

Fair Saturday 2019

Greeting before Fair Saturday Event

We are living times of complexity and uncertainty. Everything seems to go faster. The short term rises above the serene vision of the long term. The strong desire of “having” instead of the profound aspiration of “being”, the growing concern about what is ours instead of the empathy with the most vulnerable.

We need to rethink the way we are building our future.

For that we consider there are two essential elements to build fairer and more developed societies: culture and empathy. These are the two ingredients that dignify us and that contribute to humanised development based on science’s progress. What we basically define as a better world.

Fair Saturday is a small idea that wishes to contribute to this. Aiming nothing less than to make people think, to generate a positive impact through culture and through the people’s need to be responsible for the creation of a better world.

Specifically, Fair Saturday is a global mobilisation that aims to create a positive social impact every last Saturday of November, the day following Black Friday, the greatest expression of consumerism. Artists and cultural organisations from all over the world get together in a global festival following just one requirement: to support a social cause of their choice through their event. How?

- Showing how proud they are of the work they do.
- Helping them spread their message through their communication channels and giving them some time before the show to share it with the audience.
- Generating funds for the chosen project by freely and voluntarily donating part of the value generated in the event (tickets, donations, etc.).

Since 2013, there are hundreds of artists, cultural organisations and social projects who have joined the movement. Today more than 100 cities and territories from all around the world will be hosting Fair Saturday events, showcasing a positive engagement on an international level around culture and social values.

Fair Saturday is definitely a positive initiative, independent, apolitical and respectful of the human rights, that aims to create a global cultural movement with a positive impact in society every last Saturday of November.

Thank you for being part of it. Thank you for making Fair Saturday possible, not just today but everyday.