

# No Borders Music Festival

The  
Natural  
Sound





Altopiano del Montasio



Fusine Lakes

The  
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Sound

## The No Borders Music Festival

The No Borders Music Festival has become an international musical brand, implying a range of music, a kaleidoscope of offerings always united by a guiding and unifying theme.

The No Borders Music Festival is a music festival which has become a unique “vehicle” in the Region and in the entire “Without Borders” area for black music, soul, unconventional jazz, afro-music, advanced dance, which attracts fans from all over the world, not just from Italy, but from all over Europe. The program aims to promote music as a form of culture and a means of communication which enriches and is understood by everyone, exceeding ethnic linguistic, social and political boundaries. The Festival is a vehicle of boundless musical experiences; it has no boundaries regarding the musical genre, ranging from classical music to jazz, or the social and geographical heritage of the invited artists.



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### Artists from previous editions

- 2 Cellos
- AC/DC
- Al Jarreau
- Alemany
- Alessio Bertalot
- Amos Lee
- Anastacia
- Andrea Lai
- Riccardo Petitti
- Andy Smith
- Antonella Ruggiero
- Arisa
- Ben Harper
- Bjork
- Bon Jovi
- Bonga
- Brad Mehldau
- Brand New Heavies
- Bruce Springsteen
- Brunori Sas
- Buddy Guy

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- Caetano Veloso
- Carmen Consoli
- Carmen Souza Trio
- Cecilia Chailly
- Celia Cruz
- Chaka Khan
- Charlie Haden
- Clarke/Duke Project
- Claude Challe
- Compay Segundo
- Coro di Ruda
- Cousteau
- Cubanismo St Jesus
- Daniele Silvestri
- De Brazza
- Disconnection
- Dj Fish & No Identity
- Don Byron Quartet
- Doro Gjat
- Dr. John
- Eagle Eye Cherry



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Conca Prevale - Canin

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## A sustainable approach to tourism development and events

Within tourist destinations, for several decades now there has been a growing awareness that tourism, in addition to bringing economic growth, also entails an environmental, social and economic risk for the land, especially in the absence of adequate and conscious management.

Tourists, who are developing a growing environmental sensitivity that influences their holiday choices, are following the same trend.

Environmental awareness has also impacted the musical world: more and more artists and bands are making eco-friendly choices, from the use of clean energy for the production of their albums to the donation of some of the profits from concerts to environmental causes.



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Conca Prevale - Canin



Fusine Lakes

### Artists from previous editions

- Earth Wind and Fire
- Experience fest Al MacKay
- Editors
- Eurolane Jazz Orchestra
- Femi Kuti / Positive Force
- Foo Fighters
- Franco Battiato
- Galliano & Mirabassi
- Galliano New York 5et
- George Benson
- Gianna Nannini
- Gigi Maieron
- Giovanni Allevi
- Glauco Venier
- Goran Bregovic
- Gotan Project
- Groove Armada
- Incognito
- International Dj's day
- Jack Savoretti
- Jake Bugg

- James Blunt
- Jaques Morelenbaum
- Joe Jackson
- Joe Satriani
- John Lui
- John Mooney & Bluesiana
- John Scofield Quartet
- Jorge Ben
- Joss Stone
- Jovanotti
- Kasabian
- Kings of Convenience
- Kruder & Dorfmeister
- Lee Konitz Quartet
- Lenny Kravitz
- Les Tambours
- Levante
- Luca De Gennaro
- Ludovico Einaudi
- Maceo Parker
- Macy Gray

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# The Natural Sound

Sella Nevea - Conca Prevala - Canin

## The project

The idea behind the project is to create an event that combines live music with the cultural and natural aspects of some prestigious locations, **the Fusine Lakes area, Montasio, Canin and Val Bartolo.**

This project has its roots in the No Borders Music Festival, which for over twenty years has stood out for its *without borders* character: the musical offer ranges from one genre to another (classical music, jazz, songwriting, etc.) and the geographical and social heritage of the invited artists is in no way limited.

