

## SFF Program: The Nature of Colombian Culture Presenter's Quick Guide

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### 1. Introduction

- What is the role of the presenter?
- Provide thematic framework and background -- what is the nature of the culture of Colombia?
- Provide background information—ethnic and historical development of the groups or persons performing
- Mediate between participants and the public and provide a model of interaction
- Frame presentation or performance
  - What is being presented - part of a process, an event, etc?
  - How it relates to the theme of Colombia: La naturaleza de la cultura?
  - How it relates to the space of the Festival, the geography of the country, etc?
  - Contextualization in real life?

### 2. Thematic framework and background

- What are “cultural ecosystems”? What does culture have to do with nature?
- How is this translated into the different types of presentations? (i.e., music, ceremony, dance, crafts, coffee growing, mining, food)
- Points to remember:
  - Avoid presenting current traditions in the past
  - Provide historical information but make sure the audience understands the living tradition has changed yet, endured
  - Be clear about "where" – the audience may be somewhat ignorant of the geography

### 3. Mediator and Model (Refer to the graphic diagram)

- Specific examples:
  - Formal presentations
  - Workshops
  - Informal presentations
- Best Practices for Presenters:
  - Keep a continuous dynamic during the presentation
  - Encourage and stimulate questions
  - Give basic information across to the audience without talking too much?
  - Deal with audience that comes and goes (repeating the main themes of the session, re-introducing participants, etc.)
  - Be aware of shy participants and make an effort to make them feel comfortable?
  - Create more in-depth experience for those who want to know more? (books for sale in museum shop, program book, panels, etc?)
  - Turn problems created from different languages and translations into advantages
  - Use key words to provoke public interest and interaction
  - Help the public recognize that participants are “multi-dimensional”--not just farmers, musicians, craftspeople, cooks but their lives are more complex. (family ties, regional and traditional knowledge)
  - Do not take place of the participant/do not talk too much/do not contradict the participant

#### 4. Establish a framework

- What is being presented - part of a process, and event, etc?
  - How it relates to the overall program -site, the central theme of the ecosystem, issues, etc.
  - Contextualization in real life
- Suggestions:
  - Use your own knowledge of the sounds, smells, tastes, and other contextual elements within Colombia to help convey the vivid images and memories of the participant to the audience
  - Try to relate the situation or object to something the audience can identify like "Did you ever happen to see? Did this ever happen to you?"
  - Think about how the audience could be integrated physically and conceptually -- Suggest roles to play; where or how to sit; types of questions, etc?

#### 5. Multilingual presentations

- Make sure visitors know they can ask questions through you. Interpret and not translate, but respect the tone and voice of the participant
- Invite the audience who speaks Spanish and/or English to come and meet the participant after the presentations.

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- How to begin Day One?
    - Day One is for trial and error.
    - Begin to feel comfortable with the participants and vice-versa
    - Accommodate materials, tent space, etc for everyone's taste
    - Request additional materials the participant needs for the Festival
    - Get used to the audience (majority are English-speakers; temporary nature; heavy traffic flow, etc.)
    - Refine a technique for the next several days -- talk with participants and staff to get feedback
  - Presentation sequence
    - Welcome audience to the program, to the stage, and to the production
    - Introduce theme of the Festival - general statement on the nature of culture in Colombia. Comment specifically on the relationship to the specific presentation
    - Information about the program book of the Festival, sponsors (the Ministry of Culture of Colombia and other organizations that have cooperated with research, funds, and materials), handicrafts and books for sale at the Festival Marketplace etc.
    - Introduce participants by name; engage in conversation if appropriate
    - Frame presentation under the theme, issues and the relationship between culture and nature
    - Plan presentation in sequential units that can be interspersed with commentary

from you and from participants

- Conclusion
  - Thank the participants
  - Invite audience to visit and speak with the participants individually
  - Thank the people who work on sound and tech. thank volunteers and interns.
  - Remind the audience of other events such as the concerts after 6pm

## **SUMMARY**

### **Do's and Don'ts:**

#### **DO:**

- Recognize and introduce participants
- Present the historical context to the presentation
- Keep explanations simple – the Festival audience is not there for a complex lecture
- Provide more information to those who are more interested
- Make general announcements about the festival
- Help participants to feel comfortable in their space and at the Festival, in general
- Visit other presentations to get ideas when possible

#### **DON'T:**

- "Over present"/talk too much
- Contradict the participant, even if you think what they are saying is not "correct"
- Be afraid to ask for advice or make recommendations