

The Spasskaya Tower Festival



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Introduction

What are towers for? They have been built by mankind since prehistoric times: first, as watchtowers as part of their fortifications to provide a high, safe place from which a guard could observe the surrounding area. In the

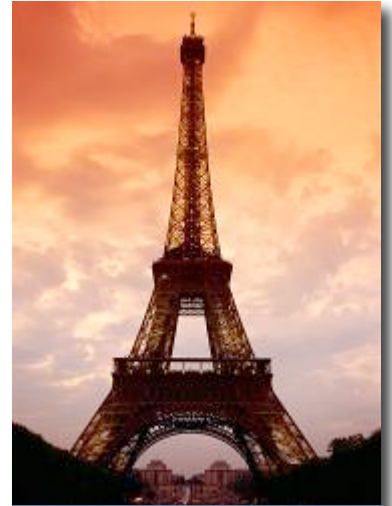
last two millennia all sorts of towers have been built including bell towers, clock towers, minarets and communication towers.

There are plenty of famous towers in the world: the Eiffel Tower, a symbol of Paris and France; the leaning Pisa Tower, considered to be one of the Wonders of the World; the CN Tower, Canada's most recognizable icon; the Tower of London and the Big Ben Clock Tower, London's most

famous landmarks and so on.

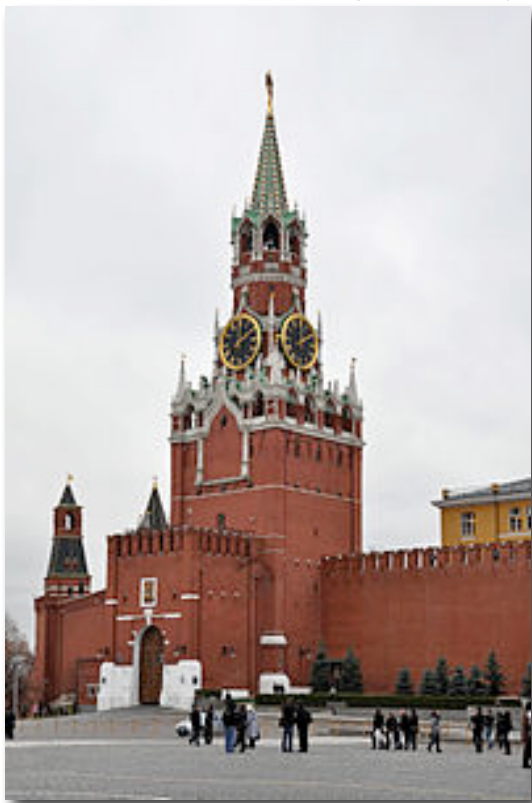
What is their purpose? Why are they significant? Probably everyone will agree that being magnificent and unique they are mainly the centre of tourist attraction and some also play a practical role: they may inform, tell the time and teach a history lesson.

And what if you are told that the tower can save? Then there will be other questions on your mind. Whom can it save or what? How can it do it? Why will it do it? How do you know that? And this is not a complete list of questions that you would like to ask. You have to be patient and we will take on a wonderful tour and you will learn the answers. Where do you think we are going to take you? To the Tower itself? Not yet. There should not be any rush not to spoil the magic.



The Spasskaya Tower

For a start, we are going to take you to Moscow, the capital of Russia and our native city. Moscow, like Rome, was built on seven hills, which is significant in itself. On one of the hills there is the Kremlin, a historic fortified complex at the heart of Moscow. The Kremlin is one of the symbols of Russia and one of the main attractions. The Kremlin Wall is a defensive wall that surrounds the Moscow Kremlin, recognizable by the characteristic notches and its towers.



The Kremlin has 20 towers in all and one of them is the Spasskaya Tower, which is the most famous one. The Spasskaya Tower is the place of our destination. The collocation "Spasskaya Tower" is translated as "Savior Tower", in other words the Tower that can save. So, here we are but the question is still there: "What or whom can it save?" We will solve this mystery later.

The tower's name comes from the icon of Spas Nerukotvorny (Divine Savior), which was placed above the gates on the inside wall in 1658 (no longer there since 1917) and the wall-painted icon of Spas Smolensky (Smolensky Savior), which was created in the 16th century on the outside wall of tower (plastered in 1937, reopened and restored in 2010). The Spasskaya Tower of the Kremlin has several interesting details. Built in 1491 by an Italian architect, its gate serves as the Kremlin's "main entrance" from Red Square.