**The Festival is a high-quality offering in the national and international cultural and musical landscape as,** in addition to attracting artists of the highest calibre, it combines the international language of music with the identity and specificity of the place. The concerts, which every year attract more and more fans, are held in with the middle of the nature, in unique and evocative settings: No Borders therefore attracts tourists from home and abroad to Tarvisiano's valleys, promoting the landscape without changing the identity of the place.

## Targets

The decisive focus is on the wish to promote a **zero-impact event in terms of waste and CO<sup>2</sup> emissions**, holding the concerts only during the day and implementing a range of preventative measures that respect the environment; No Borders Music Festival is the best concept for developing this design idea, as the music festival takes place at high altitudes and has always had a special focus on the environmental impact created.



Fusine Lakes

## Artists from previous editions

- Madonna
- Malia
- Manu Chao
- Manu Dibango
- Marc Rybot / Mistery Trio
- Marco Mengoni
- Marcus Miller
- Mario Biondi
- Max Gazzè
- Michel Portal
- Milow
- Miriam Makeba
- Moby
- Negramaro
- New Chick Corea Trio
- Niccolò Fabi
- Nicola Conte
- Oi va voi
- Omar Pedrini
- Paolo Conte
- Paolo Nutini
- Parovoz
- Pat Metheny Group
- Piero Siodoti
- Pino Daniele
- Playa Desnuda
- Plaza Francia Orchestra (Gotan Project)
- Polifonica Is Mirrionis
- Quartet West
- R.E.M.
- Raphael Gualazzi
- Ravin
- Remo Anzovino
- Orchestra sinfonica FVG
- Renato Stukelj Trio
- Richard Dorfmeister & Philippe Cohen Solal
- Richard Galliano
- R. Galliano Acoustic Trio
- Roberto Vecchioni
- Rokia Traore

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# Location

The natural aspects highlight and promote the value of the chosen areas and also enhance the cultural content of the event, making the message and meaning of the word eco-sustainable unique and at the same time highlighting the No Borders Music Festival as a project that goes beyond linguistic, ethnic, social, musical and geographical boundaries.

**Val Bartolo** is a valley in the north of Camporosso - Tarvisio, easily reachable via a path with about 265 m difference in altitude. It is an open and airy valley, a natural basin with large and well-preserved meadows.

**The Fusine Lakes** district comprises a limestone amphitheatre created by Picco di Mezzodi and Mangart Mount's ridge which has been a protected area since 1971, with the name Parco Naturale dei Laghi di Fusine. Its beautiful and enchanted valley is one of the places with the greatest natural value in the entire Alpine chain, characterized by flourishing forests and imposing mountains. Fusine Lakes are easily reachable by trekking and cycling routes: they are one of the stages of the Alpe Adria Trail, a trail that connects the Grossglockner with Trieste in 43 stages. Fusine Lakes are the property of the Friuli Venezia Giulia Region.

**Altopiano del Montasio**, modelled by the erosive action of Val Raccolana glaciers, has the appearance of a vast structured terracing that winds under the massif of the southern slope of the Jôf di Montasio at an average altitude of 1500-1600 m. Here, since ancient times, pastures have been used for grazing; this is the production area of Montasio, cheese processed with unique techniques of their kind. Known for its huts, cheese production and plenty of snow (characteristic to which Sella Nevea owes its name) Altopiano del Montasio is an ideal place for hikers in all seasons of the year and there is also the Montasio hut which holds an N1 licence for the production of Montasio cheese.

**Conca Prevala, Canin** develops within the karstic plateau of Monte Canin. You can even go up the mountain with the cable car that leaves from Sella Nevea and arrives at the Rifugio Celso Gilberti (1850m). Here the Conca Prevala area begins and develops initially along Prevala's Plane (which in Slovenian means "basin"). From there you can reach Sella Prevala located on the border with Slovenia and bordered by the Golovec and Forato mountains thanks to the CAI 636 path in a charming environment. This is the most convenient pass in the Canin chain and for a long time it was the communication route between Sella Nevea and the Slovenian Bovec (Plezzo); it is a panoramic point and here you can see the main peaks of the Italian and Slovenian Julian Alps.



