

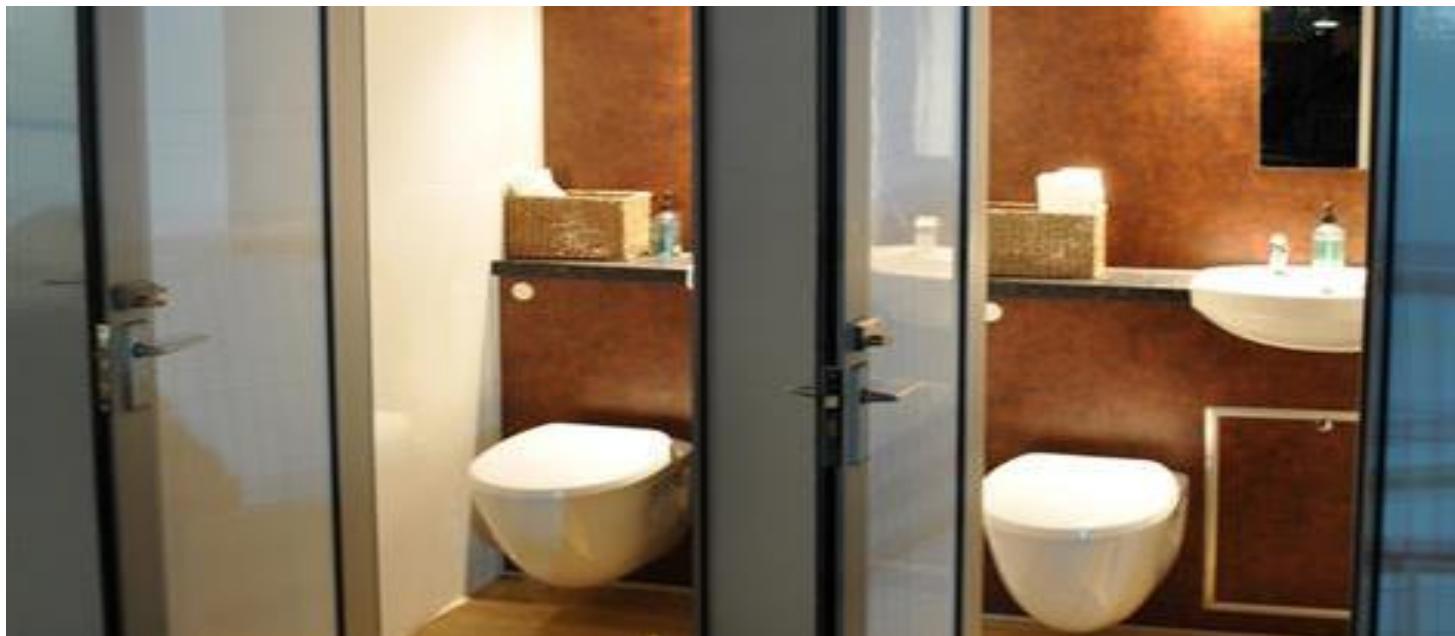
# Cleanliness and disruption: the case of the UK music festival



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# Rationale

- A naturally occurring experiment in those who wash a lot deal with new conditions
- Festivals are now home to competing ideas about how societies should live with dirt
- Lessons about how the changing provision of 'environmental services' (water, comfort, buildings etc.) in festivals and at home