Sources differ on when the Kremlin clock first appeared on the Spasskaya Tower, and it has been replaced many times over the course of the centuries. The

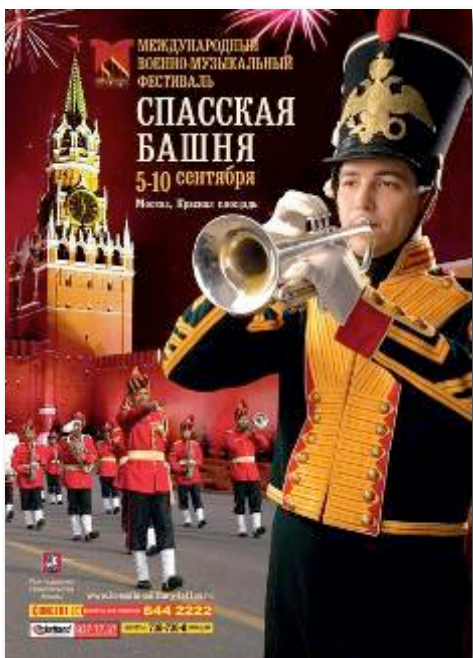
clock you see today on the tower was installed in the middle of the 19th century. It is usually referred to as the Kremlin clock. The star on top of the Spasskaya Tower is its newest addition of the 20th century.

However, the Spasskaya Tower is not only the name of the structure...



The Festival

The Spasskaya Tower is also the name of the festival that takes place in Red Square. It is a music fiesta, a spectacular show, staged on the background of the monumental walls of the Kremlin, and a great ‘battlefield’ of the bands from different countries fighting for the love and admiration of the audience. The harmonious combination of military, classical, folk and popular music, military band parades and dance shows, laser and pyrotechnical effects makes the Festival one of the brightest and most memorable events of the year.



The Festival programme includes wonderful marches linked to the most important episodes in the history of Russia and other countries. The Festival demonstrates the great historic value of the music, which can inspire true national pride with its first sounds.

The Festival gathers the best music and artist groups of different countries. Although the Festival’s history is rather short, more than 40 military bands from 15 countries have already taken part in Red Square shows. Among these countries are Australia, Canada, China, Denmark, Finland, France, Germany, Great Britain, Israel, Italy, Kazakhstan, New Zealand, the Republic of South Africa, Russia and others. Russia is traditionally represented by the best state military bands such as the Presidential Orchestra, the Central Military Band of the Russian Ministry of Defense, Students of The Moscow Suvorov Military Music College and the Joint Band of the Moscow Military District. Other countries also show their best bands, which perform stunningly.

Revival of open-air performances of marching bands is another aim of the Festival. Truly joyful and inspiring music performed by the world stars will sound during the Festival in the streets and venues of Moscow.

The event is relatively new and there were actually three festivals. Let's have a quick overview of the festivals and see how it all started.

Moscow, Poklonnaya Hill, September 2, 2006

The tradition began in September 2006 and not in Red Square but on Poklonnaya Hill. The name Poklonnaya means "to bow down" in English. In 1812, it was the spot where Napoleon in vain expected the keys to the Kremlin to be brought to him by Russians.



Members of High Command and Military Attachés of embassies of European countries were honoured guests of the show. It was attended by over 50 000 spectators.

The event on September 2006 was considered by organizers as a preparation stage for organizing annual Military Music Festival in Moscow. International experience proves that Festivals of such kind are extremely successful, they efficiently form public image of military units and attract tourists to the Festival venue. Annual Royal Edinburgh Military Tattoo takes place near Edinburgh castle since the fifties, attracting recently a capacity crowd of 271 000 people annually, and is broadcast by various TV channels in more than 100 countries of the world. The first performance of Russian participants (the Central Navy Band) took place in Edinburgh in 1998 and made a sensational impression on spectators.

Moscow, Red Square, September 13-16, 2007

The first International Military Music Festival "Kremlin Zorya" (the Russian for "dawn") took place in Red Square in September 2007.

The "Kremlin Dawn" was one of the most important cultural



events in the contemporary Russian history. It was a combination of different styles and genres such as military, classical and folk music, marching of military bands, dance shows and military historical performances. Five 100-minute shows took place during the Festival. Daily Festival audience exceeded 7000 people.



Though the Russian Festival is inspired by the Royal Edinburgh Military Tattoo, it has a lot of its own national features. One of the purposes of the Festival was to make it an important international forum, so the leading military bands of nine countries such as Great Britain,

Ireland, Canada, the Republic of South Africa, Australia and New Zealand, Germany, Denmark and Italy took part in the “Kremlin Dawn”. The total number of participants exceeded 1 000 members of various branches of the armed forces, musicians and other performers.

Moscow, Red Square, September 5-10, 2009

The first International Military Music Festival “Spasskaya Tower” took place in Moscow in September 2009, which leaves 2008 out.

More than 6 000 spectators every day watched breathtaking shows and only at this festival they could see and hear for the first time over 1000 musicians playing Beethoven's Ode to Joy, Tchaikovsky's 1812 Overture and even the Beatles hits. Every show was concluded by a magnificent fireworks display of more than 30 volleys.





Mireille Mathieu took part in the Festival Opening ceremony on September 5 singing "Non, je ne regrette rien" and "Paris en colère". The charity concert of opera stars "Great Voices in Kremlin" took place on the open-air stage. The "Spasskaya Tower" Festival became something more than a traditional military tattoo.

