



**Festival Vallarta Azteca
del Folclor Internacional A.C.**



WHO ARE WE?

The Vallarta Azteca Festival of International Folklore, is a space for cultural exchange and diffusion dedicated to preserve and promote art through dance. The main goal is to bring society cultural activities of high quality that help strengthen our national identity and also serve as a renowned tourist attraction for the region.



FESTVA IS...

- An annual festival in the municipality of Puerto Vallarta during the months of April and May for ten days where year after year there is a celebration of color, tradition, and culture.
- A cheerfulness event for having a variety of activities available for each member of the family.
- A cultural exchange where folk groups from different parts of the world gather together to showcase their performances for free to the audience. The groups learn from one another and experiment with the culture and life of the inhabitants of our region; Meanwhile, locals can enjoy the amazing international art without having to travel.
- The folk dance festival, as a tourist experience, is an important part of the diverse experience the municipality offers, making it an unique element from other tourist destinations.



- The festival has been held continuously since 2006.
- We have attracted more than 1,000,000 visitors since our foundation.
- We have received more than 395 folk dance groups national, state and local.



In 2014, the festival became international and since then we have received more than 40 delegations from Argentina, Bolivia, Bulgaria, Canada, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Slovakia, United States, Israel, Italy, Panama, Paraguay, Peru, Poland, Romania, Serbia and Togo.

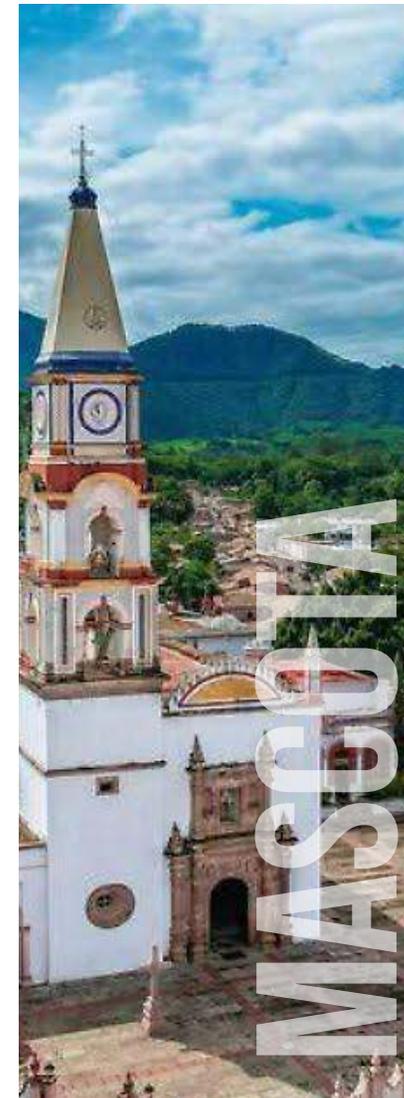


WHERE DOES IT TAKE PLACE?

The official stage performance is located in Puerto Vallarta, a municipality and tourist city of the state of Jalisco, Mexico in the Bahía de Banderas along the Pacific Coast.



The other stage performances are held in the region of Jalisco by the municipalities of Tomatlán, La Huerta, San Sebastián, Mascota, and Atenguillo.





WHAT ACTIVITIES DO THE PARTICIPATING GROUPS DO DURING FESTVA?

The festival organizes numerous activities that involve peace and friendship within the nations. Some of these dynamic activities are: “sowing peace”, a “religious mass” and “dance with me”. Additionally, some groups visit public schools where children and adolescents learn about national and international folk dance traditions hoping to learn about cultural diversity and gain respect for the group’s traditions.



EXCHANGE ACTIVITIES

The participating groups not only perform at our festival, but also participate in interacting with the audience and the members of different groups in an activity called “Dance with Me.” A space for exchange where the participants teach the audience and groups learn to dance to the rhythms of their nations.

RECREATIONAL ACTIVITIES

In addition, to the observations of the performances by local, national, and international groups the members of the groups can create friendships through exchange activities such as, “Welcome Party,” “Beach Volleyball Tournament,” and a “Photo Rally.”





FESTVA KIDS

- In 2024 a special space for children in folklore was created featuring high quality performing groups of children ranging from 6 years old to 15 years old aiming for new generations to love our Mexican identity through dance.
- FESTVA Kids has the support and participation of national volunteers who share traditional games and playful activities focused on learning, sharing, and enjoyment of folklore not only from Mexico but also from around the world, recognizing our culture similarities and differences leading to an environment of peace and tolerance.



WORLD DOLL EXHIBITION IN TRADITIONAL COSTUMES

- Folk or traditional dance is linked to the music, rituals, and customs of a town or culture; the traditional costume becomes an intrinsic part of their representation.
- It's clothing expresses the cultural identity of a region, people, culture, or nation; it can be used for everyday activities or special occasions. In some places, the attire is defined by religious and social traditions indicating the type of thread, fabric, color and embroidery to use.
- In every town, region, or country there is a great wealth of traditional costumes, and practically every dance has its own costume.
- Some costumes reflect the mestizaje experienced by the people in their town. Others preserve the legacy passed down through generations crafted by artisans who weaved and embroidered the fabrics.
- In 2023 participating groups started donating a pair of dolls in traditional costumes from their country to create a collection for an exhibition each year to showcase the beauty and importance of costumes in the folklore of each village.



WHO SUPPORTS FESTVA?

Our festival is supported by the municipal governments who host the delegations: Puerto Vallarta, Tomatlan, Mascota, San Sebastian, La Huerta, and Atenguillo. The Public Trust for Tourism of Puerto Vallarta also provides an annual fund to support the expenses of our event, which is an important tourist reference for the region.

Moreover, to strengthen our festival we require the support and collaboration not only from government officials but from our local society and entrepreneurs intending to make this event a significant attraction for the region to draw attention from around the world to Puerto Vallarta and hoping for more people to come enjoy the festival. Therefore, each year we welcome more local entrepreneurs who are committed to our community by providing support to resolve the logistics challenges to host over 1,000 dancers for a week that applies: food, accommodation, transportation, stages, advertising, etc.



WHO ARE THE ORGANIZERS?

Vallarta Azteca Folklore Group

- Established in 2003 at the College of Scientific and Technological Studies of the State of Jalisco, Puerto Vallarta Pitillal. 21 years of experience with an average of 60 members in the main group. Formed of young adults aged between 15 to 30 years old; including students, graduates, and professionals who have been recognized nationally and internationally for their stage performances in over 5,000 presentations in the best venues of Mexico and abroad.
- All of them are the logistics and coordination team of the Vallarta Azteca International Folklore Festival under the guidance of their leaders.



PROJECT LEADERS



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