



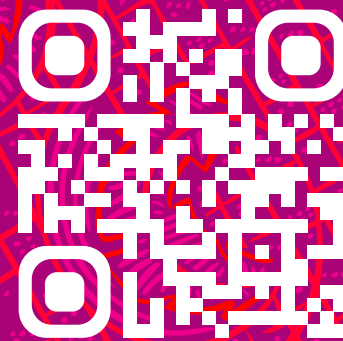
BARBADOS

# CARIFESTA XV

AUGUST 22ND - 31ST

CARIBBEAN ROOTS; GLOBAL EXCELLENCE

## MEDIA KIT



**BARBADOS**  
[visitbarbados.org/carifesta](http://visitbarbados.org/carifesta)



# Barbados Ready to Welcome the World for CARIFESTA XV

*Final Preparations Underway for the Caribbean's Premier Cultural Festival*

**BRIDGETOWN, BARBADOS July 21st, 2025** – With **Crop Over 2025** soon to wrap up in grand style, Barbados is immediately shifting into full gear to host the highly anticipated **CARIFESTA XV**, taking place from **22–31 August 2025**.

The island is proud to announce that it is **ready and fully equipped** to welcome the Caribbean and the world for 10 unforgettable days of **music, art, dance, fashion, food, film, and cultural dialogue**.

“Barbados is the place to be this August for CARIFESTA XV, which will be a beautiful melting pot of Caribbean cultures, foods, fashion, performances and visual arts,” says the **Chief Executive Officer of the Barbados Tourism Marketing Inc. (BTMI), Ms. Andrea Franklin**. “Now more than ever, it’s an amazing moment in our regional history to come together, honour what makes each island unique, and celebrate the vibrant threads that bind us all. This is where the best of the Caribbean will be, in one place, at one time, in Barbados.”

Much of the core festival infrastructure has already been strategically pre-prepared. Prefabricated, ready-to-install structures for key festival sites, including the **Grand Market, Super Concert** stages, and cultural villages, will begin installation **immediately following the close of Crop Over 2025**. This will allow for a seamless transition between the two major festivals.

**Plan your trip and explore festival events at:** [www.visitbarbados.org/carifesta](http://www.visitbarbados.org/carifesta)

Full programme details and event updates available at: [www.carifesta.net](http://www.carifesta.net)

## A Region United in One Festival

CARIFESTA XV, under the theme “*Caribbean Roots. Global Excellence*,” is more than a festival, it is a **roving cultural summit** for the Caribbean and its diaspora. This year’s programme includes:

- Four **Super Concerts** featuring regional icons and international artists
- The **CARIFESTA Film Festival** and outdoor screenings
- Daily **Fashion Shows** and Caribbean couture exhibitions
- The **Grand Market & Trade Hub**, the largest in CARIFESTA history
- A robust **Youth Village** with intergenerational creative programming
- The **Big Conversations Symposia**, tackling Caribbean identity, climate, and innovation
- Culinary showcases highlighting food from across the region
- Sustainability activations with a future-forward, eco-conscious approach

Barbados will transform into a **living gallery of Caribbean excellence**, hosting over **25 participating countries**, including delegations from Ghana, Cuba, Brazil, and Colombia, as well as creatives and audiences from the Caribbean diaspora.

## Your Invitation to Experience CARIFESTA XV in Barbados

Festival goers can enjoy a seamless, vibrant, and immersive experience that blends **Caribbean tradition and innovation**, with top-tier accommodations, world-renowned hospitality, and year-round sunshine.



## About CARIFESTA & Barbados

**The Caribbean Festival of Arts (CARIFESTA)** is the region's flagship celebration of creativity, cultural excellence, and Caribbean unity. Since 1972, it has brought together artists, innovators, and thought leaders from across the Caribbean and its diaspora to shape a shared identity through performance, dialogue, and connection.

**Barbados** holds the exceptional distinction of hosting CARIFESTA for the third time, **CARIFESTA IV in 1981**, **CARIFESTA XIII in 2017**, and now again in **2025 CARIFESTA XV**. Each hosting reflects a defining moment in the island's national journey: from post-Independence growth to digital innovation, to its current chapter as a confident **Parliamentary Republic**. Once again, Barbados stands ready to welcome the region and the world as a premier destination, and as a visionary cultural leader committed to unity, sustainability, and Caribbean excellence.