**Cleanliness practices in everyday life > festival sustainability studies**

**Festival sustainability studies > cleanliness practices in everyday life**



# Relevant festivals work

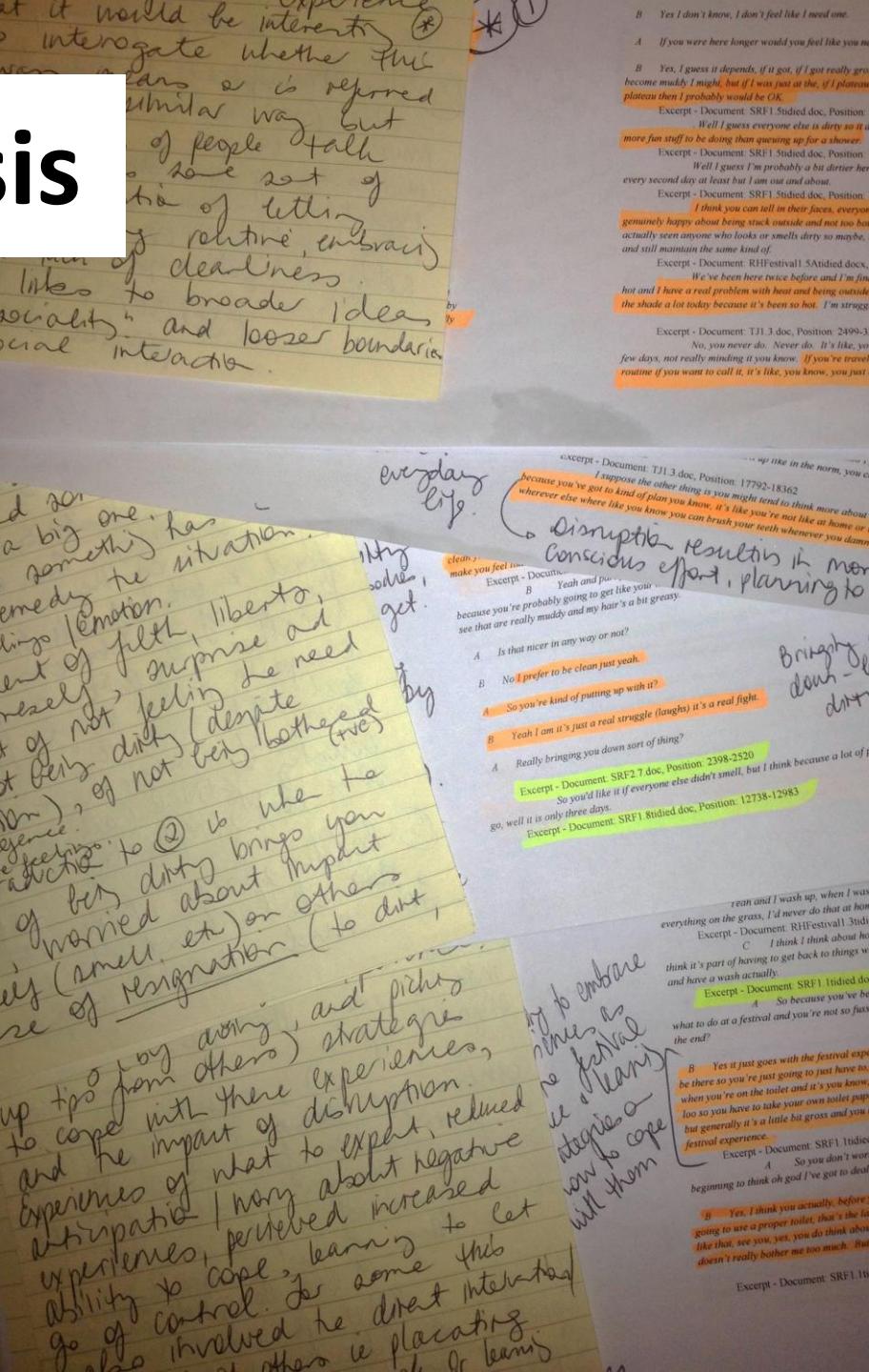
- Cultural studies of escapism and transformation
- (*but which seems to apply in this context?*)
- Epidemiological and environmental impact  
(*but what about the lived experience?*)
- Profiling environmental values and testing ideas  
(*but disconnected from the wider experience*)

