

Ushering the Performing Arts in the Present and Future: An Analysis of Intwasa Arts Festival koBulawayo

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Abstract

The way artists perform on stage has changed in Zimbabwe, which could lead to the loss of indigenous culture. However, the performing arts industry can help preserve and pass down cultural elements from the past to the present and future. This study examines the Intwasa Arts Festival koBulawayo, held annually in Zimbabwe's second largest city, through document analysis, observations, and key informant interviews. The chapter discusses culture loss in indigenous societies and suggests ways to mitigate the trend, defines festivals and examines their state in developed countries and Africa, and provides background on the establishment and objectives of the festival. The authors conclude that Intwasa Arts Festival koBulawayo plays a crucial role in preserving and promoting culture and ensuring the continuity of cultural practices among indigenous people.

Keywords: culture, festival, Intwasa arts festival, culture loss, preservation