Military bands played military marches along with masterpieces of classical music and Beatles hits.

Thanks to the charity program of the "Spasskaya Tower" Festival physically disadvantaged people, pupils of special schools and war veterans could attend the event. On the last day of the Festival the fragments of national anthems of the participating countries were performed by the massed military band.



Moscow, Red Square, 4-9 September 2010

The second Military Music Festival the "Spasskaya Tower" took place in September 2010.

The Festival was attended by almost a thousand musicians, soldiers, members of the honorary guard of the heads of state, leading military-orchestras and cultural bands from Russia, Germany, the United States of America, Israel, France, the Kingdom of Bahrain, Kazakhstan, Tajikistan, the Ukraine, as well as a joint team of pipers from The European Union. For



the first time, the heads of major military music festivals of Europe, including members of the oldest Edinburgh Festival and its producer Melville Jameson arrived in Moscow to get involved in the Spasskaya Tower Festival. At a meeting

in the Kremlin, they confirmed Russia's full membership in the International Association of the Military Music Festivals (IATO).

For the second time a special guest of the Festival, the legendary French singer Mireille Mathieu performed her famous hits “Le temps du Muguet”, “Non je regrette rien” at the Closing Ceremony this time.



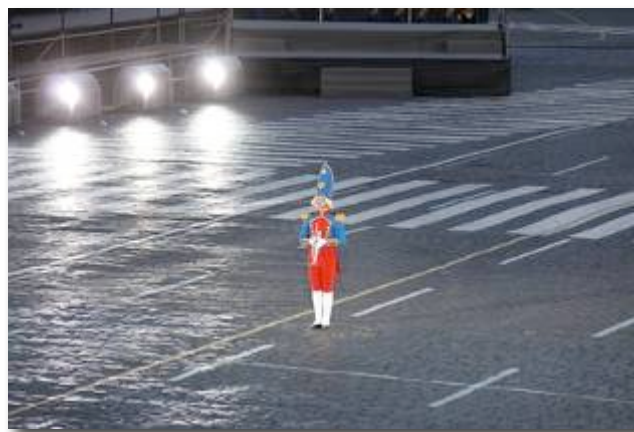
Once again thanks to the charity program several thousand tickets were distributed to disadvantaged groups, as well as to institutions and schools from Moscow and the Moscow region.

The daily audience present in Red Square during the Festival exceeded 5500 people. In total the festival was attended by approximately 30,000 people, and taking the Internet and the television audience into account – by over 100 million people.

*Moscow, Red Square, August 31 - September 4,
2011*

The third Spasskaya Tower Festival featured more than 500 musicians from 14 countries.

The ceremony was traditionally opened by the porcelain figurine of a grenadier trumpeter of the Preobrazhensky Regiment of the Russian Imperial Guard. He is considered to be the Festival's mascot.



The festival included all kinds of military, folk and pop music, weapons demonstrations and parades, a laser show, bikers and pyrotechnics - in Red Square, lasting five days. Cannons were fired from the Spasskaya tower, giving the event a special sense of ceremony. The Cavalry Honor Escort of the President's Regiment, the Russian Horn Orchestra, the Presidential Orchestra all added to the event. The Jaguares de la Tamayo marching band and the Tenochtitlan Folk Dancing Company from Mexico infected everyone with their Southern optimism, and

National Presidential Orchestra of the Ukraine surprised the audience with their jazz numbers.



The closing ceremony, which coincided with Moscow's birthday celebrations, attracted thousands of visitors. Over 7,000 people of all ages gathered in the main square of Moscow on the fifth and closing day of the Spasskaya Tower festival. With the number of musicians exceeding 1,500, the show this

year offered an unprecedented mix of musical styles, military uniforms and parade skills.



Our Research

We have interviewed 45 people of different ages and have asked them several questions about their attitude to the festival. These questions helped us to draw an overall conclusion.

- 1) Do you like parades?
- 2) Are you fond of military bands?
- 3) Do you know any countries where parades are held? Name countries/holidays.
- 4) Do you know about the Spasskaya Tower Festival?
- 5) Have you ever attended it?