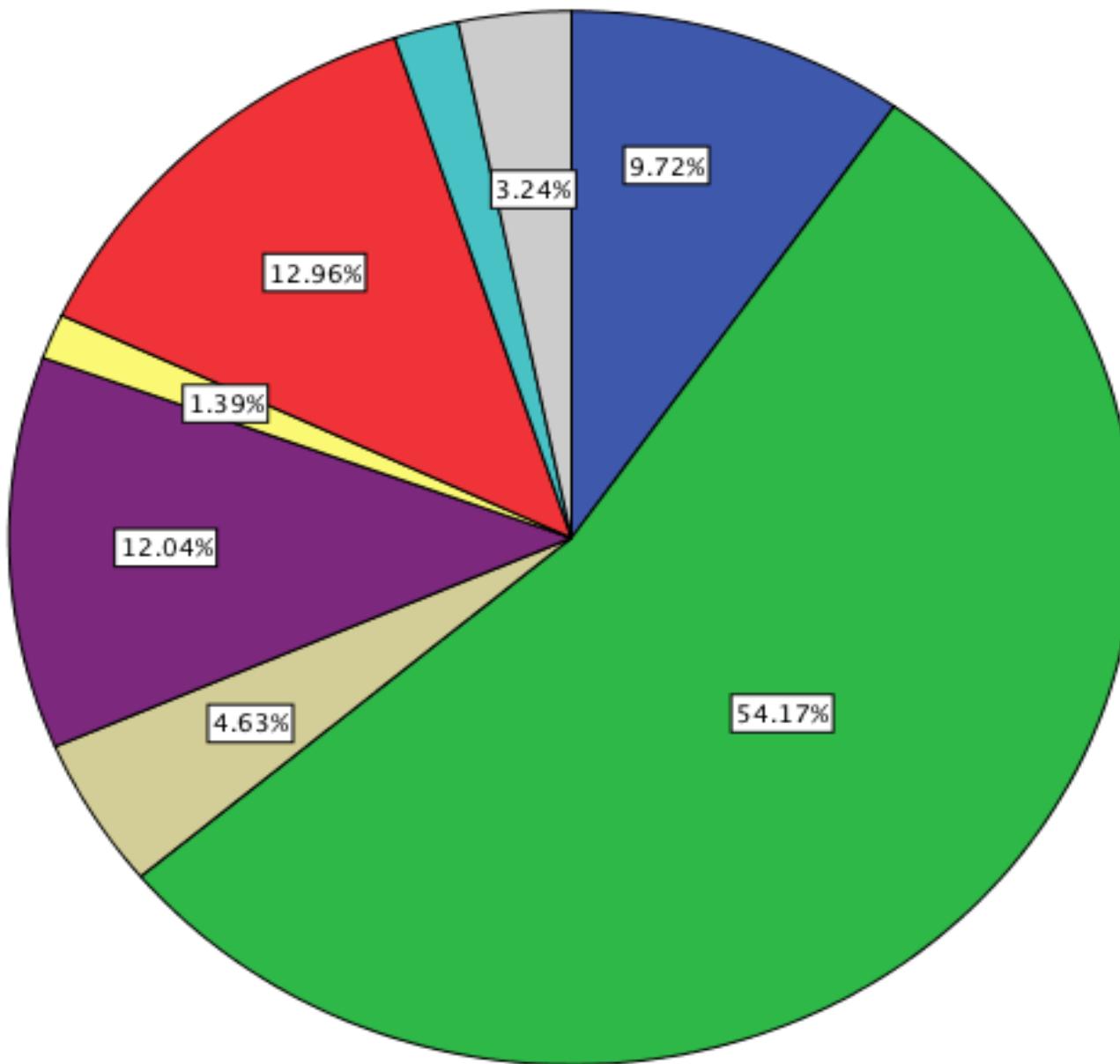


# Methods

- 60 Interviews at two music festivals in southern UK Summer 2014
- 250 questionnaires across both sites
- What happens and how you feel about it
- Festival context – people are more open willing to talk about taboo/mundane topics