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# FREQUENTLY ASKED QUESTIONS

## 1. What is CARIFESTA XV?

CARIFESTA XV is the 15th edition of the **Caribbean Festival of Arts**, the region's largest and most prestigious multidisciplinary cultural event. It features 10 days of music, dance, fashion, film, visual arts, theatre, food, and cultural symposia.

## 2. When and where is CARIFESTA XV taking place?

The festival will take place in **Barbados** from **22 to 31 August 2025**, with events scheduled across multiple national venues, public spaces, and cultural districts.

## 3. What is the theme of CARIFESTA XV?

The theme is **"Caribbean Roots... Global Excellence."** It highlights our deep regional cultural ties while celebrating the Caribbean's rising global influence in the creative industries.

## 4. Which Countries are featured at CARIFESTA XV?

Over **25 countries** are participating, including **CARICOM Member States** and international delegations from Ghana, Brazil, Colombia, and Cuba. The festival offers both **FREE and PAID Events** that are open to the public and ideal for culture lovers, creatives, buyers, entrepreneurs, and tourists.

## 5. Why is CARIFESTA important?

It fosters **regional unity**, supports the **Orange Economy**, and provides a **global platform for Caribbean talent**. It's also a driver for cultural tourism, economic activity, and youth engagement across the region.

## FAQ's: TICKETS, ACCESS & BOOKING

### 6. How do I book to attend CARIFESTA XV?

Visitors can view the full schedule and book their experience at: [www.visitbarbados.org/carifesta](http://www.visitbarbados.org/carifesta)

### 7. Are there different ticket types for events?

Yes. Some events are **FREE to the public**, while others — like **Super Concerts**, **Fashion Galas**, and **Country Nights** — may have **PAID ticketed access**. Details will be updated regularly on the official website [www.carifesta.net](http://www.carifesta.net)

### 8. Are there special offers for group or diaspora travel?

Yes. **Group bookings**, **diaspora travel packages**, and **cultural tours** are encouraged. Visit the call-to-action site for travel incentives and offers. [www.visitbarbados.org/carifesta](http://www.visitbarbados.org/carifesta)

## 9. Can I still register as an exhibitor or vendor?

Vendor registration is ongoing for select categories within the **Grand Market**. Interested parties can inquire via email to:

[grandmarket.carifestabarbados@gmail.com](mailto:grandmarket.carifestabarbados@gmail.com)

## FAQ's: GRAND MARKET & TRADE HUB

### 10. What is the Grand Market at CARIFESTA XV?

It is the **largest cultural market in CARIFESTA history**, spanning over **45,000 sq. ft.** at **Waterford Place**, running from **23–31 August**. It includes five zones: **Fashion, Home & Décor, Wellness, Literature, and Gourmet Foods**.

### 11. What makes the Grand Market unique?

It's a blend of **culture and commerce**, offering regional Micro Small and Medium Enterprises a platform to connect with **international buyers**, access **sales assistance**, and leverage **e-commerce** for global reach. This is ideal for Caribbean Entrepreneurs

### 12. What are the daily hours of operation?

The Grand Market will run daily from **8:00 a.m. to 10:00 p.m.**, with **live performances, country showcases, and culinary exhibitions** throughout the day.

### 13. Will there be food at the market?

Yes. The **Caribbean Eat Street** will feature **24 food booths** representing diverse regional cuisine, from Jamaican jerk to Bajan Cou Cou & flying fish and vegan Ital dishes, Haitian Joumou Soup, Trini Doubles, Antiguan Ducana, just to name a few...and all the delightful flavours of the region

### 14. Are there business development opportunities for creatives?

Absolutely. The market includes **B2B Buyers' Forums**, a **Knowledge Platform** with expert-led workshops, and **professional development sessions** on licensing, e-commerce, global competitiveness, and more.

## FAQ's: PERFORMANCES, PROGRAMME & INNOVATION

### 15. What headline performances can attendees expect?

Expect **Super Concerts** featuring the Caribbean's **biggest musical icons** and top regional stars, alongside **Country Nights**, **film festivals**, **dance shows**, and **fashion runways** and international acts.