If YES:

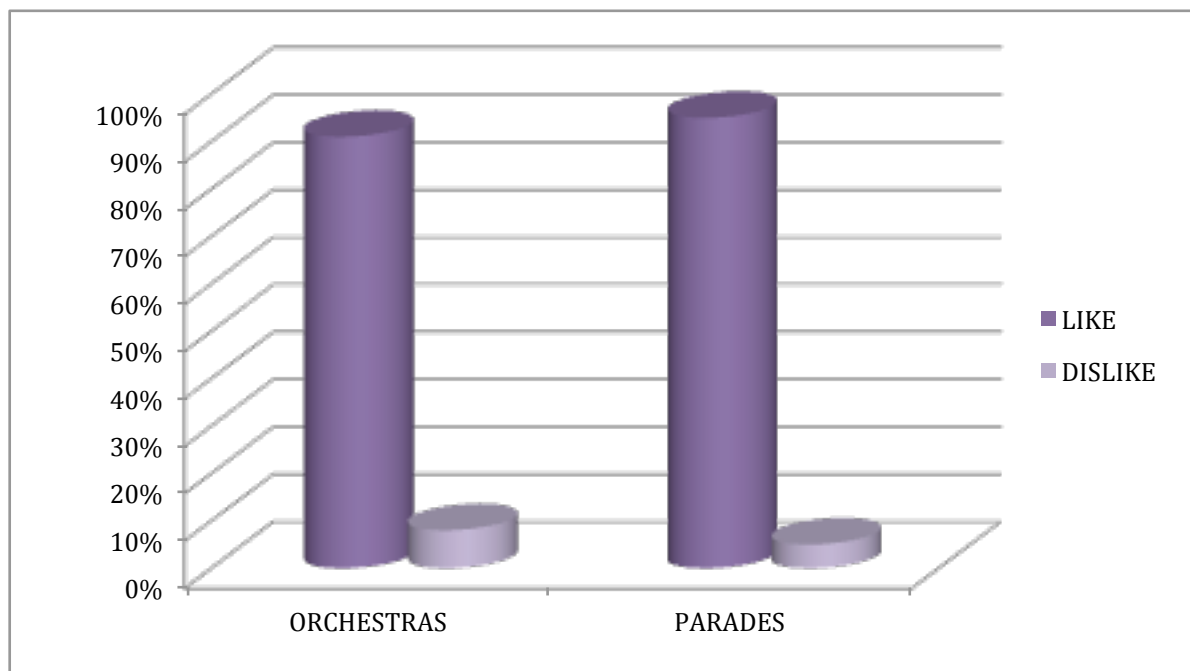
What military bands did you like the most?

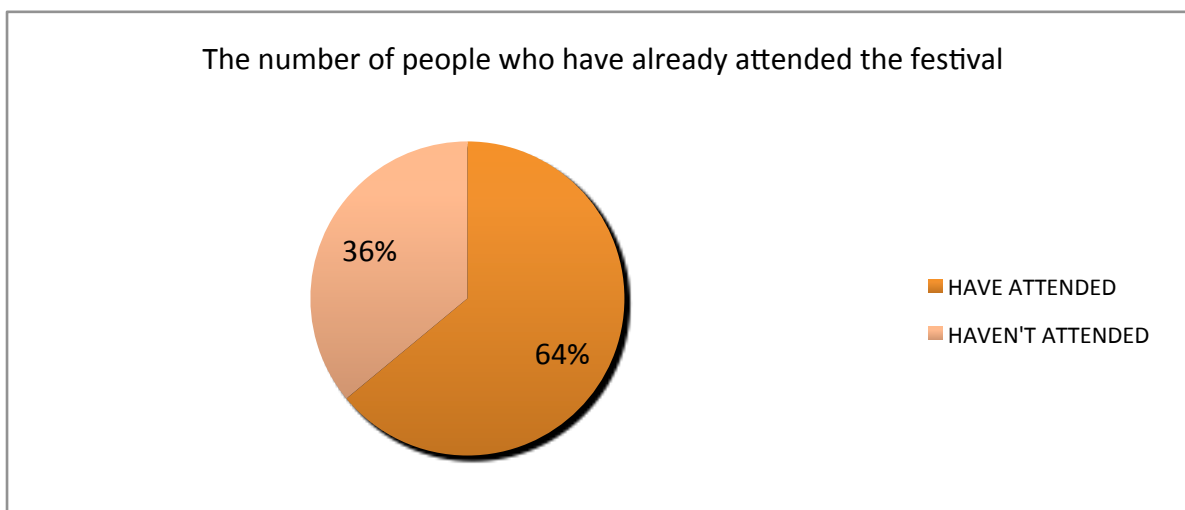
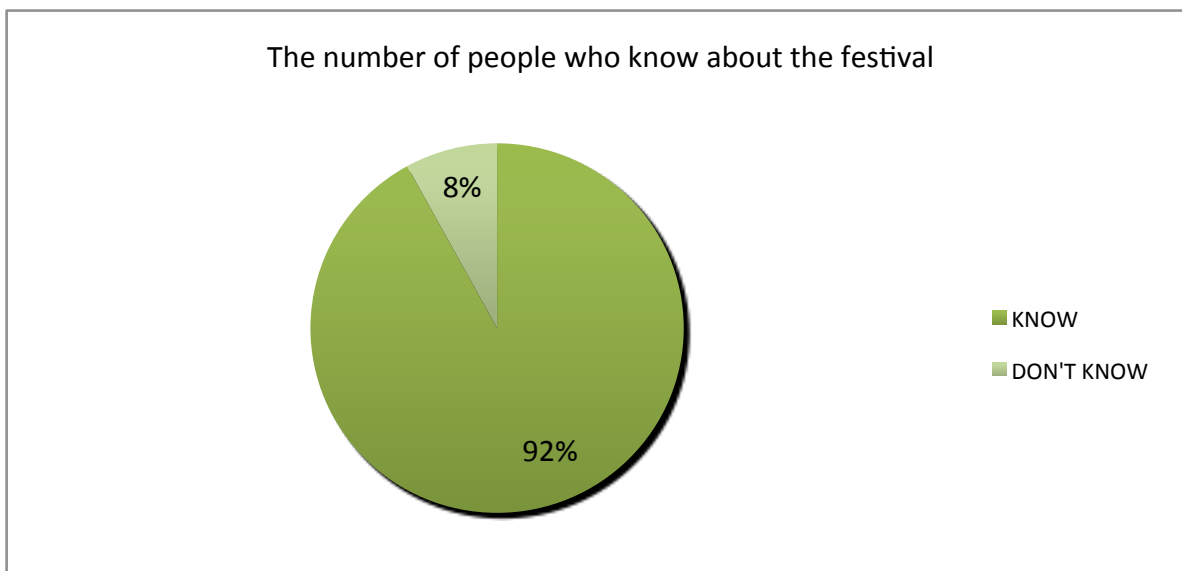
What are the drawbacks of the festival?

