies scholars discussing Susan Nussbaum’s work.

• The screening of about seven films, including features, documentary and experimental films by local, national and international filmmakers, including artists from Germany.

Festival Events

Opening Celebration: Framing the Festival
Chicago Cultural Center

Conversation with panel and guest speakers on the state of disability arts and a preview of festival highlights. Featuring presentation by Simi Linton.

Human Beings II
Woman Made Gallery

Exhibition of 39 artists that focused on the experience of disability as explored through contemporary art.

The Body Uncommon
Woman Made Gallery

Readings focused on the disabled body. Poet and performer, Pennie Brinson, poet Lily Diego; essayist and novelist Deborah Kent; nonfiction writer and editor, Sarah Hollenbeck; and acclaimed performance artist Tekki Lomnicki shared original work that is informed by, but not limited to, the experience of living with a disability.
Still Alice

Lookingglass Theatre

Theatre Performance about fiercely independent Professor Alice Howland who struggles to maintain her way of life as her mind begins to falter.

Back to Back Theatre: Ganesh Versus the Third Reich

Museum of Contemporary Art Chicago

Theater performance about the elephant-headed god Ganesh traveling through Nazi Germany to reclaim the Swastika, the sacred Hindu symbol of higher being. The story becomes a second transformative quest as the group of struggling actors rise to take power from an overbearing director.

Counter Balance IV

Access Living

Performance that integrates dance, poetry and spoken word that explores the intersection of disability, diversity and art. Featuring MOMENTA dance company, Lisa Bufano, Alice Sheppard, Baraka de Soleil and spoken word artist Pennie Brinson.

Creative Movement Workshop

Access Living

Movement workshop with artists from Counter Balance IV performance

Good Kings, Bad Kings by Susan Nussbaum

Access Living

Susan Nussbaum signs and reads from her first novel, for which she received the 2012 PEN/Bellwether Prize for Socially Engaged Fiction. The story follows the lives of residents at the ILLC, an institution for juveniles with disabilities. In an atmosphere of neglect and abuse, friendships are forged, trust is built and love affairs begin.
Poetry off the Shelf: Jim Ferris & Barry Silesky

Poetry Foundation

Poetry reading by Jim Ferris, author of Hospital Poems, and Barry Silesky, author of This Disease.

Beneath the Blindfold

Hyde Park Art Center

Documentary by Kathy Berger and Ines Sommer. Follows four survivors through the daunting steps of building new lives, careers, and relationships after the debilitating consequences of torture.

The Birdfeeder Doesn't Know

Raven Theatre

Play by Todd Bauer, follows the life of Herman, Ingrid and their disabled son. They have always encouraged their son to seek assistance in order to attain independence but now, due to the natural flow of life, Herman and Ingrid’s independence is threatened.

A Little Bit of Not Normal

Victory Gardens Theater

Written and performed by Arlene Malinowski, a family secret is uncovered when she attends her sister's wedding. Her autobiographical journey through the snake pit of mental illness is self-aware without being self-centered. Malinowski portrays a variety of characters including herself, her deaf parents, her husband, and the parade of physicians who attempt to treat her.

Intersection/Intervention, Disability in Museums

Jane Addams Hull-House Museum

Workshop attendees learn about several diverse projects taking place in museums throughout the city. A “think tank” panel comprised of activists, scholars, artists, and cultural practitioners will then offer feedback on these projects using a disability framework, which may include issues of representation, intersectionality, politics, identity and more.
Four Films by Stephen Dwoskin

Museum of Contemporary Art Chicago

Stephen Dwoskin was a prominent member of the avant-garde in New York in the 60's and later in London. He made films that scrutinize the body and its discontents, rooted partly in his long struggle with polio. The MCA Stage presents the following four films that reflect the breadth of his career, including the last film before his July 2012 death. Age is …, Pain Is…, Ballet Black, Behindert.

NoBody’s Perfect

Reva and David Logan Center for the Arts

Winner of the 2009 German Film Award for Best Documentary, NoBody's Perfect follows Director Niko von Glasow as he looks for eleven people who, like him, were born disabled due to the side-effects of Thalidomide, and who are prepared to pose nude for a book of photos. The screening is followed by a panel discussion about disability and sexuality. UIC doctoral candidate Kate Caldwell will moderate a discussion with panelists including photographer Robert Coombs, U of C doctoral candidate Annie Heffernan, and artist Riva Lehrer.

Northwestern University’s Medical Humanities and Bioethics Program Realities of Representation: A Roundtable Discussion of Good Kings, Bad Kings.

Feinberg School of Medicine

In this roundtable sponsored by Northwestern University's Medical Humanities and Bioethics Program, and moderated by Dr. Kristi Kirschner, Professors Martha Stoddard Holmes of California State University, Rebecca Garden of SUNY Upstate Medical Center and writer and disability activist Mike Ervin of Chicago will react to and discuss concepts of good and bad, right and wrong and empowerment and powerlessness in Susan Nussbaum's novel Good Kings, Bad Kings.