## 16. Will CARIFESTA XV include new venues or tech upgrades?

Yes. Newly constructed spaces like the **Richard Stoute Amphitheatre** and the **National Performing Arts Centre at Newton** will debut. The festival will also include **AR mobile experiences**, **NFT art**, and **solar-powered installations**. The festival will also utilize pre-fabricated, quickly constructed, ready to use structures.

## 17. What sustainability measures are in place?

The event is designed with **climate resilience** in mind:

- **Photovoltaic solar energy**
- **Digital and e-waste reduction**
- **Eco-conscious design**
- **Risk mitigation for hurricane season**

## FESTIVAL EXPERIENCE & COMMUNITY

### 18. What local community activities are planned?

Look out for **Fringe Events**, **preset pop-up stages**, and **The Road Pulse** — a mobile, CARIFESTA-wrapped dance bus bringing spontaneous dance shows and workshops to communities across Barbados.

### 19. What kind of legacy will CARIFESTA XV leave behind?

The festival supports long-term development through:

- **Training over 370 creatives** in technical production
- **Creative commons projects** from the Live Lab
- **Expanded cultural infrastructure**
- **Stronger intra-Caribbean trade connections**

### 20. Why is this a can't-miss event for 2025?

This is more than a festival — it's a regional milestone. CARIFESTA XV is a **powerful celebration of who we are**, and a vibrant showcase of what makes the Caribbean extraordinary. Miss it and blame yourself!

Visit: [www.visitbarbados.org/carifesta](http://www.visitbarbados.org/carifesta)



## VIDEO PROMO



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TO WATCH***

## AUDIO PROMO



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TO LISTEN***







# CALENDAR SNEAK PEEK

## STAY TUNED FOR MORE!

### MUSIC

DATE	TIME	ACTIVITY
August 22	8:00 PM - 12 MIDNIGHT	Super Concert - Caribbean Soca
August 23	4:00 PM - 8:00 PM	"Sustainability by the Sea" - Salt Water Tongues/Coral Memories Bonfire Jam"
August 23	8:00 PM - 11:00 PM	The Richard Stoute Caribbean Youth Showcase
August 24	8:30 PM - 7:30 PM	Country Nights
August 24 - 28	8:00 PM - 7:30 PM	Super Concert - Caribbean Jazz & Worldbeat
August 26	8:00 PM - 12:00 MIDNIGHT	Super Concert - Spouge & Folk Concert
August 27	8:00 PM - 12:00 MIDNIGHT	Pan Yard - Steel Pan Making, Tuning & Care
August 28	9:00 AM - 6:00 PM	Pan Yard
August 29	9:00 AM - 6:00 PM	Super Concert - Reggae
August 29	8:00 PM - 12:00 MIDNIGHT	Super Concert - Kaiso Night
August 30	8:00 PM - 12:00 MIDNIGHT	

### DANCE

DATE	TIME	ACTIVITY
August 23	8:00 PM - 10:00 PM	Alvin Ailey II Show
August 23	2:00 PM - 5:00 PM	Dance Conversation
August 25	3:00 PM - 5:00 PM	De Road Pulse Party Bus
August 26	9:00 AM - 6:00 PM	CRATE Live Lab - Dance
August 26	3:00 PM - 5:00 PM	De Road Pulse Party Bus
August 29	7:00 PM - 10:00 PM	Future in Motion (Youth Showcase)
August 29	10:00 AM - 2:00 PM	Cultural Forms Workshops
August 30	4:00 PM - 7:00 PM	Barbados Dance Night: Tech Steps
August 29		Frank Collymore Hall

### CULINARY ARTS

DATE	TIME	ACTIVITY
August 24	12:00 NOON - 4:00 PM	Sunday Food
August 26	10:00 AM - 1:30 PM	Traction Meets Innovation Workshop/ Demonstration
August 27	12:00 NOON - 4:00 PM	Climate Kitchen Showcase - The Lionfish, From Invasion to Gourmet Treat
August 29	10:00 AM - 8:00 PM	Pot Turn Down Street Food Fair

