

# 2022 Smithsonian Folklife Festival

Management Board  
April 14, 2022

# What is it?

- Is an international exposition of living cultural heritage.
- Largest annual cultural event in Washington, D.C.
- “Over the years, it has brought more than twenty-three thousand musicians, artists, performers, craftspeople, workers, cooks, storytellers and others to the National Mall to demonstrate the skills, knowledge and aesthetics that embody the creative vitality of community-based traditions.”

❖ June 22—26

❖ June 30—July 4

❖ National Mall, Washington, D.C.

The logo for the Smithsonian Folklife Festival is displayed on a dark blue rectangular background. The text "SMITHSONIAN" is in a smaller, white, sans-serif font at the top. Below it, the words "FOLKLIFE" and "FESTIVAL" are written in a much larger, bold, white, sans-serif font, stacked vertically. The entire graphic is set against a background of vertical stripes in shades of blue and grey.

**SMITHSONIAN  
FOLKLIFE  
FESTIVAL**

# 2022 Theme

- **Earth Optimism: Inspiring Conservation Communities**

*Explore the possibilities and solutions that address some of our planet's most significant challenges through new ways of living, learning and working toward a shared sustainable future.*

Meet scientists, anthropologists, and other specialists to learn about conservation in action at the Smithsonian and in our communities.

*Earth Optimism is a Smithsonian movement that focuses on changing the narrative from doom-and-gloom to hope, inspiring action and mobilizing a global community.*







# Earth Optimism

- ❖ Field and Forest
- ❖ Coastal Connections
  - ❖ *Alaska, Belize, Chesapeake Bay and Fiji*
  - ❖ Chesapeake Bay Program
  - ❖ Alliance for the Chesapeake Bay
  - ❖ Chesapeake Oyster Alliance
    - (with the Chesapeake Bay Foundation)
  - ❖ *Oyster Recovery Partnership (invited)*
  - ❖ Smithsonian Environmental Research Center
    - (with the Chesapeake Research Consortium)
- ❖ Animals, Plants and Us
- ❖ Community Solutions
- ❖ Future by Design
- ❖ People-Powered Science





# Planning Committee

- ❖ Rachel Felver, Alliance for the Chesapeake Bay, Coordinator
- ❖ Marisa Baldine, Chesapeake Research Consortium, Staffer
- ❖ Carin Bisland, EPA
- ❖ Kim Couranz, NOAA
- ❖ Tom Damm, EPA
- ❖ Brittany Omoleye-Hall, NPS
- ❖ Wendy O'Sullivan, NPS
- ❖ Martha Shimkin, EPA
- ❖ Shannon Sprague, NOAA
- ❖ Britt Slattery, NPS



# Festival Layout

- **Exhibit Tent:** Must be staffed at all time; should be interactive with activities.
- **Foodways:** Chef demonstrations
- **Narrative Stage:** 40 minutes sessions from 11:00 a.m. – 5:00 p.m. on the hour. Panels, talks, demos, performances, etc.
- **People-Powered Science:** Family-friendly, educational activities.
- **Folklife Studios:** Evening events, livestreamed. Should be “big” names.
- **Pocket Cinema:** Storytelling with an optimistic slant; 3–12-minute videos.
- **Sustainability Walk**







## Theme – *Connected Through Water*

Want to show the connection that communities throughout the Chesapeake Bay watershed have with their local rivers and streams.

The exhibit and programming suggestions will draw upon the stories of these communities, along with jurisdictional-specific panels, organizations and topics.



# Our Request of Jurisdictional Partners....

## Commit

- Commit to being at the festival for at least one day (e.g., MD takes one day, NY the other).

## Supply

- Supply volunteers to staff the exhibit booth from 11 a.m. – 5:00 p.m.

## Come up

- Come up with at least one activity to engage the public at the exhibit booth.

## Provide

- Provide ideas for programming at the narrative stage the day.





# Questions?

Martha Shimkin, Deputy Director

EPA Chesapeake Bay Program

[shimkin.martha@epa.gov](mailto:shimkin.martha@epa.gov)

Rachel Felver, CBP Communications Director

Alliance for the Chesapeake Bay

[rfelver@chesapeakebay.net](mailto:rfelver@chesapeakebay.net)