Christine Sun Kim: Pardon Me, Where is the Kitchen?

Jane Addams Hull-House Museum

Innovative performance of sonic work by 2013 TED Fellow Christine Sun Kim, a deaf Korean-American performance artist who actively investigates the physicality of sound.
BALL & Other Funny Stories About Cancer

Victory Gardens Theater

BALL & Other Funny Stories About Cancer brings together Brian Lobel's trilogy of work about his experiences with cancer (written between 2001 and 2011). His work infuses the “cancer story” with an urgency and humor that is sometimes inappropriate, often salacious, and always honest.

Eleanore & the Timekeeper

Museum of Contemporary Art Chicago

The complexities of a mother’s sacrifice are discovered when Eleanore, at age 91, moves her developmentally disabled son Ronnie into a group home after 64 years of devoted companionship and daily ritual in their modest Pennsylvania farmhouse.

Reinventing Story: Tekki Lomnicki, The Miracle, and New Disability Storytelling

Greenhouse Theater Center

This program will present two storytelling forms, Thanksgiving, a solo performance by Tekki Lomnicki, Artistic Director of Tellin’ Tales Theatre and The Miracle, Jeffrey Jon Smith’s award-winning film reinterpretation of the piece. Both stories, even with such inspirational titles, may surprise and engage you to think differently about disability storytelling.

Marketing Summary

After several meetings with BOW’s Program Director and members of the Festival’s Marketing & Media Relations Committee, the Arts and Business Council of Chicago's Business Volunteers for the Arts team prepared a marketing plan for the 2013 BOW Festival. Written by Arts & Business Council volunteers Brent Brotine, Eshna Nambar, Patricia Vicenzi the comprehensive plan provided BOW with concrete marketing objectives, key messages, a festival theme line, media relation ideas, web presence techniques, a timeline, and evaluation criteria. This plan significantly contributed to the success of the whole publicity campaign for the festival program.

Target audiences included members of the disability community and general arts audiences. A layered marketing campaign was utilized providing many avenues for participating partners to promote the festival to existing audiences and constituents.
The marketing effort aimed to raise public awareness about disability arts. The publicity worked to set the stage for the general aim and purpose of festival, which included the following “talking points”:

• to promote disability arts and culture;
• to improve accessibility in arts and cultural programs and venues
• to increase access to the arts for both artists and audiences of people with disabilities
• to encourage discussion and understanding of the historical and cultural context of disability and the arts
• to use art and culture to advance public attitudes about disability

Marketing emphasized that Bodies of Work Festival of Disability Art and Culture is the only festival of its kind in the Midwest. It is designed to challenge and disrupt preconceived notions about disabilities. It features cutting-edge disability arts and culture created by professional artists in a variety of disciplines including theater, dance, literature, poetry, film, visual art, sound performance and panel discussions.

Printed Publications

• 5,000 copies of the Bodies of Work brochure listing the full schedule of events and 300 copies of the poster were printed. Distributed at program partner venues, community centers, universities, Chicago Public Libraries, Chicago Park district facilities, Chicago Office of Tourism Visitor Information Centers and other locations throughout Chicago.

Website, Facebook, e-mail

• Full schedule and descriptions of events and venues posted on the festival website http://www.bodiesofworkchicago.org/

• Facebook page posted https://www.facebook.com/BodiesOfWork

Public Relations
• Contracted with Peter McDowell, Chicago/New York/San Francisco based Arts Consultant who has built a solid career on high-level strategic, creative, efficient and effective services to performing arts organizations as well as performing artists and ensembles.

• Press releases and pitches to local and national print and electronic media

Partner Marketing

• Most festival partners participated in the festival marketing by creating postcards, web content, brochures, performance programs, press materials and print advertising to support their specific programs while also referencing the festival.

Publicity Summary

Media Outlets (Date/media outlet/coverage)

04/15/13 ALASKA/HORIZON AIR MAGAZINE brief mention

04/28/13 CHICAGO PUBLIC SCHOOLS, listing in teacher newsletter


05/02/13 American Theatre magazine, interview with Carrie Sandahl

05/05/13 NBC 5 News, http://www.nbcchicago.com/video/#!/the-scene/events/Festival-Showcases-Artists-With-Disabilities/207459571, spot focusing on Riva Lehrer and Counter Balance
05/07/13 Chicago Reader

05/09/13 ABC7 Chicago (Video) http://abclocal.go.com/wls/video?id=9099355, piece focusing on Counter Balance

05/09/13 Aberdeen News
http://www.aberdeennews.com/entertainment/ct-ott-0510-bodies-of-work 20130509,0,7457289.story

05/09/13 Chicago Reader

5/09/13 Chicago Tribune

05/12/13 Yahoo! News

5/12/13 ABC NEWS
Features interview with Carrie Sandahl and Momenta Dance Company Associate Director Anita Kenny

5/12/13 Chicago Sun-Times
http://splash.suntimes.com/2013/05/09/the-calendar-may-12-18/, Festival Calendar Listing
5/12/13 Wheelie Catholic

http://wheeliecatholic.blogspot.com/2013/05/bodies-of-work-celebrates-disability.html, reblog of ABC story