### VISUAL ARTS

DATE	TIME	ACTIVITY
August 23 - August 30	10:00 AM - 6:00 PM	Visual Arts Exhibition Openings
August 23	2:00 PM - 6:00 PM	Launch - CARIFESTA Sensory Mural Legacy Project
August 24	10:00 AM - 6:00 PM	Distinguished Artists of the Caribbean Exhibition
August 24	1:00 PM - 6:00 PM	Fragments & Futures: Collage as Radical Reclamation - Artist Talk & Collage Workshop
August 25	10:00 AM - 4:00 PM	Barbados Art Catalogue & Curated Tours
August 29	5:00 PM - 8:00 PM	Code as Canvas: Digital Visions from the Caribbean
August 30	11:00 AM - 5:00 PM	Across the Walls: A Guided Mural Tour
September 1 - September 14	7:00 AM - 6:00 PM	CARIFESTA Sustainable Community Mural Project

### FASHION

DATE	TIME	ACTIVITY
August 22	1:00 PM - 2:00 PM	IS!Estyle Fashion Show
August 23	9:00 AM - 10:00 AM	Sustainable Fashion Show
August 23	6:00 PM - 7:00 PM	Sustainable Fashion Show
August 24	5:00 PM - 6:00 PM	Fashion Show - One Caribbean, One Thread.
August 25	10:00 AM - 9:00 PM	HAIRTAG: Hair & Body Adornment Showcase
August 25	4:00 PM - 5:30 PM	Workshop: Design Dialogues- Voices of Fashion
August 25 - 29	6:00 PM - 7:00 PM	Daily Fashion Shows
August 26	3:00 PM - 5:00 PM	Masterclass - Fashion Styling to Creative Direction
August 27	3:00 PM - 5:00 PM	Workshop - Business of Style; Careers in Fashion
August 29	3:00 PM - 5:00 PM	Workshop: The Casting Call
August 30	6:00 PM - 7:30 PM	The Bridgetown Edit- Fashion Show

### LITERARY ARTS

DATE	TIME	ACTIVITY
August 23 - August 30	10:00 AM - 1:00 PM	Taking Caribbean Stories Global Workshop
August 23	10:00 AM - 1:00 PM	"Literary Arts Workshop - Writers' Clinic - Taking Caribbean Stories Global"
August 23	2:00 PM - 5:00 PM	Blind Date with a Book
August 23	2:30 PM - 4:30 PM	Masterclass in Writing Children's Fiction with Shakira Bourne
August 24	2:30 PM - 4:00 PM	Conversation with the Poet Laureates
August 25	9:00 AM - 12:00 NOON	Literary Masterclass - Prose
August 25 - 30	11:00 AM - 1:00 PM	Children's Story Hour
August 26	8:00 PM - 10:00 PM	Wapax! Poetry Slam
August 27	4:00 AM - 7:00 PM	The Launch Pad - Book launch
August 28	6:00 PM - 8:00 PM	Literary Arts Gala - Invitation Only
August 29	11:00 AM - 1:00 PM	Children's Story Hour
August 30	11:00 AM - 2:30 PM	Express Yourself! Poetry Reading

### FILM

DATE	TIME	ACTIVITY
August 23	8:00 AM - 10:00 AM	Short Film Screening: Youth and Student Films
August 24	1:00 PM - 3:00 PM	Short Film Screening: Youth and Student Films
August 25	10:00 AM - 12:00 NOON	"Film Screenings - Short Films - Delegations"
August 25	12:00 NOON - 2:00 PM	Short Films Lunchtime Community Screening
August 25 - 29	1:00 PM - 5:00 PM	Filmmakers Bootcamp: Roots to Reels
August 25	2:00 PM - 5:00 PM	Mastering the Art of Caribbean Storytelling on Screen
August 25	6:00 PM - 9:00 PM	Film Screenings: Caribbean Roots to Global Excellence
August 26 - 29	10:00 AM - 12:00 NOON	Short Film Screenings
August 26	2:00 PM - 5:00 PM	Taking Global Stories to Global Markets - Workshop
August 26	6:00 PM - 9:00 PM	Film Screenings: Caribbean Roots & Global Excellence
August 27	2:00 PM - 5:00 PM	Filmmaking on a Budget
August 27	6:00 PM - 9:00 PM	Film Screenings: Caribbean Roots, Global Excellence
August 28	2:00 PM - 5:00 PM	AI Tools for Caribbean Storytelling
August 28	6:00 PM - 9:00 PM	Film Screenings: Caribbean Roots & Global Excellence
August 29	2:00 PM - 5:00 PM	Rhythm and Visual: Caribbean Music Video Workshop
August 29	6:00 PM - 9:00 PM	Film Screenings: Caribbean Roots & Global Excellence
August 30	12:00 NOON - 2:00 PM	Screening for Bootcampers' Films

