SEPTEMBER 21-23, 2023
Festival Report

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#JLFCOLORADO2023
In 2023, the exhilarating energy of the Jaipur Festival made its grand return to Boulder. The 9th edition of JLF Colorado took place at the Boulder Public Library from September 21st to 23rd, 2023. This edition of the festival saw the convergence of the world's best minds who spoke on a range of themes. There were also magnificent musical performances, immersive workshops, and much more.

At JLF Colorado 2023, attendees experienced the Festival’s hallmark camaraderie, a caravan of ideas, and the enchanting flow of conversations.

JLF Colorado was presented by Teamwork Arts, in association with the City of Boulder, Boulder Public Library, and the Boulder Library Foundation.

Website: https://teamworkarts.com/
FESTIVAL in NUMBERS

JLF Colorado 2023 put forth another successful on-ground edition and reached a diverse local and international audience.

54 SPEAKERS

18 SESSIONS

12 WORKSHOPS

3 MUSICAL PERFORMANCES

#JLFColorado2023 Overall Performance

Reach – 11.25M

Impressions – 14.97M

Views – 995K
2023 HIGHLIGHTS

Forgotten Masters: Indian Painting for the East India Company
William Dalrymple introduced by Katie Hickman

Culture: The Story of Us, From Cave Art to K-Pop
Martin Puchner in conversation with Merve Emre
Fiction and the Spaces in Between
Amitava Kumar, Andrew Altschul and Erika T. Wurth in conversation with Arsen Kashkashian

Interrogating Patriarchy
Angela Saini and Ruchira Gupta in conversation with Patricia Limerick
Media Report

15
Media Coverage

Over 7.5 Million
Potential Reach

Media Covering the Event

2
Press Releases

Media's Jaipur Literature Festival Heads for Three US Cities

Steps in the states of Texas, Colorado, and New York are planned for the Jaipur Literature Festival’s international tour in September.

JLF Colorado Brings Award-Winning Authors to the Boulder Public Library

With the advent, India’s Jaipur Literature Festival—a public-facing event—is making a tour from Rajasthan to three markets of the United States in September.

Announcement Press Release
• Programming and Opening Press Release
• Media Interaction Pitches
• Session Links shared with media
• Post-event promotions
#JLFColorado2023

Social Media

/JLFInternational
/@jlflitfest

Reach 11.25M
Views 995K

Impressions 14.97M
Promotions & Marketing

- Multiple Email Blasts
- Social Media Promotions via Instagram, Twitter, Facebook, Eventbrite, and YouTube.
- Digital advertising through Facebook and Instagram Ads
- Community Mentions
- WhatsApp Communication
- Festival Audio Visual
Acknowledgements

Festival Co-Directors
Namita Gokhale
William Dalrymple

Managing Director - Teamwork Arts
Sanjoy Roy

Festival Producer
Suraj Dhingra

Assistant Producer
Sapna Sharma

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Gifts & Merchandise
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Jennifer Heath
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Maruta Kalnins
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Andrea Dupree
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Jessie Friedman
Jules Levinson
Marcia Douglas
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Boulder Public Library
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Volunteer Management
Christine Burke Kate Kelsch Sophia Surage

Venue Managers
Harris Armstrong Jackie Osborn Joni Teter Mylene Vialard

Sponsors
SCFD City of Boulder Boulder Public Library Boulder Arts Commission National Endowment for the Arts Colorado Fine Arts Association (CFAA) Bhakti Chai Colorado Creative Industries Community Foundation Serving Boulder County City of Boulder Human Relations MAV Multimedia Tibet Himalaya Initiative

Donors

$54,000
Hawthornden Foundation

$10,000 - $20,000
Anonymous Anonymous Agrawal Foundation

$2500 - $9999
Chitra Banerjee Divakaruni and S. Murthy Divakaruni George Lichter Foundation Rohan Sood and Megha Agrawal Sood Boli Medappa

In Kind
Sage Hospitality Wallaroo Hats University Inn Hazels Beverage Eldorado Spring Water Eco-Products Lucky’s Market

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Boulder Bookstore

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Hilton Garden Hotel Boulder Boulder University Inn

Catering Partners
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Partners
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Margins
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Light The Word for
Diversity
Tibet Himalaya
Initiative

JLF Colorado does its best to include all the information available by press time. We deeply apologize for any omissions or misspellings!
For over 25 years, Teamwork Arts has taken India to the world and brought the world to India, presenting the finest of Indian performers, writers and visual artists in the cultural and art space in India and abroad.

The arts of India are unrivalled in their depth, diversity and mystery and showcasing it to global audiences requires a deep understanding of our culture, an acute sense of relevance in programming and an unflinching attention to detail. Above all, we at Teamwork believe in love and respect for the artist.

**FESTIVAL CURATION & ARTISTE LIAISON**
Teamwork curates and develops its festivals and programs with a wide variety of artists from across the globe.

**ORIGINAL THEATRE PRODUCTIONS**
Theatre has always been a Teamwork passion. Since 2002, we have nurtured a series of stage productions from script to curtain fall and taken them to audiences across the world.

**EVENT CONCEPTION & DEVELOPMENT**
Teamwork applies its wide experience with the performing arts, artists, organizations, and sponsors to building events across the world. Teamwork designs and develops a range of cultural and entertainment events across the world, showcasing music, dance, drama, visual arts, literature, film, and food.

**ORIGINAL FILMS, DOCUMENTARIES & TV**
Teamwork is an award-winning producer of documentary films on subjects covering issues ranging from historical and cultural to socio-economic and anthropological. Teamwork has the expertise to bring many formats of television shows from concept to broadcast.

**LINE PRODUCTION & MANAGEMENT**
Teamwork assists major film production houses on their projects. We arrange all material logistics, resources and plan timetables. We organize shoots in locations across South Asia for feature films, documentaries and television shows.

Website: [https://teamworkarts.com/](https://teamworkarts.com/)