Introduction

All action
Albuquerque International Balloon Fiesta // USA 05
Argungu Fishing Festival // Nigeria 10
Holi // India and Nepal 14
Las Bolas de Fuego // El Salvador 16
Rouketopolemos (Rocket War) // Greece 18
Saidai-ji Eyo Hadaka Matsuri // Japan 20
Songkran Water Festival // Thailand 22

Calm and tranquil
Floating Lantern Festival // Hawaii 42
The International Highline Meeting Festival // Italy 44
Pinga Lantern Festival // Taiwan 46

Foodie
Bordeaux Fête le Vin // France 50
MAD Symposium // Denmark 52
Maine Lobster Festival // USA 54
Oktoberfest // Germany 56
South Beach Food and Wine Festival // USA 58
Spirit of Speyside Whisky Festival // UK 60

Just one big party
Amsterdam Gay Pride/Europride // The Netherlands 64
Buming Man // USA 66
Carnaval // Italy 68
Carnival // Brazil 70
Chinese New Year // Singapore 72
Eat of San Jeronimo // Nicaragua 74
Mardi Gras // USA 76
St Patrick’s Day // Ireland 78
Up Helly Aa Fire Festival // Scotland 80

Music
Coachella // USA 84
Glastonbury Festival // UK 86
Montreal International Jazz Festival // Canada 88
Rhythm and Vines // New Zealand 90
Roskilde Music Festival // Denmark 92
Sanar // Spain 94

Splendour in the Grass // Australia
WOMADelaide // Australia

Off the wall
Air Guitar World Championships // Finland 102
Boryeong Mud Festival // South Korea 104
Busa Festival // Hungary 106
Dia de las Muertos // Mexico 108
Ivre Orange Festival // Italy 110
Kanamara Matsuri Festival // Japan 112
La Tomatina // Spain 114
Thaipusam Festival // Malaysia 116
UFO Festival // USA 118
Wife Carrying Festival // Finland 120

About the authors

Acknowledgements

Index

About the authors

Acknowledgements

Index
Introduction

There’s something about festivals, be it a giant, joyous party or a respectful honouring of tradition; a seemingly bizarre adherence to ritual or a celebration of a quirky obsession; it’s a uniquely human thing to be involved in. We like to get together to dance, sing, eat, laugh, drink, dress up, light fires, take our clothes off, throw tomatoes at each other, roll around in mud – just about anything really, but we seem to like doing it in really large groups with bags and bags of enthusiasm.
Why is it that we behave in this way? Because we’re pleasure seekers? Because we’re obsessives? We think it’s because festivals are a life-affirming example of the inherent goodness in humanity. They take our desire to have a good time with our friends to a global level.

They kick-start because of our passions and our wish to spread and share our joy with as many other people as possible. But they continue and thrive because they ignite curiosity and go on to promote understanding, compassion and a greater acceptance of the human race, and all the crazy fun and fervour that comes with it.
MAD Symposium, Copenhagen, Denmark

A SYMPOSIUM? SOUNDS SERIOUS.
When famed Danish chef, Rene Redzepi (of Noma note), pulled the symposium together for the first time in 2011, we imagine he was hoping that everyone would take his efforts seriously. And they did; in the short time that the symposium has been running it has garnered a reputation as ‘the Food World’s G-20’.

A CHEF MASH UP?
The philosophy behind MAD is ‘to expand knowledge of food to make every meal a better meal… Good cooking and a healthy environment can and should go hand-in-hand’. So yes, there’s a healthy contingent of eager chefs, but the symposium draws in many others from the food industry, including farmers, food journalists, suppliers and food-service professionals.

DELICIOUS INSPIRATION.
The cast of guest speakers reads like a who’s who of the international restaurant world. Think David Chang, Albert Adria, Alain Ducasse, to name just a few – so you would be hard-pressed to come away from the festival without a mind packed with new culinary ideas.

© MAD FEED CO;
L A T E A U G U S T.
More things to blow your mind

50 Bars to Blow Your Mind
Lonely Planet handpicks the world’s most extraordinary drinking holes, from caverns and island party havens to a bar nestled in an ancient tree trunk. ISBN 978-1-76034-058-2

50 Museums to Blow Your Mind
Whether you’re a history buff, tech-head or have an inexplicable fascination with clowns, you’ll find world-class collections here to pique your interest. ISBN 978-1-76034-060-5

50 Beaches to Blow Your Mind
Discover the planet’s most pristine, jaw-dropping, wild and wonderful sandy spots. ISBN 978-1-76034-059-9

50 Natural Wonders to Blow Your Mind
A tour of the world’s most wild and wonderful places: discover just how extraordinary our planet really is. ISBN 978-1-78657-406-0

50 Places to Stay to Blow Your Mind
With these extraordinary offerings around the world, even sleeping will be an adventure on your next trip. ISBN 978-1-78657-405-3

50 Festivals to Blow Your Mind
– 50 Festivals to Blow Your Mind –