### THEATRE

DATE	TIME	ACTIVITY
August 23	10:00 AM - 4:00 PM	"Play Youth Play (Coordinated by Cicely Spencer-Cross)"
August 23	4:00 PM - 8:00 PM	"Sustainability by the Sea: Salt Water Tongues/Coral Memories Bonfire Jam"
August 24	4:00 PM - 8:00 PM	Rhythm & Pan & Manna Musa Musical Presentation
August 25	10:00 AM - 4:00 PM	Cultural Form Workshops
August 25	Continuous	Chain of Voices: A Virtual Storytelling Relay
August 26	9:00 AM - 4:00 PM	Cultural Form Workshop (Storytelling with Paul Keens-Douglas)
August 26	6:00 PM - 8:00 PM	Man Overboard and Millie Goes to Brazil
August 27	10:00 AM - 1:00 PM	Reader's Theatre (Children & Adult Sessions)
August 28	1:00 PM - 4:00 PM	A Ghanaian Production
August 29	7:00 PM - 9:00 PM	Dear Kaffy
August 30	12:00 NOON - 2:00 PM	Eclipse - Street Theatre
August 30	7:00 PM - 9:00 PM	National Production: A Tribute to Burgie

### BIG CONVERSATIONS

DATE	TIME	ACTIVITY
August 23	2:00 PM - 4:00 PM	Big Conversation - Footprints in the Sand
August 23	12:00 NOON - 2:00 PM	Big Conversation - Hair-itage
August 25	2:00 PM - 4:00 PM	Big Conversation - Coding the Body: Dancing with AI
August 25	4:00 PM - 6:00 PM	Big Conversation - Culture x Code
August 26	12:00 NOON - 2:00 PM	Big Conversation - Rastafari
August 26	2:00 PM - 4:00 PM	Big Conversation - Branding Beyond Borders
August 27	12:00 NOON - 2:00 PM	Big Conversation - Tuning the Archive
August 27	2:00 PM - 4:00 PM	Big Conversation - The CARICOM Reparatory Justice Movement, Internationalism, Justice, Equity and Healing
August 28	12:00 NOON - 2:00 PM	Big Conversation - Beyond the Grant
August 28	2:00 PM - 4:00 PM	Big Conversation - Building Caribbean Wellness
August 29	12:00 NOON - 2:00 PM	Big Conversation - Cityscapes of Creativity Barbados Museum & Historical Society
August 29	4:00 PM - 6:00 PM	"Big Conversation: The Enigma of Cuba as Touchstone of Caribbean Civilization"

