

---

*"There are a delicious amount of head-scratching art experiences that happen at Eastern Edge ... that will cause you to question your preconceptions of what art is, what art can do for the world, and please you so much that you will want to stick around..."*  
- Mary MacDonald (*The Overcast*, August 16, 2016)

---

## HOLD FAST: Thoughts from Behind the Scenes

facilitated by Tessa Graham

### Part 3: April White – HOLD FAST Festival Manager

#### ***5. Overall, what was your favourite part of HOLD FAST and why?***

My favourite part of HOLD FAST always has been the Art Crawl. The Art Crawl transforms downtown St. John's into a city alive with art and ideas through installations and performances by local and visiting artists setting up shop in unusual spaces. I love the energy of that night: the energy of the artists, the volunteers, the festival goes. I was part of the organization of the first Art Crawl four years ago and have been a part of every Art Crawl since. Every year the Art Crawl takes over downtown St. John's in new ways, with new visiting and local artists. It is unbelievably satisfying as an organizer to not only see how all your hard work has come together, but to see the public excitedly taking in all of the performances and installations. Galleries are where the art lives, right? We are having a blast shaking up that notion.

#### ***6. Going forward, how do you think the structure of this year's festival will influence future HOLD FAST festivals?***

We have been the HOLD FAST Contemporary Arts Festival for two years now. The structure of this year's festival comes out of what worked and what didn't work from last year. It also comes from changes that were made to the festival in its previous name, The Art Marathon Festival. From eight days to four days, retiring the Art Marathon, trying the Art Sprint, to expanding the Workshop Series, many structural changes have been made in the past four years. We are settling into a structure that is breathable, exciting, not too hard on staff and volunteers, and good for the artists. We will continue to shake up the routine and try new things—it's important to do that—to push boundaries and inspire.



*HOLD FAST's Festival Manager, April White*



*Concept by Penelope Smart,  
Artwork by Amery Sandford*