



## **An open door to the world in Etnosur, a festival which has broken the mould**

**LOCATION:** Alcalá la Real, Jaén

**DURATION:** 1'51"

**SUMMARY:** Etnosur has spent 20 years as one of the top festivals in Spain and all whilst maintaining its essence: a meeting between cultures in which music is more of a mixed element which plays on literature, gastronomy or the circus. Around 40,000 people, many from different parts of Europe, meet up in Alcalá la Real (Jaén) to experience a festival that has broken the mould.

### **VTR:**

Etnosur has spent 20 years as one of the top free festivals in Spain. It started as a cultural meeting in the summer of 1996 in *Alcalá la Real*, Jaen. A festival with music but with a much more open offer that has been kept intact from the start.

**PEDRO MELGUIZO**  
**Etnosur Director**

*"What we decided from the start was to make a much more interactive festival, with a lot more artistic disciplines and wherever music had a role but wasn't the main idea and entirety of a festival, but there were many more activities."*

This cultural mix of music, circus, literature... turns into a different place, even for musicians who go as artists or audience members.

**DANI GARVÍN**  
**Kriptolites**

*"It's different to what we usually see, like mainstream music festivals for the wider public, it's different to all that... It's more familiar, it's multifaceted, I'd say."*

Although it was planned as a small festival, in its 20 years it has scored an average of 40,000 visitors from the most diverse origins, a figure which doubles the population of this Jaen town.

**PEDRO MELGUIZO**  
**Director Etnosur**  
**Etnosur Director**

*"We did some research and effectively there are people from some areas of Europe who come especially for Etnosur, there are also people who come to the beach in summer, and to Alcalá la Real, but yes, it's an international festival."*

Each edition of the festival starts by calling up nearly 200 people to launch activities on various stages.

**PEDRO MELGUIZO**  
**Etnosur Director**

*"We're not a regular business, we do the festival out of passion, not for money."*

**MARIU GARRIDO**  
**Etnosur Administrator**

*"And especially the people's care, they contact us in every way, by phone, by email, and by social networks, thanking us for Etnosur and hoping it carries on."*

From Juan Carmona to Chocolata, la FuradelsBaus to Marlui Miranda, from dance studios to circus performances, some of the 250 shows that have performed on these stages.