### SYMPOSIUM

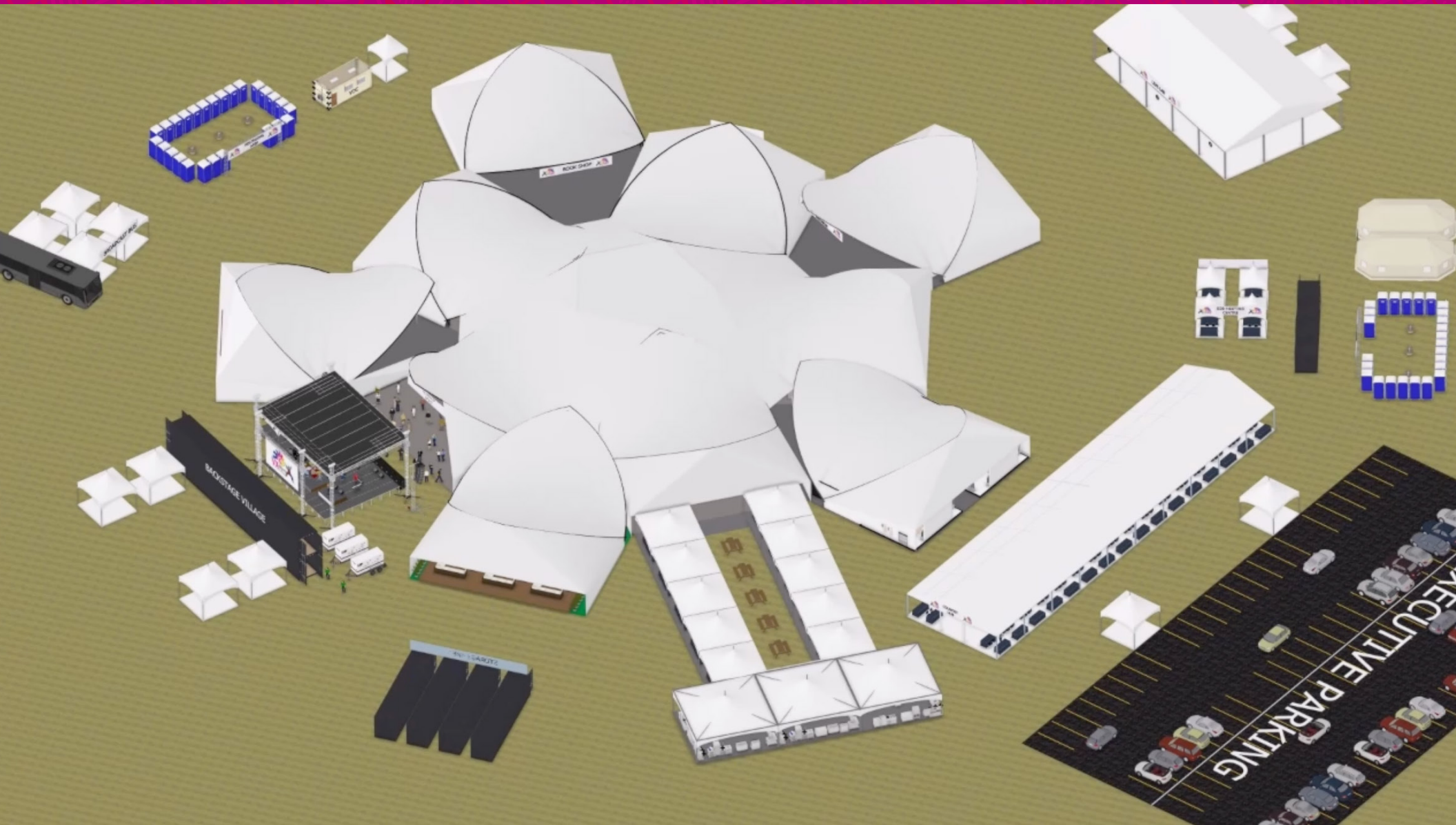
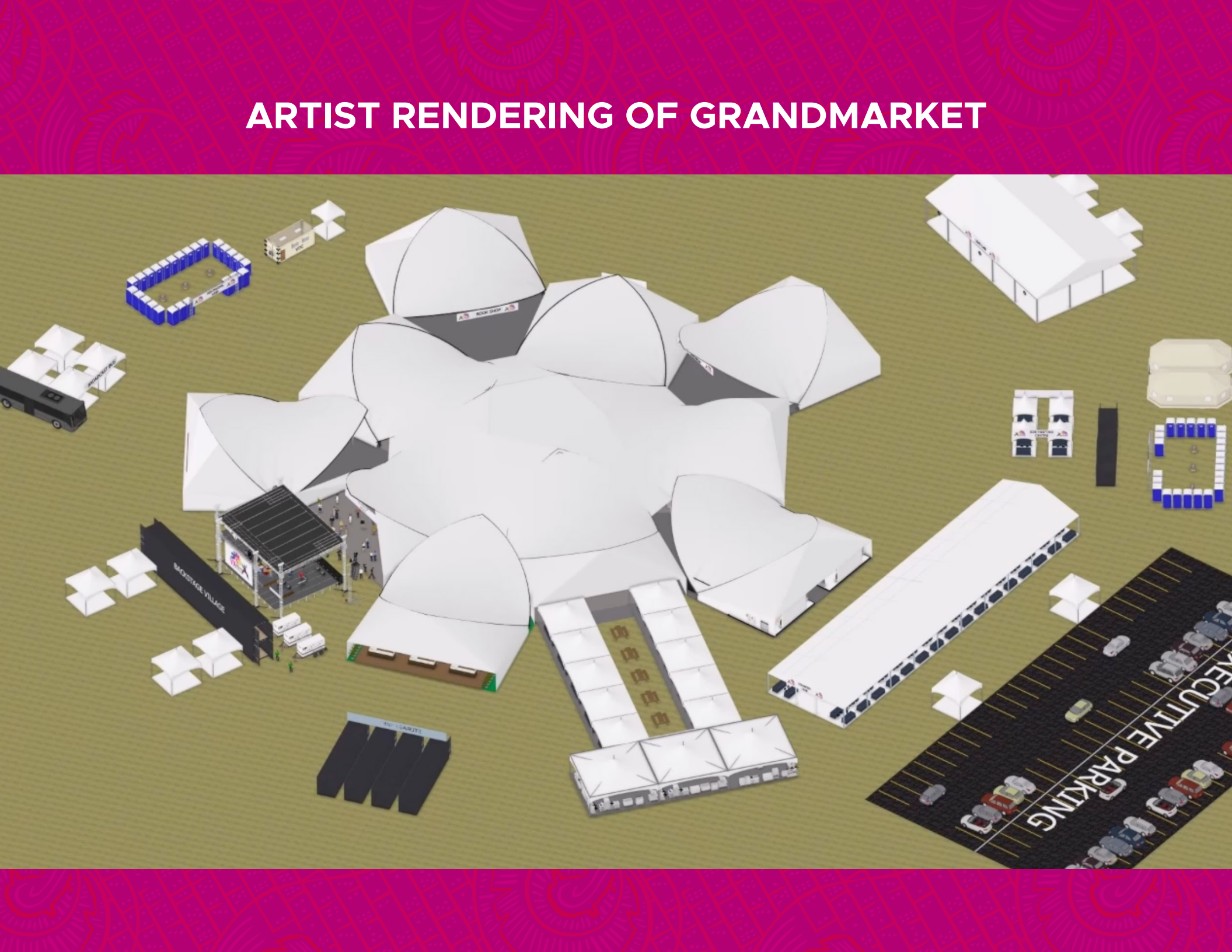
DATE	TIME	ACTIVITY
August 25	10:00 AM - 12:00 NOON	Marlon James - Writing the Caribbean Soul. Roundtable: Earl Lovelace, Colin Chaner, Nancy Morejon, Elaine Savory
August 25	12:00 NOON - 2:00 PM	Plenary Panel: Arrival as Resistance:
August 25	2:00 PM - 4:00 PM	Plenary Panel & Roundtable: Unlocking Caribbean Screens with FILM
August 26	11:45 AM - 1:00 PM	Keynote: Foundations for the Future
August 26	2:00 PM - 3:30 PM	Plenary Panel: Creative Firewalls
August 26	2:00 PM - 3:30 PM	Plenary Panel with Dance: Legacy & Vision
August 26	3:45 PM - 5:00 PM	Plenary Panel + Roundtable: Arrival as Resistance
August 26		Keynote: Funding the Future

