



Title	<i>Hermoupolis Guitar Festival</i>
Date	1994 - 2024
Objective	<p><i>Hermoupolis Guitar Festival is an open celebration, a creative meeting of musicians, teachers, and students. In the concerts, many different genres of music are represented, but always with the guitar as the axis and constant contributor.</i></p> <p><i>The educational part of the festival includes daily seminars by professors and soloists, competitions for 3 different age groups of students as well as workshops for guitar ensembles. Aim of Hermoupolis Guitar Festival, which besides being a “strong cultural paper” of Syros is considered one of the leading festivals in Greece, is to present every year fresh ideas that will inspire and entertain a diverse audience.</i></p>
Location /geographical coverage	<i>Hermoupolis, Syros, Greece</i>
Organisation responsible for good practice	<i>Municipality of Syros Greece</i>
Stakeholders and Partners	<p><i>Official Stakeholder: Austrian Embassy in Greece</i></p> <p><i>Partners: Musicians, students, teachers, locals, and tourists</i></p>
Short summary	<p><i>Hermoupolis Guitar Festival completes 30 years of presence in Greek musical events. With high-quality events, its long-standing educational offer and its uniquely friendly atmosphere, it’ is rightly considered as one of the leading festivals in Greece.</i></p> <p><i>A five-day summer festival (every July) with concerts, master classes, competitions, and an orchestra by the participating guitarists. It can be considered as an open celebration and a creative gathering of musicians, professors, and students with the music-loving public.</i></p> <p><i>Always seeking new experiences, the festival offers unforgettable events to the audience and step expression to young artists while enriches experiences for students through active</i></p>

	<i>participation in seminars, competitions and music ensembles.</i>
Impact	<i>The presence of the festival on the island of Syros benefits the tourism businesses (accommodation, hotels, restaurants, catering establishments, restaurants) and upgrades the cultural level of the island, as in the Greek region such festivals are not frequently organised.</i>
Innovation	<i>The launch of the festival in 1994 marked a significant innovation for the society of Syros. Now, as the Hermoupolis Guitar Festival reaches its 30th anniversary, it is regarded as one of the most successful festivals in Greece. The cultural impact of the festival in Syros is remarkable, as it annually attracts musicians, soloists, and students from all over Europe. The master seminars and concerts are of professional level, and the curation by Angelos Nikolopoulos is aimed at audiences of all levels of guitar knowledge. Seminars are available for individuals of all ages and skill levels, and the concerts are held at various locations around the island, with free admission for all attendees.</i>
Lessons learned	<i>The success of such a practice in the region is evidenced by its repeatability over 30 years. Simultaneously, there exists a significant demand for similar actions and initiatives. In conclusion, during the July period on the island of Syros, there is an observable increase in the quality and promotion of alternative tourism.</i>
Tools	<i>A VET educator can adopt the methodology and approaches used in advertising and managing the festival as tools to propose the creation of similar initiatives. Careful networking, strengthening cooperation with the Municipality and other agencies, and diversifying the festival with various artists are key factors contributing to the success and sustainability of the event. Reinforcing and adopting such practices in the province is an effective strategy to highlight the festival and its quality, especially in areas where cultural activities are typically limited.</i>

<p>Sustainability</p>	<p><i>Noting that the funding and curation of the festival are carried out by the Municipality of Syros, there is an urgent need to strengthen such practices in the province through support from organizations capable of ensuring their sustainability. Collaboration with the Austrian embassy and networking with musicians and soloists abroad not only strengthens and bridges cultural gaps within the province but also enhances the festival's quality. Additionally, close cooperation with the island's transportation and accommodation services is crucial; it helps offset costs and simultaneously boosts tourism. Furthermore, offering free entry makes the festival accessible to everyone, which has been a significant asset over its 30-year history.</i></p>
<p>Replicability and/or up-scaling</p>	<p><i>The potential for replicating successful tourism strategies to enhance cultural tourism in the area is highly encouraging.</i></p> <p><i>The Hermoupolis Guitar Festival's approach is easily adaptable to other locations due to its organisation being a responsibility of the Municipality of Syros, which has a dedicated department for culture and its promotion. Cultural tourism is perceived to be declining due to its high costs; however, this festival stands out for its free admission. Clearly the festival's methodology, comprising seminars followed by concerts featuring attending musicians, serves as a strong incentive for people to attend and visit Syros. Finally, organizing a festival with cultural elements in the district indicates a significant demand for culture and music to be accessible throughout Greece, judging by its success.</i></p>
<p>Contact details</p>	<p><i>Via this form you can reach the festival's organisation team:</i></p> <p>https://guitarfestival.gr/en/contact-2/</p>
<p>Related Web site(s)</p>	<p>https://guitarfestival.gr/en/category/festival-en/</p>
<p>Related resources that have been developed</p>	<p><i>Which training manuals, guidelines, data sheets, posters, images, video and audio documents</i></p>

