THE AWE OF ORGANISATION
INTRODUCTION

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THE AWE OF ORGANISATION

Celebration-led, people-driven festival models for catalysing co-created community-based solutions and collective resilience.
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I love Muizenberg Festival
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AGENDA

THE AWE OF ORGANISATION

1. INTRODUCTION
2. RESEARCH QUESTION
3. BACKGROUND
4. METHOD & PRACTICE
5. ANALOGOUS FESTIVALS
6. FINDINGS
7. CELEBRATORY MODEL
8. DISCUSSION
9. CONCLUSION
RESEARCH QUESTION

PROCESS
1. Dreaming, scheming, visualising, planning, organising, activating, collaborating, celebrating?
2. Ball of energy!

PARAMETERS
- Eco
- Social
- Cultural
- Economic

- Energy
- Tourism
- Community
- Multiculturalism
- Leadership
- Made in Muizenberg
- Create Muizenberg
- Celebrate Muizenberg
- Sustainability
- Creativity

- Inclusive
- Community driven
- Voluntary
- Long-term commitment!
How do festival organisations do institutional work that contributes towards socio-economic development?
BACKGROUND

- Organisational Theory
- Institutional Theory
- Institutional Work
- Positive Organisational Scholarship
- Festival Literature
MUizenberg Festival

- 2009: Began with Communitree
- 2014: with the World Design Capital as catalyst, it evolved
- In 2015: began an action research project, studying the MF
- 2018: 5\textsuperscript{th} cycle of the Muizenberg Festival
- The Hive has developed out of this process
- The Hive is a cultural hub and community centre, that serves the partners, projects and friends of the Festival
Theory U

1. Co-initiating:
   uncover common intent

2. Co-sensing:
   observe, observe, observe

3. Co-inspiring:
   connect to the source of inspiration and will

4. Co-creating:
   prototype the new

5. Co-evolving:
   institutionalize the new in practices
Theory U: Consciousness base systems change. Theory U talks about three movements; about co-initiating, co-sensing, co-creating (Diagram)

• Action Research Project
• Analogous partners & festivals

METHODOLOGY
Findings of this research project come from work and research with various festivals and organisations including: Festivals Edinburgh, Cape Town Carnival, Cape Flats Film Festival, eMzantsi Carnival, Open Streets & Afrika Burn
ANALOGOUS FESTIVALS

FESTIVALS EDINBURGH, SCOTLAND
ANALOGOUS FESTIVALS

EMZANTS! CARNIVAL,
CAPE TOWN
ANALOGOUS FESTIVALS

OPEN STREETS DAY,
CAPE TOWN
ANALOGOUS FESTIVALS

CAPE CARNIVAL,
CAPE TOWN
FINDINGS

Celebration as Organising Principle

• Distributed Leadership
• Gamification
• Organic Organisation
• Trojan Horse Strategy
FINDINGS

Liminality

• Embraced Inclusivity
• Petri Dish
• Spillover Spore Effect
• Annual Ritual & Renewal
Emergence
- Spore and Chrysalis
- Famine to Feast Effect
- Collaborative Agency
• A celebration-led, citizen-focused process focusing on people, place & purpose

• The festivals and organisations we work with are petri dishes for new expressions of active citizenship and community development
CELEBRATORY MODEL

1.) co-sensing themes, stakeholders & resources,
2.) develop 'projects' and 'events' that represent each person/organisation's passion,
3.) develop collaborative networks and competencies with the coordinating of the festival event,
4.) presence ourselves in the celebration of their community,
5.) catalyse meaningful cross-sectoral relationships and projects that emerge and are co-created from the festival.
MAKING IT HAPPEN
WHERE DO YOU WANT TO PLAY?
Festivals are incredible versatile social vehicles for collective meaning-making, re-organising organisational logics, re-deploying roles and routines and discovering or unlocking new resources.

Leading to enhanced collective competencies: Distributed Leadership, Collaborative Agency, etc.

People organise to celebrate their place and to influence and develop their own developmental agenda/community culture.
CONCLUSION

Make this Happen