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Canin - Sella Nevea

## Artists from previous editions

- Roy Paci
- Saint Gabriel's Celestial
- Brass Band
- Sigur Ros
- Sinead O'Connor
- Skin
- Skye
- Solomon Burke
- Stefano Bollani
- Tania Maria Quartet
- Terence Trent d'Arby
- (Sananda Maitreya)
- The Jamming
- Thievery Corporation
- Tosca (R. Dorfmeister & R. Huber)
- Trilok Gurtu
- Tuck & Patti
- Vinicio Capossela
- Wonderful
- Yann Tiersen
- Yellowjackets
- Youssou'ndour
- Youth's Orchestra
- Z-Star
- Zucchero

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## Low environmental impact

The festival will have a very low environmental impact: among the various initiatives, and impact structure will be built for the concerts; artists will be selected according to the environmental sensitivity that they show in their work, and special attention will be paid to the mobility system. The low environmental impact on site will be the result of a series of actions in all aspects of the Festival.

### Renewable energy sources to be used

- Daytime hours for concerts and events;
- Use of LED technology if spaces need to be lit;
- Zero emission electricity production from photovoltaic or gas systems to power audio, lights and video systems but also to distribute to the public, so they can charge their phones or similar (online sharing);
- Use of mini-hydroelectric power by positioning turbines on the stream to produce energy;
- Wood chip boiler to heat water for the showers of any camping areas.

### Mobility

- Access to the locations exclusively by foot or by bicycle or electric bike, rented in the valley;
- Roads will be closed to traffic, with the exception of eco-friendly shuttles;
- Discount on admission tickets/bonuses on beverages for those arriving by public transport.

### Recycling

- Well signposted and widespread urban waste containers;
- Areas equipped with specific containers, well-marked.

### Hospitality

- Camping area for private tents;
- Ecological tents;
- Tent plus festival tickets;
- Distribution of bamboo cane toothbrushes, toothpaste, shampoo and biodegradable soap;
- Chemical baths & biodegradable toilet paper;
- Heated showers with wood chip boiler.

### Tickets

- Full price for those who attend a single concert;
- Reduced price for those arriving by public transport or carpooling and attending a single concert;
- Full subscription with tent & co. for those who attend more concerts;
- Reduced subscription with tent & co. for those who attend more concerts;

### Event materials

- Electronic tickets;
- Recycled material;
- Digital communication;
- Electronic signals.

### Food, beverage and catering services

- Recyclable materials - biodegradable tableware and placemats;
- Maximum attention to waste management;
- Use of aluminum water bottles instead of plastic water bottles;

### Artists

- Artists who have a strong environmental awareness;
- Use of local and regional products / tools / supplies / lighting.

### Merchandise and collateral activities (experiential tourism)

- Eco sustainable merchandise, from local producers;
- Exhibition space for local producers and craftsmen and workshops that involve tourists in their activities;
- Cycle of meetings and conferences about environmental sustainability and measures that can be taken in our daily routine to increase respect for the environment;
- Energy production activities.

### Water reuse

- Water recycling with installation of storerooms to use the wastewater from the showers to filter the water and use it for toilet flushing.

