

The Latvian Song and Dance Festival is one of the largest amateur choral and dancing events in the world an important event in Latvian culture and social life. As one of the Baltic song festivals, it is also a part of the UNESCO Masterpieces of the Oral and Intangible Heritage of Humanity list since 2008. From the first festival in 1873 with 1000 singers it has grown in 2023 with 40560 participants. This 150-year tradition is linked to several tangible heritage sites.



Here was a unique situation in the field of communications. The well-prepared information provided by the organizers could be compared with the diverse communication spread by the participants and audience who deeply self-identify with the event.