If NO:

Do you want to attend it?

The research shows that most Russians are aware of the Spasskaya Tower Festival. Moreover, people who haven't seen the event yet showed their desire to go to the show next year.





Those, who have already attended the festival, told us about the most exciting bands. There are top 3, which the majority has mentioned. They are:

- Top Secret Band, Switzerland
- The Band of Moscow Suvorov Military Music College, Russian Federation
- The Royal Artillery Band, United Kingdom

Top Secret Drum Corp, Switzerland

One of the world's most sensational drumming groups is Switzerland's Top Secret Drum Corps. Their energetic and unpredictable style has drummed its way into the hearts of spectators and they are now one of the most sought-after Tattoo groups of their kind. Basel drumming style is militaristic, derived from the military

drumming drills of Swiss soldiers dating back to the Middle Ages. But Top Secret's drumming style is much more upbeat and playful compared to the traditional marching tunes played in Basel. The thing is that its drummers play at a much faster rate than they used to many centuries ago. Their show includes drumstick juggling, a drummer's duel, flag spinning and other humorous details. Perhaps because of their 18th century uniforms and precision work, the Corps is often referred to as a military band or a part of the Swiss Army, but it is not affiliated with any military unit.



Our interviewees were excited with their skills of playing the drums as they do it so quickly. The way the Top Secret uses special effects such as fireworks or fire which inflames on the sticks is also amazing. 'They are worth seeing!' – the interviewees said.

The Band of Moscow Suvorov Military Music College

The Moscow military Music College is the pride of Russia! Their slogan is 'Life to motherland, privilege to no one.' They are real soldiers who can fight for our motherland and will never leave our country. It is the only professional music institution of its kind that was founded in 1937. Over more than 70 years of its history, the college has trained a lot of military bandmasters and musicians. Since 1940 the squadron of cadet drummers of the College begins all the parades in Red Square. The repertoire of the Band includes dozens of music pieces of different époques, styles and genres: Western European and Russian classics, contemporary music and jazz. The Band has done dozens of tours in Russia,



Germany, France, Italy and other Western European countries. Since 1998, cadets of the Band have been participating in the traditional Suvorov Days in Switzerland, commemorating the famous Alp crossing of the Russian army headed by A. Suvorov.

The variety of music instrument is incredible. Such instruments as drums, clarinets, trumpets, tubas, trombones and others are in their use. Their show includes not only playing the music instruments, but dancing as well. This makes them different from others. And that is the reason why our interviewees were so impressed.

The Royal Artillery Band

The third favourite was the Royal Artillery Band. Formed in 1762, the band stepped into two hundred and fifty years of history. It has long been a tradition for its musicians to be competent on both string and wind instrument and the Royal Artillery Band is the only British Army band which is able to perform independently as a wind band or a concert orchestra, making the oldest orchestra in Great Britain. The Royal Artillery Band is based in Woolwich. The Band provides music to the British Army's formations both in peace and on operations. As one of eight London-based State Bands, the Royal Artillery supports all State Ceremonial duties. When they are free from Ceremonial duties they perform in the festivals around the world.



Traditions of the United Kingdom have always drawn people's attention. Their impressive national costumes and the way they perform make us wonder again and again. However, not only this stuff makes them special. The national music instruments which are only played in the British Army show their uniqueness.