### Staff

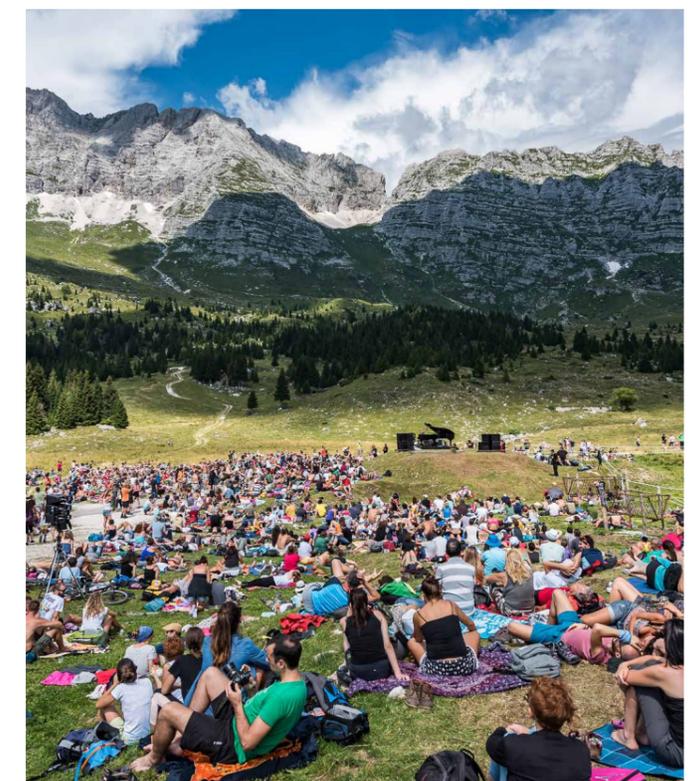
- Ad hoc staff training;
- 100% organic cotton staff uniforms;
- Cloth badges, sewn on the uniform;
- Eco-volunteers who monitor the smooth running of separate waste collection;

### Local products

- Use and purchase of local products, from food to logistics;
- Marketing of drinks and foods produced by ethical labels.

### Communication

- Visual and event branding to support all communication activities;
- Ad hoc communication in the pre-event phase - during and post-event to increasingly raise awareness for separate waste collection and adopt ecofriendly behaviours;
- Development of ad hoc social campaign, with dedicated hashtag;
- Website, social networks, newsletters etc.
- Positioning of promotion plan, national and international communication;
- Involvement of media, journalists, radio, television, offline and online daily newspapers;
- Production of pictures and video media;
- Themed educational tours, workshops and fairs on tourism; positioning in the Italian markets ed Internationally;
- Marketing and advertising: ad hoc tourist offer; personalized packages.



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## Collateral events

In addition to concerts, side events are organized that further enrich the offer to a national and international audience:

**Shows and exhibitions** Using a vehicle called “No Borders”, a link to the culture of a host country at the Festival is most definitely present. In previous years, dedicated exhibitions were organized in this regard, such as that of Youssou N’Dour in 2005.

**Musical workshops** No Borders Music Festival does not fail to become involved in and enhance the territory: in 2017, for example, a workshop held by Indian percussionist Trilok Gurtu was organised.

**Themed food and wine evenings** To enrich the program of the event, there is an evening that combines the kitchen and the most important themes of the Festival. As in previous years, and also in future, the organization of food and wine evenings is planned which focus on a particular theme.

**Bike & Trekking** Routes to reach the concert area before and after the event, breathing and immersing yourself completely in nature: MTB trails, CAI, Alpe Adria Trail and Alpe-Adria Bikeway.

## Communication & promotion

The communication activities are divided into offline and online activities, such as, for example, social media marketing campaigns and the creation of dedicated newsletters, this, in addition to giving the opportunity to constantly publicize the vast program of the festival, allows participant loyalty. The offline media plan provides for multiple outlets with advertising pages in regional, national and international newspapers.

### Offline and online communication and promotion activities including

- Acquisition of specific mailing lists and creation of dedicated newsletters (50,000 contacts)
- Internet sites: official website of the event ([nobordersmusicfestival.com](http://nobordersmusicfestival.com)) and of the Consortium ([tarvisiano.org](http://tarvisiano.org)), which have a total of 500,000 visits per year
- Social media marketing activities (reaching over 100,000 people)
- Advertisements in the main regional and national newspapers and magazines (international focus on Austria and Slovenia)
- Radio support and national broadcasting
- Printed material (1,000 posters)
- Creation of promotional IT material (videos, photos)
- Press kit and presentation press conference
- Marketing and promotion campaigns
- Merchandising in collaboration with casual clothing companies



Fusine Lakes



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Sella Nevea - Conca Prevala - Canin

# No Borders Music Festival

[www.nobordersmusicfestival.org](http://www.nobordersmusicfestival.org)

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