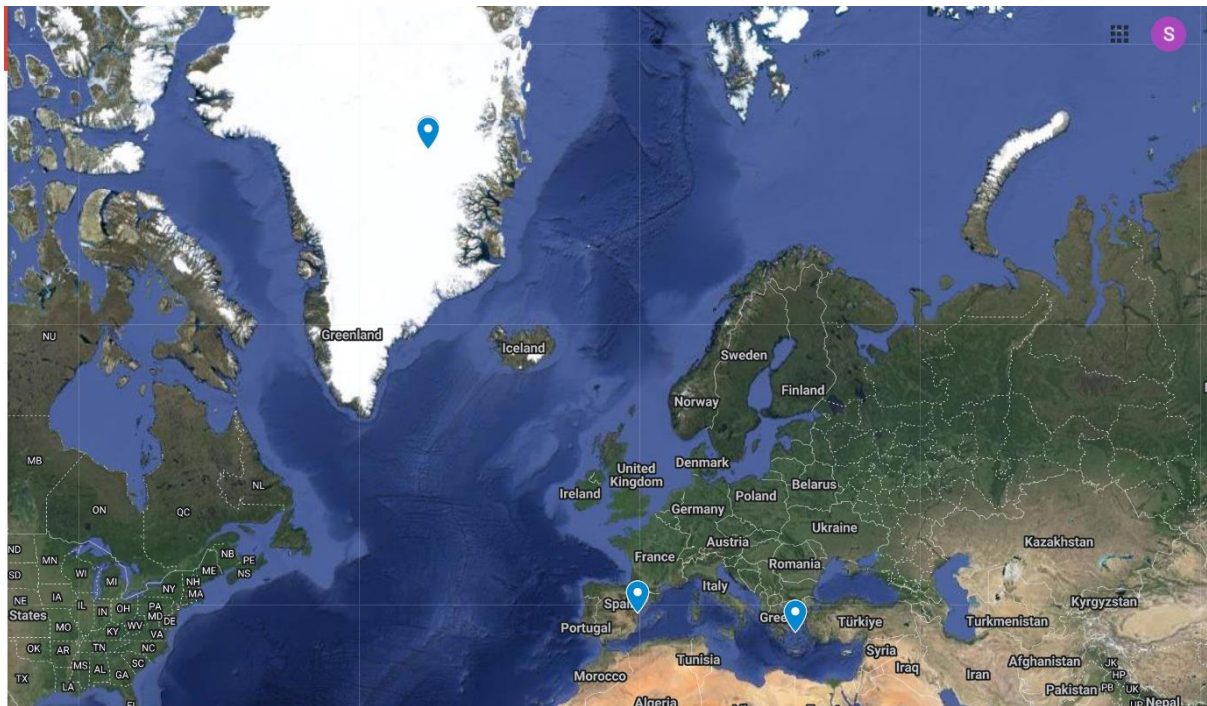
	<p>have been developed in the framework of good practice?</p> <p>Here you can find every year's poster - program of the festival (1994-2023) :</p> <p>https://guitarfestival.gr/en/previous-years/</p> <p>Here is the video – trailer of the festival :</p> <p>https://youtu.be/oMRCUetRWHA</p>
--	---

femxa  NIUERNERMIK ILINNIARFIK



SMARTOUR

Interactive map of good practices



SMARTOUR

2023-1-DK01-KA220-VET-000151681

Web site:

E-Learning:



DISCLAIMER

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Co-funded by the
Erasmus+ Programme
of the European Union

