

IMPACT REPORT

Creativity, culture and community

The **Southampton Mela Festival** is a long-standing summer highlight in the Southern region events calendar celebrating modern and traditional Asian culture.

Over the last two decades, this much-celebrated festival attracts thousands of people per year from along the South coast to enjoy a fusion of music, dance and family activities, all of an international flavour from world-class artists.

Over 20 years and counting, we have built a reputation as a great family day out with plenty of entertainment and activities for young and old plus entrance is free, as are most of the family focused activities.



IMPACT SNAPSHOT

VISITORS

28,500

471 ARTISTS PERFORMED

> 1,051 WORKSHOP PARTICIPANTS

OUR REACH

Visitors, traders and artists travel from many regions of the U.K. to attend the Southampton Mela including: London Birmingham Manchester Leeds **Bradford Belfast** Edinburgh Bournemouth Poole Portsmouth Isle of Wight **Bristol** Weymouth Truro





AS FEATURED IN













Data analysis from May to Aug 2022

WORLD-CLASS PERFORMANCES

MUSIC

QWALLI BHANGRA BOLLYWOOD BANGLADESHI FOLK

THE NUMBERS

471 ARTISTS PERFORMED

28

PERFORMANCE GENRES

STAGES MAIN, WORLD, COMMUNITY & SPORTS ZONE

DANCE ODISSI

BHARATAYNATYAM KATHAK BOLLYWOOD BHANGRA

INTERNATIONAL

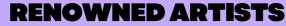
ROCKBAND CHINESE AFGHANI SPANISH AFRICAN SPANISH BELLY DANCING FOLK

AROUND THE SITE

STREET THEATRE PUPPETRY INSTALLATIONS WORKSHOPS









Pooja Rana Angra



Vidya Thirunarayan



Rahki Sood



Navin Kundra

Pandit Sanju Sahai



ARTS & MUSIC WORKSHOPS

MUSIC INCLUDING AFRICAN, CHINESE, ASIAN, RAP

VISUAL ARTS

DANCE

THE NUMBERS

1,051 PARTICIPANTS

21 ARTIST LEADERS

OUR ARTS PARTNERS

ARTS UNIVERSITY BOURNEMOUTH







TRADERS & LOCAL BUSINESS

40+

TRADERS

£15

AVE. SPEND PER PERSON PER STALL

FOOD ASIAN GREEK HALAL DESSERTS SNACKS

CLOTHES

OTHER

FABRIC BEAUTY ARTS & CRAFTS TOYS

DRINK

COFFEE SOFT DRINKS BAR

INFO STALLS

HEALTH & WELLBEING EDUCATION COMMUNITY CAMPAIGN AWARENESS



LOCAL BUSINESS PROFILE

" I HAD A REALLY GREAT DAY TRADING! I'VE JUST STARTED MY LOCAL BUSINESS AFTER THE PANDEMIC AND THE SOUTHAMPTON MELA HAS GIVEN ME A REAL BOOST IN SALES AND PROFILE THIS YEAR! THANK YOU!"

PARTNERS IN COFFEE, SOUTHAMPTON

SUPPORTED COMMISSION OF NEW WORK

LIVES OF CLAY

If clay could talk, what would it say? Stories of women from ancient myth and modern life are brought vividly to life through thrilling classical Indian dance, original music and half a ton of clay.

Internationally renowned Vidya Thirunarayan combines her expertise in Bharata Natyam dance with her skill as a potter in a unique theatrical event.

"AN UNBELIEVABLY THRILLING, CONCEPTUALLY DEEP AND EMOTIONALLY RICH CREATION."

> **Lives of Clay** was presented in association with Supple Productions, supported by 101 Outdoor Arts and Arts Asia with funding from Arts Council England.

Directed by Tim Supple, choreographed by Debbie Fionn Barr, designed by Julie Belinda Landau, with original text by Vayu Naidu, and score by Barry Ganberg.



NUTKHUT Partnership



Nutkhut's Giant Puppets – The Mall, London 2022

Working in partnership with Nutkhut and the Mela Partnership we welcomed Nutkhut's *Bride and Groom* to Southampton Mela 2022. These two giant puppets stand 4-metres-tall and were featured as part of the Platinum Jubilee Pageant celebrations in Central London.

Seen by over a billion people worldwide, the puppets are draped in the world's first sustainable Sari fabric, as featured on the BBC and Sky News. The puppets have focused attention on Nutkhut's campaign for sustainability through the lens of fashion.

"The Southampton Mela is a genuine celebration of the love of its city, of community and home." Ajay Chhabra, Co-Artists Director – Nutkhut





OUR FUNDERS, SPONSORS AND VOLUNTEERS

We can only run this much-celebrated festival with the support from our funders, sponsors and volunteers. Thank you for your continued support.

We are committed to working with like-minded partners to extend the reach and programming of the Southampton Mela. Join us in celebrating the vibrant, rich culture of South Asia by sponsoring the Southampton Mela. Be seen by thousands of people as we showcase exceptional talent and promote diversity and inclusivity in our community.







ARTS UNIVERSITY BOURNEMOUTH SOLENT UNIVERSITY SOUTHAMPTON









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