



Cultural Program of the World Nomad Games

World Ethnic Cultural Festival "NOMAD UNIVERSE: A JOURNEY THROUGH TIME"

CONCEPT

1. IDEOLOGICAL FRAMEWORK

The World Ethnic Cultural Festival "Nomad Universe: A Journey Through Time" (hereinafter the "Festival") is a core component of the Cultural Program of the World Nomad Games (WNG).

The Festival serves as an innovative platform for the artistic reinterpretation of nomadic civilization cultural heritage through contemporary art forms, creative industries, and digital technologies.

Its core concept is a synthesis of traditional heritage and 21st-century artistic practices, creating a space for dialogue between history and modernity.

The Festival's philosophy is revealed through three interconnected semantic dimensions of culture: Memory, Creation, and the Future.

"Nomad Universe: A Journey Through Time" Festival views cultural heritage as a living, perpetually evolving process where the memory of the past acts as a source of creative energy for the present and a foundation for the future.

2. MISSION AND OBJECTIVES

Mission:

To establish a global platform for the revitalization of cultural heritage through contemporary artistic forms.

The Festival demonstrates that the traditional values of nomadic and national cultures are not merely historical legacy but are vital resources for the development of creative industries and humanitarian progress in the digital age.

Objectives:

Heritage Mainstreaming: Translating archaic cultural codes into contemporary artistic and visual language (**Ethnic Modernism**).

Establishment of a Creative Hub: Creating an interdisciplinary environment for collaboration between traditional practitioners, designers, artists, musicians, and digital technology specialists.

Global Representation: Promoting local cultural brands on the international stage by producing world-class cultural and performance products.

Intergenerational Transfer: Engaging youth audiences in the exploration of cultural roots through modern aesthetics and digital formats (multimedia, folk music, fashion, etc.).

Ensuring Continuity: Establishing a sustainable model for Ethnic Cultural events that preserves the conceptual integrity of the WNG Cultural Program for future cycles.



3. GUIDING PRINCIPLES

The Festival implementation is based on the following principles:

Authenticity: Preserving the integrity of cultural traditions and maintaining a respectful approach to heritage.

Innovation: Utilizing contemporary artistic and technological solutions.

Intercultural Dialogue: Creating an international platform for the interaction of diverse cultures.

Intergenerational Continuity: Facilitating the transmission of cultural knowledge and practices from tradition bearers to the youth.

Openness and Universality: Orienting towards a global audience and integration into the international cultural space.

4. PROGRAM AND SPACE STRUCTURE

The Festival is organized across three thematic interconnected locations. Each location symbolizes a specific temporal dimension of the development of nomadic civilization:

- Origins;
- Modern era;
- The Future

Each location has its own thematic specialization, artistic design, and event content.

The Festival revolves around three contextual cultural dimensions:

Memory - "Origins"

Creation - "Energy of the Present"

Future - "The Global Future"

LOCATION №1: "Origins" (Memory)

Specialization: Traditional music, instrumental mastery, and humanitarian scholarship.

Semantic Focus: Safeguarding and transmitting **Intangible Cultural Heritage (ICH)**.

Key Events: International competitions for epic storytellers (*Dastanchi*) and authentic instrumentalists; scientific-practical conferences; the formation of a "Living Archive" of traditional performance schools.

Atmosphere: Sacred, academic, and "pure sound"—a space for deep listening and intergenerational dialogue.

LOCATION №2: "Energy of the Present" (Creation)

Specialization: Visual arts, Ethnic-fashion, choreography, and immersive theater.

Semantic Focus: Contemporary artistic reinterpretation of cultural heritage.

Key Events: Theatrical prologues; international competitions in Ethnic fashion, Ethnic dance, and Ethnic duets; craft exhibitions and street art performances.

Atmosphere: An immersive space of creative energy where tradition is manifested through the aesthetics of Ethnic Modernism.



LOCATION №3: "the Global Future" (Future)

Specialization: Contemporary music culture and global performance trends.

Semantic Focus: Global popularization of ethnic music through modern stage formats.

Key Events: The "Echo of Nomads" international Ethnic song Festival-contest, presenting vocal arts through the sound of **Ethnic Fusion**.

Atmosphere: A large-scale concert environment where tradition gains a modern voice for a global audience.

5. ZONING AND NAVIGATION PRINCIPLES

The Festival space is designed as a unified "Path of Knowledge." Movement between locations is structured as both a chronological and spiritual journey, reflecting the theme "Nomad Universe: A Journey Through Time."

"Origins" (Location 1): Immersion in sacred heritage and authentic sounds.

"Creation" (Location 2): A space for creative interpretation and artistic exploration of the cultural code.

"Future" (Location 3): Elevating traditional culture to a global level through modern musical and stage formats.

6. EXPECTED OUTCOMES

The implementation of the Concept document will allow achieving the following strategic result:

Revival of Cultural Heritage: Successful translation of traditional codes into the language of Ethnic-modernism.

Creative Hub Formation: creating a sustainable environment for collaboration between traditional masters and contemporary creative industries.

Global Market Presence: Launching competitive cultural brands into the international market via digital and performance products.

Intergenerational continuity: Engaging young audiences in the study of cultural origins through contemporary artistic formats.

Digital Cultural Legacy: Creating a high-quality media archive (audio/video) for the long-term promotion of the country's cultural brand.

7. FINAL PROVISIONS

The Concept document is a framework strategic document defining the ideological direction, architectural and artistic model, and event structure of the World Ethnic Cultural Festival "Nomad Universe: A Journey Through Time," held as part of the World Nomad Games.

The Concept document serves as the conceptual and methodological basis for the development of regulations, provisions, and organizational documents for the Festival's events.

The implementation of the provisions of this Concept is carried out in accordance with the decisions of the World Nomad Games Organizing Committee.