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# ARTIST RENDERING OF GRANDMARKET





# CARIFESTA XV IS VIBES AND VOICES

This August, the Caribbean  
takes centre stage in  
**BARBADOS**



## FESTIVAL HIGHLIGHTS:

- **Super Concerts** with regional and international stars
- **CARIFESTA Film Festival** and outdoor screenings
- **Grand Market & Trade Hub** at Waterford (Barbados' largest-ever creative expo)
- **Culinary & Fashion Pavilions** featuring bold Caribbean flavours and couture
- **Sustainable Design Showcases** with solar-powered installations and NFT art
- **Big Conversations** exploring climate, culture, and the creative economy
- **Youth Village** for next-gen creators, with workshops, showcases and performances

CARIFESTA XV is the ultimate celebration of Caribbean culture, creativity and global connection. Join us for 10 spectacular days of music, theatre, fashion, food, film, dance, and soul-stirring storytelling.

Miss this and blame yourself.  
**August 22-31.**

BOOK YOUR STAY FROM AS LOW AS  
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# CARIFESTA XV IS COLOUR & CULTURE

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# CARIFESTA<sup>XV</sup> IS RHYTHM

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# CARIFESTA<sup>XV</sup> IS FOOD AND FLAVA

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# CARIFESTA<sup>XV</sup> IS MUSIC AND MOVEMENT

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# CARIFESTA<sup>XV</sup> IS FAITH AND FAMILY

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