

# After Hultsfred: Cultural Entrepreneurship in the Aftermath of the Hultsfred Festival

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## Abstract

This paper presents some of the findings from a completed research project and from an anthology (published in the spring 2022) about cultural entrepreneurship in relation and as a result of a popular music festival that took place in the southeast part of Sweden from 1986 to 2009. The project was funded by the Kamprad Family Foundation.

In the autumn of 1981, a group of music-loving young people met in Hultsfred, a small municipal community of about 5,000 inhabitants, situated in the northeastern part of the county of Småland, Sweden. Fed up with the fact that nothing seemed to happen, they put up posters and on December 16, 1981, a large group met at the local community youth center and founded the rock association, Rockparty. In 1986 Rockparty launched the Hultsfred festival that would become the largest and most important popular music festival in Sweden during the late 1980s and the 1990s. The association developed from being a small voluntary-based rock association to becoming Sweden's largest festival promoter creating a lot of cultural activities and creativity, businesses, concerts, festivals, education, research etc., especially in the project Rockcity, launched in the year 2000. My doctoral thesis, published in 2013, *Rock'n'roll i Hultsfred – ungdomar, festival och lokal gemenskap* examined how this development was possible.

The presentation focuses on how the love of music and friendship created an entrepreneurial mindset and social capital/social networks that lay the foundation for all the accomplishments mentioned above. How the symbiosis between music and friendship created both the possibilities and limitations for all these achievements. How people became cultural and/or social entrepreneurs. What kind of skills they learned and developed through their practice. How some became cultural entrepreneurs inside the music industry and some outside in other professions. I discuss

entrepreneurial mindset, entrepreneurship, and entrepreneurs in relation to DIY-attitude and ideology, local embeddedness, friendship vs. profession, cultural entrepreneurship, and social entrepreneurship, to “feel” and “do” vs. to “think” and “plan” from a phenomenological perspective.

Keywords: cultural entrepreneurship, Rockparty, Hultsfred Festival



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