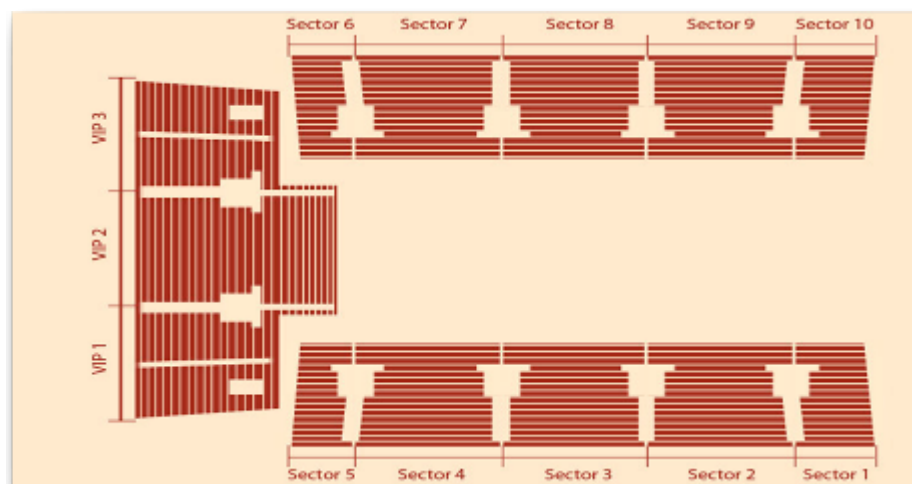
Potential Visitors

Every year the festival coincides with the celebrations of the City Day of Moscow. It is a day off so there may be a lot of potential visitors. First of all, they include grown-up people who are interested in music and bands. Then come university and college students who might prefer to spend their day off enjoying the culture of the festival. High school students may also find it attractive to watch different bands and listen to stunning music. We cannot exclude middle school students because they may turn up with their parents. There are also groups of foreign tourists who specially book the holiday to witness firsthand the miracle in Red Square. Still there are always a lot of other tourists who visit Moscow on these precise dates. We also bear in mind that due to the charity program physically disadvantaged people have a good chance to attend the event too.

Furthermore, every year the ticket prices are decreased. In order to show how the price has changed we made a comparison for two years: 2010 and 2011.

The ticket price in the weekend (EUR)

Sectors	2010	2011
1-2, 9-10	95	80
3-8	110	100
VIP	170	163



Where does it leave us? The number of potential visitors can be really huge. The only thing is that they should remember to book the tickets. Otherwise they can easily miss the event.

Government Policy

The Spasskaya Tower Festival is organized in accordance with the order of the President of the Russian Federation. Each year the president addresses the participants of the Festival and here is a letter of President Medvedev.



ПРЕЗИДЕНТ РОССИЙСКОЙ ФЕДЕРАЦИИ

05 сентября 2009 г.

№ Пр-2306

Москва, Кремль

Участникам и гостям
Международного военно-музыкального фестиваля
«Спасская башня»

Уважаемые друзья!

Рад приветствовать участников и гостей Международного фестиваля «Спасская башня».

Ваш творческий форум собрал в Москве лучшие военные оркестры мира. Каждый из них объединяет ярких, одаренных музыкантов, представляющих национальные исполнительские школы государств Европы, Ближнего Востока и Азии. Вам предстоит продемонстрировать свое мастерство и богатый репертуар на ведущих концертных площадках российской столицы, а главным событием станут выступления ваших коллективов на Красной площади.

Желаю всем участникам и гостям фестиваля «Спасская башня» успехов и всего наилучшего.

Д.Медведев

Dear friends!

We are pleased to welcome the participants and guests of the International Festival "Spasskaya Tower". Your creative forum has gathered the best military bands of the world here in Moscow. Each of them brings bright, talented musicians performing different national schools from national governments of Europe, Asia and the Middle East. You have agreed to demonstrate their skills and rich repertoire on the leading concert halls of the Russian capital and to perform the main event of your bands on the Red Square. I wish all the participants and guests of the festival "Spasskaya Tower" success and all of the best.

Dmitry Medvedev

There is an explanation to the fact that the government of the Russian Federation and Moscow firmly support the festival. They see in it great opportunities for:

- 1) Promotion of Russian national symbols;
- 2) Patriotic education of young people;
- 3) Increasing prestige of military service.

We find these reasons to be important because today young people really need encouragement to appreciate what is being done for them by the Government and to see it as their duty to serve the country.



SWOT

The following table presents the results of the SWOT analysis of the festival tourism business.