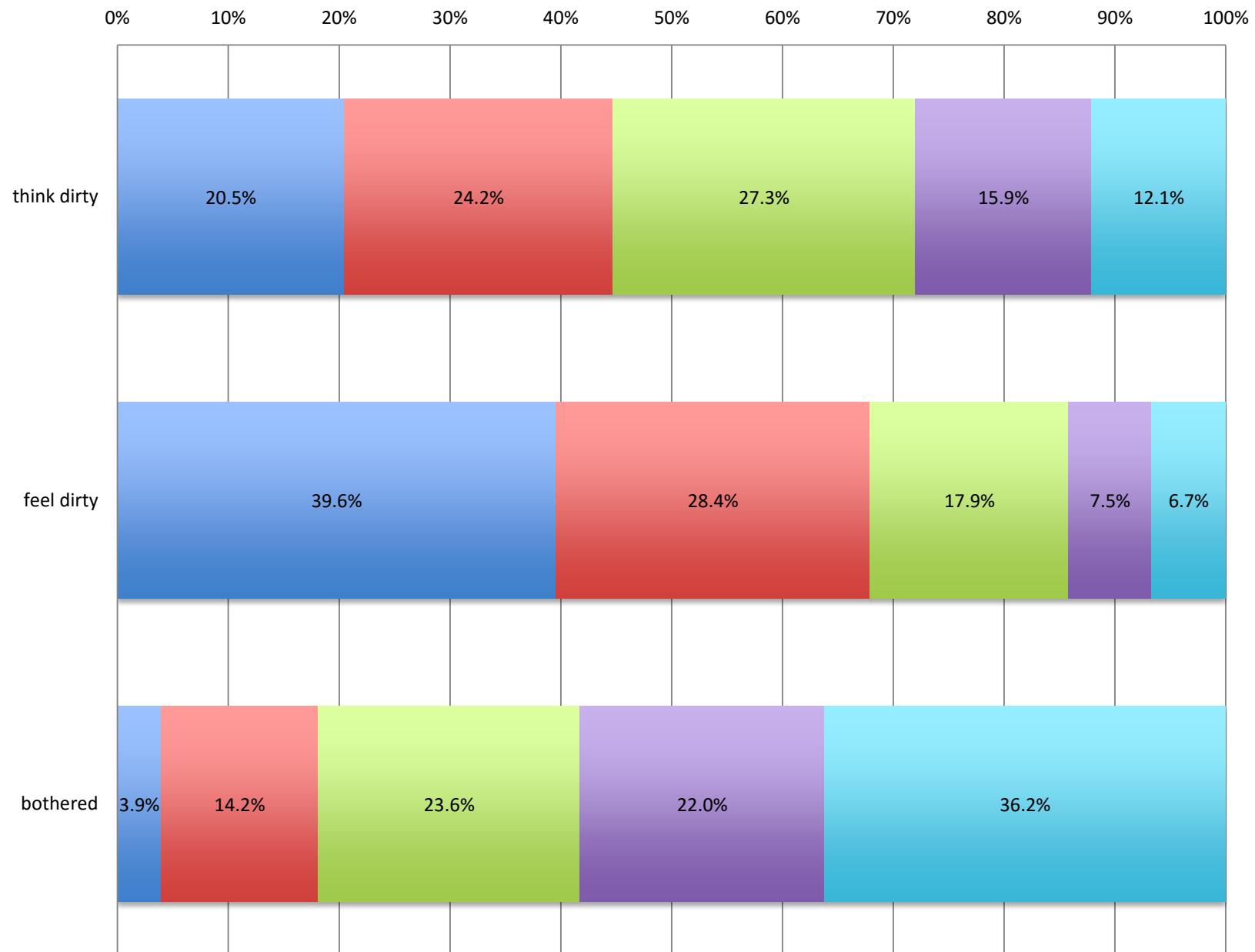
# Analysis





How do you feel about dirt and cleanliness during this festival?

- I find it good that I don't have to think so much about keeping clean.
- These things are just a part of the festival experience.
- I would prefer it if the festival was a cleaner environment.
- It's part of being outside in the natural world and that's good.
- I think it's better if a festival is a little bit dirty.
- I would prefer if there were better facilities for self-care (showers, toilets, etc).
- It's a different, healthier kind of dirt here to back home.
- I don't mind some dirt but would not want to be dirtier than others around me.

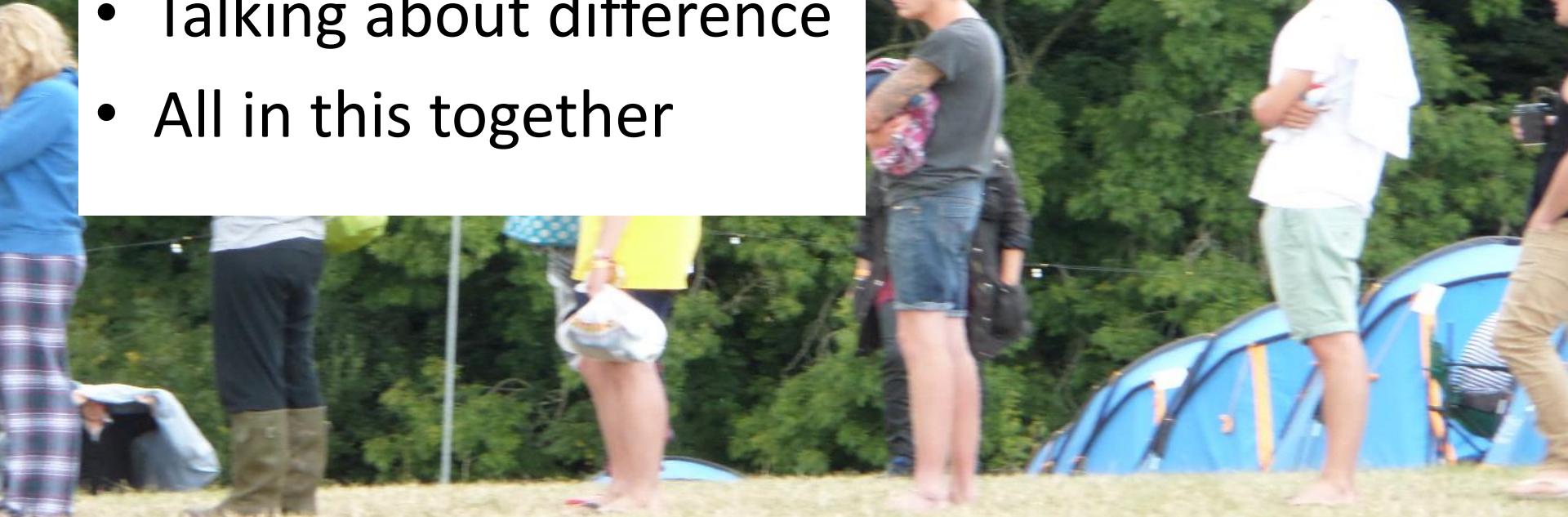


# Creatures of context

- Kit – the lonely towel
- Showers - infrastructures
- Tents – visibility and contagion



- Circulating stories
- Making new normals
- Talking about difference
- All in this together



*Yes, I'll go home, I'll have a shower, put all my stuff in the wash and yes, go back to my routine*



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# Coming back home (conceptually)

- Holding resource use routines in place
- Learning from the partial domestic
- Beyond visions of national practice

