

HITZARGIAK – Languages illuminating each other

UMA PIDO

GENERAL INFORMATION		DATE: 2016/04/26
1	Name	The Võro-language song festival “Uma Pido”
2	Language	Võro-language
3	Working area (education, communication, teaching, leisure, administration...)	music, community, identity, language learning
4	Email and phone number for contact	wi@wi.ee
5	Social networks (Webpage, Facebook, Twitter...)	http://www.umapido.ee/
DESCRIPTION OF GOOD PRACTICE		
1	Description of the practices	Uma Pido is a Võro-language and Võru-inspired song and folk festival, which brings together both people living in the traditional habitat and those families and people who have moved elsewhere. The festival is held every other or every third year in turns in Võru and Põlva, which are the bigger centres in the region.
2	Brief description of the practices	The festival follows the traditional Estonian song festival format – during the day time choirs gather in the open-air venue, have rehearsals and practice singing together; in the evening the concert-show is performed for the audience. The day of the event is a high moment which choirs prepare for a year or more. Choirs meet for rehearsals many times locally and regionally during the year before the event. Both traditional and modern songs are performed together. Songs are arranged by local musicians, kapellmeisters, song writers and Estonian top composers. During the preparation, there is close contact and collaboration within the community and between performers and musicians. The festival targets and is organised together with local people, but participants and guests from elsewhere in Estonia and abroad are welcome to join.
3	Precedents (reasons, needs...)	The idea of the festival was conceived of in 2006 at the annual Kaika summer university where then county governors of Põlva and Võru discussed cultural collaboration in the region. From that discussion the



4	Objectives	tradition of festivals was born. The first event Uma Pido was held in Võru in 2008, it was followed by the second in Põlva in 2010 and the third in Võru in 2013. This year (2016) Põlva will host the festival again.
		The festival and its preparations is one of the ways to maintain the local identity and the Võro cultural space as there are new generations who might need a local identity and a feeling of home in a global world. The organisers have aimed to thematise the festival in a slightly different way each time to focus on different nuances of heritage culture by highlighting different folk instruments, canonical songs and texts, cultural artefacts and natural assets which have had effect on life in the region for centuries. The festival advocates singing in the Võro language and delivers a message that it is not only possible, but also an enriching experience. Through this support, organizers hope to increase the number of frequent speakers of Võro. The local comraderie and identity in the Võro cultural and language space is empowered by the festival; in addition it enlivens the cultural life, brings visitors, and it lures those who have searched for work and living elsewhere.
5	Main and close working areas	Community collaboration, image building, identity maintenance, support for the language environment, youth and education, media, small entrepreneurship (local goods and services)
6	Collaborating entities and their working areas	The main organiser of the festival is the NGO Võro Selts VKKF, which is in charge of developing the Võro language and culture, with the co-organisers – the Võru and Põlva county governments. There are a number of partners and local organisations whose representatives are involved in its organising committee. The sponsors include the Estonian Ministry of Culture via its programme Vana Võrumaa kultuuriprogramm 2010-2013 (with its follow-up in 2014-2017; earlier the state programme "Lõunaestli keel ja kultuur", 2000-2009) and the Cultural Endowment of Estonia, and Estonian Agricultural Registers and Information Board via LEADER programme.
7	Implementation period	Since 2006. Ongoing.

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8	Expansion (number of influenced people, internal and external expansion...)	Every festival hosts approximately 10,000 people as singers, guests and people participating in some capacity in the framework programme. Its (local and national) media coverage or the word of mouth reaches to ca 100,000 people. Choirs include different age groups from pre-schoolers to seniors. The audience includes primarily people from the area but also people from all over Estonia.
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9	Investment (economic, time, people...)	The costs from the preparation three years until the event reach approximately to 120,000 euros. Most of the preparation is done as voluntary work. Youth workers, kapellmeisters, artists and musicians, media people, and local entrepreneurs are involved.
10	Results	The process of the festival keeps activities visible and accessible for the community. The positive image of the local culture helps to maintain the Vöro language as one of the core values of local identity.
11	Documentation, reference material	http://umapido.wordpress.com https://www.facebook.com/UmaPido-278039651663/
12	Presentation video	Many songs are uploaded to YouTube (e.g. the final song of the 2008 festival: https://www.youtube.com/watch?v=ANT9VPOAH5s)
13	Other relevant information	