05/12/13 Before It’s News


05/13/13 Office of Congresswoman Tammy Duckworth; made contact with a spokesperson who expressed interest and regretted she was not able to attend the opening celebration

May/June Edition of American Theatre magazine

festival announcement and event descriptions plus interview with Carrie Sandahl

05/14/13 Northwestern University Feinberg School of Medicine

http://www.feinberg.northwestern.edu/announcements/bodiesofwork.html, op-ed by Dr. Kristi Kirschner


05/15/13 YouTube, compilation of trailers for the festival

http://www.youtube.com/watch?v=9_zR2GrrbaI&list=PL0Tt-Ikl1DEtIwdc41TP1G-nNTdMrb5X_

05/15/13 WTTW, Chicago Tonight

http://chicagotonight.wttw.com/2013/05/15/bodies-work-festival, video spot and interview with Carrie Sandahl
5/15/13 Windy City Times


5/15/13 Chicago Reader


interviews with Carrie Sandahl, Ginger Lane, and Yolanda Cesta Cursach, associate director of performance programs at the Museum of Contemporary Art

5/15/13 Chicago Reader festival listing

5/15/13: NBC CHICAGO

http://www.nbchicago.com/video/#!/the-scene/events/Festival-Showcases-Artists-With-Disabilities/207459571

event description focusing in Still Alice and Counter Balance IV and television interview with Riva Lehrer and web interview with Carrie Sandahl

5/17/13 WBEZ Worldview Tweet featuring quote from Carrie Sandahl

05/17/2013 WBEZ

https://soundcloud.com/wbez-worldview/iranian-elections-the-cannes

World View story on Back2Back Theatre's Ganesh Versus the Third Reich

5/18/13 World Journal features history of the festival as well as quotes from Carrie Sandahl and Sandie Yi

http://www.worldjournal.com/view/full_news/22616666/article-%E8%A9%9D%E5%8A%A0%E5%93%A5%E8%BA%AB%E9%9A%9C%E8%97%9D%E8%A1%93%E6%96%87%E5%8C%96%E7%AF%80%E7%99%BB%E5%A0%B4?instance=news_pics
05/21/2013 UChicago News

http://news.uchicago.edu/article/2013/05/21/nobody039s-perfect-documentary-screening-panel-discussion-tackle-art-disability-s, article about NoBody's Perfect screening and panel discussion

05/23/2013 Overseas Community Affairs Council Republic of China (Taiwan) Macroview Taiwan News. An article about BOW's opening ceremony and a description of the festival. It gives a brief history of the festival; quotes a description of Disability Arts given by Carrie Sandahl. It also mentions a group of Taiwanese delegation who wish to bring BOW's experience back to Taiwan and to expand people's ideas about disability. The Taipei Cultural and Economic Office, a supporter of BOW's Opening Ceremony also hosted the Taiwanese delegation as they spend two weeks of time attending the festival and research for accessible arts and culture venues in Chicago area.

05/23/2013 Epoch Times, a Chinese news article featuring BOW Festival and the Taiwanese delegations who attended the festival to learn about Disability Arts and Culture.

5/23/13 Medill Reports Chicago


5/24/13 Chicago NOW,

No date, CHICAGO SPLASH

Sing Tao Daily Newspaper, article featuring the Taiwanese visitors to BOW. It covers the concept of disability access and disability arts. BOW and Women Made Gallery were mentioned. http://ny.stgloballink.com/chicago/201305/t20130518_1893323.html (Link is no longer valid.)

06/01/2013 Radio station interview with Voice of Han, Taiwan. Interview with BOW’s assistant, Chun-Shan (Sandie) Yi and Jacky Hsu, who attended BOW Festival in Chicago. They each spoke about BOW and Disability Arts and Culture as a member of the festival hosts and an attendee.

05/15/2013 Light Up, a TV program in Taiwan. Episode documented a group of Taiwanese disabled people’s visit to Chicago and featured heavily the accessibility of DHD and Bodies of Work Festival. http://www.youtube.com/watch?v=AfJs2P4eIII

06/22/2013 This episode documented Bodies of Work Festival. Many BOW’s festival presenting artists were featured, including an interview with Dr. Carrie Sandahl. http://www.youtube.com/watch?v=HVvQvlOJnQM

Social Networking Summary

BOW’s Twitter account, hashtag was #BOWFestival2013, https://twitter.com/BodiesOfWork

BOW’s Facebook account, https://www.facebook.com/#!/BodiesOfWork

November 15th, 2012, Began official festival announcement

April 17th, 2013, Launched festival centered announcements/facebook posts

During the festival, we had 17 facebook posts, receiving a total of 9085 views (average post received 534 views).
The highest single post received 2163 views.

Facebook LIKES began to increase before the festival began. It reached the most popularity three days began the festival started.

As of April 1st, 2013, we had 448 LIKES on our page. On the opening day of the festival, we reached 597 LIKES. Today, we have 802 LIKES.