<p style="text-align: center;"><i>STRENGTHS</i></p> <ul style="list-style-type: none"> • Government support • Increasing demand in the service • Comparatively low start-up costs • Affordable prices • Choice of reliable partners • Use of modern communication tools • Comfortable conditions for selling the service • Creation of summer jobs for students 	<p style="text-align: center;"><i>WEAKNESSES</i></p> <ul style="list-style-type: none"> • A lot of competitors • Not known name • Dependence on the weather conditions • A one-time event with a yearlong preparation • No web site in the internet
<p style="text-align: center;"><i>OPPORTUNITIES</i></p> <ul style="list-style-type: none"> • Cooperation with tourist companies in other countries • Involvement of investors • Promotion of goodwill • Use of historical traditions while developing the tourist product • Attracting new consumers from the countries which do not know about this festival • Impact on Muscovites and guests 	<p style="text-align: center;"><i>THREATS</i></p> <ul style="list-style-type: none"> • Entering a market with stronger competitors • Recession of the economy • Instability in currency exchange rate • Vulnerability for terrorism with so many people gathered in one place

Opportunities for Entrepreneurship Activities

The “Spasskaya Tower” is a young festival, which is still in its active process of development. The festival became what we know it now just two years ago and was first held in 2009, though there were some attempts and first premises for creating it since 2006. However, we can already make some conclusions out of this event.



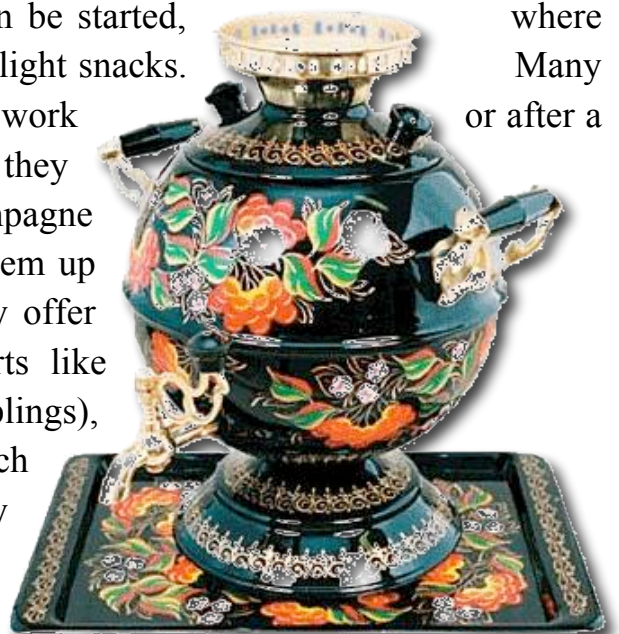
First, it is quite obvious that the festival has already become extremely popular not only among Russian people, but among foreign tourists as well. The statistics shows that the number of people, who visited the festival, is growing every year since its beginning. The festival usually lasts for around a week and each day in 2009 it was visited by near 5500 people. This year the number of visitors, who attended the festival, increased almost to 7000 each day!

This proves that the Spasskaya Tower is quite popular among people all over the world. And this is due to a lot of different factors. To begin with, the bright and attention-drawing name of the festival is already half of success. It was mentioned at the beginning of the project that the Spasskaya Tower is the most well known part of the Kremlin – the most famous and popular place of interest in the whole huge Russia. Then, the festival takes place in the very heart of the capital city of Russian Federation – Moscow, which is definitely the most popular city to visit for

foreigners. So, it makes it easy to attract people to attend it. Besides, the dates are chosen conveniently, as it is not yet too cold and not that warm, so the weather is perfect for holding such events. Moreover, the idea of the festival on the whole is attractive: its main purpose is to unite different nations and broadcast the culture and traditions of different countries. Finally, it is popular due to the Russian governments. They support the festival greatly, so, it is widely advertised and popularized in the media.

The Spasskaya Tower is growing in its popularity and it has a high potential for development not only of the very festival, but of the activities around it too. It is clear that extra offers are in great demand and will make the attendance more pleasant and relaxing. Here are some ideas for business opportunities.

1. Different kinds of small “cafes” can be started, where people would be offered some drinks and light snacks. Many people can come there after a hard day at work or after a long walking tour around Moscow; so, they might be tired and hungry. A glass of champagne or a cup of hot tea or coffee will cheer them up before the show. Besides, such cafes may offer some national Russian drinks and deserts like kvass, bliny (pancakes), pelmeni (dumplings), pryaniks, sushki and many others, which would attract and thrill the foreigners. They could pour tea from the samovars and be exposed to other traditions of Russia. As far as we concerned, this business is very profitable as such goods have always been popular among the customers. The stalls of this kind are not very expensive to start. The owner only has to purchase the goods and then resell it for higher prices. Herewith the owner has to give a part of the profits to the organizers. Still the owner himself gains a lot.



where
Many
or after a

2. The other idea for small business is to offer plaids to the visitors. As the festival is held in the open air and finishes late in the evening, it may get cold outside. If you are not comfortable, it may spoil all the impression of the show. In this case plaids will come in handy. This service will be popular if it is cold, which is quite likely to happen. The



owner may take approximately 3 – 4 Euros for the service and the real cost of it is extremely low. That means that the business will be profitable again.

