



Australia ICOMOS Secretariat
 Ph: +61 3 9251 7131
 austicomos@deakin.edu.au
 www.icomos.org/australia

CONFERENCE PAPER ABSTRACT

| | |
|--|--|
| NAME OF PRESENTER: | Eliorah Malifa |
| TITLE OF PAPER: | The Festival of Pacific Arts and Culture: shaping the visual representation of Pacific culture from the traditional to the contemporary |
| THEME: | <i>Theme 3: Diverse Communities - Intangible Heritage</i> |
| PAPER ABSTRACT: | |
| <p>The Festival of Pacific Arts and Culture (FestPac) was established in 1972 as an avenue to maintain language and traditional culture in the Pacific. 40+ years later there is an argument for the way that FestPac has actually contributed to the changing face of Pacific arts and culture towards the contemporary. At the 2012 and 2016 Festivals in the Solomon Islands and Guam, the artistic delegations of Australia, New Zealand (Aotearoa), Guam and New Caledonia provide examples of the different ways that Pacific artists are defining this organic shift towards contemporary Pacific art and how the festival is in turn facilitating this.</p> <p>Despite the prevalent literature on Pacific arts, culture and FestPac, analysis of the transition of FestPac's core mission has not been undertaken thus far. Should FestPac reevaluate its original 3 pronged mission statement? Or should FestPac double down and attempt to steer the arts and culture being presented at the festival back to traditional arts and cultural maintenance?</p> <p>This study is part of a growing body of research around creative industries and cultural economies in the Pacific. In analysing the role of Pacific cultural economies in development and cultural diplomacy, this research identifies how creative industries may eventually be utilised towards economic development. This paper will hopefully inform future papers on similar subjects.</p> | |
| BRIEF BIOGRAPHICAL INFORMATION ABOUT THE PRESENTER: | |
| <p>Eliorah Malifa is co-Director of Pasifika Film Fest. She is a research student with the Department of Pacific Affairs at the Australian National University. Her focus is on film and creative industries in the Pacific. She also holds a Master of Media Arts and Production from the University of Technology, Sydney; and a Bachelor Arts (Hons) in English Literature with a focus on the Pacific, from Victoria University of Wellington. Previously, Eliorah has worked in arts production, coordinating the Australian delegation to the 11th Festival of Pacific Arts. Eliorah is the Australian representative to Pacific Islanders in Film and Television.</p> | |