

Beat: Arts

## Edinburgh International Festival opening event

### Bloom

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**USPA NEWS** - The Edinburgh International Festival was established in 1947 in the aftermath of the Second World War to “provide a platform for the flowering of the human spirit”. 70 years later, Edinburgh has bloomed magnificently as the world’s Festival City, and its impact has pollinated cities across the globe, propagating new festivals throughout Europe, America and Asia.

To celebrate this special anniversary, multi award-winning 59 Productions created an epic outdoor spectacle “ transforming St Andrew Square into a magical night garden through light and sound installations and large-scale projection.

Every August, the Edinburgh International Festival transforms one of the world's most beautiful cities. The International Festival’s success is built on an uncompromising commitment to virtuosity and originality, inviting some of the finest creators and performers from the worlds of theatre, music, opera and dance to offer a unique experience for audiences.

A 70th anniversary collaboration between the British Council & the Edinburgh International Festival

In 1947 Rudolf Bing, the General Manager of Glyndebourne Opera, Henry Harvey Wood, the Head of the British Council in Scotland, and leaders from the City of Edinburgh came together to conceive of an event that would welcome the world to the Scottish capital.

In an act of extraordinary courage and optimism they asserted that art and culture could act as a beacon of hope and reconciliation in a divided continent. The Spirit of ’47 is a co-curated programme marking the founding partnership that gave birth to the Festival city and celebrates the depth and quality of international cultural collaboration in today’s world.

Artists from Scotland, England, USA, Ukraine, Lebanon, Cuba, China, Jamaica, Palestine, Chile, Argentina, Syria, Portugal, Germany, Iran, Pakistan, India and many more will come together for eleven days of electrifying performance and discussion.

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### Editorial program service of General News Agency:

United Press Association, Inc.  
3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)