3. Next, it will be a good idea to organize some tours. There can be many variations of them. For example, a day tour: a bus tour in the afternoon; then visiting the Kremlin (or any other place depending on the interests of the tourists); having dinner in the restaurant with Russian national food; visiting the Spasskaya Tower festival. Or there could be some night tours: visiting the festival and after it an excursion about Moscow at night. As an option, full tours can be organized: they will include not only excursions, but also meeting tourists in the airport, booking a hotel and all other organizational issues. From our point of view, this will be, first of all, a good way to promote the festival. Secondly, it is a source of high profits.



4. The cost of advertising should also be taken into consideration. Since the government is interested in the Festival, it may help to promote the event by ensuring discounts on billboard advertising. Besides, a lot of leaflets can be sent through emails or just delivered to school and colleges. Writing promotion leaflets is a creative process but it does not take a lot of time and with easy delivery it can save a lot of money for those engaged in the process.

5. The costs of training people to realize the above-mentioned ideas are not expected to be high.

6. Any entrepreneur is conscious of the fact that they are duty-bound to pay taxes. Since there is the government support, taxes are expected to be reasonable or even minimal taking into consideration that a lot of young people might be involved in doing this business. Not only should they be successful entrepreneurs, but they also ought to be patriotic and promote patriotism.

On the whole, we see a lot of business opportunities for entrepreneurial people.

Potential Employees

As we have already mentioned there are quite a lot of opportunities for entrepreneurship development. Starting all those businesses means not only gaining the capital, but employing people as well.

Nowadays the problem of unemployment is becoming more and more urgent all over the world. It is particularly hard to find a job for young people who have no work experience yet. Starting the suggested businesses will offer new job opportunities and will make its small contribution to solving the problem.

Firstly, employees are needed to be stall-sellers in small cafes and souvenir shops. This job is not demanding and does not require any special qualifications or work experience but one has to be friendly, polite and energetic. So, young people can be perfect candidates.

Secondly, there is a demand in people who will help visitors of the festival with some practical issues such as giving out the plaids and pillows (to put on a seat for small children so that they could sit higher and see better). There definitely should be some people who will help visitors to find their seats as it may cause difficulties sometimes since the number of sectors is rather big. Young people can easily cope with these jobs too.

Thirdly, young people can be employed to give out leaflets before the festival and do some other errands in order to promote the event beforehand. All the above mentioned jobs do not require any special training. That means employing people will not be very costly for the business.

The other jobs will be connected with organizing tours. Potential employees should have experience in tourism business to be able to organize meeting tourists at the airport, book hotels at the reasonable prices, offer a good choice of excursions, buy tickets, book a bus for a group and what not. These employees should have good organizational skills, definitely know



foreign languages to be able to communicate with customers from other countries, be hardworking and responsible as organizing means taking on a lot of responsibility. Potential employees can be tourism college graduates.

There will also be a need for tour guides. These people should have some special skills as well. This includes being well informed, knowing the history of



Moscow and foreign languages.

Two of the most important qualities of tour guides are to be interesting themselves and to be interested in what they tell people.

History should be the guide's passion, otherwise their talk will be boring and the tourists will not be satisfied. Finally, guides should be friendly, patient and polite.

Conclusion

So, the tour is almost over. Have you been able to solve the puzzle? Probably, yes, because we repeatedly mentioned that the Spasskaya Tower Festival is a great opportunity for different nations to get together for an unforgettable and glorious event. Military musicians who become ambassadors of peace and mutual respect among different nations due to the Festival represent a whole variety of national, creative and military traditions of the world. The peacemaking mission of the festival is what makes it the event of world importance, which truly unites nations and cultures.

The spirit that hovers over Red Square every day - the confidence, the calmness of the military, the hospitality and joy of the Muscovites - reminds once more that Red Square in Moscow with its magnificent Spasskaya Tower (the **Savior** Tower) is a historic site where former allies and enemies of the World Wars, according to the new realities of the modern world unite through music and parades. **The Savior Tower is there to serve the main purpose – to save the world showing that music is better than battles.** The world battle of military orchestras is the only battle that makes people happy. The Festival participants speak the universal language of music so that different nations could understand each other better. It is symbolic that military musicians, representing the diversity of the national, artistic and military traditions of the world, gather near the Savior Tower to promote peace and understanding between the nations.



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Teacher's Notes

This case has a great teaching potential and can be used at lessons based on GTTP Passport to the World course, English or Culture Study, and students' project work dedicated to T&T. First, students can be assigned to work in groups, do further research into each of the above mentioned festivals and make oral presentations. Second, another task for project work may involve students in carrying out research into similar festivals in different countries. Oral presentation is a must. On the whole, this case is aimed at motivating students to learn more about countries and their cultures and it teaches to appreciate Russian culture and other cultures too. There may be debates on various topics such as "Music is another international language", "Do we need military bands", "Doing projects is the best way to learn" and so on. Also, this case study will serve as an example which shows how the results of the research can be presented.

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