

2022 Smithsonian Folklife Festival Descriptive Text of Homepage Welcome Video

This video is one minute long.

Audio: “This is Ralph Rinzler, director of the Smithsonian Bicentennial Folklife Festival.”

Scene fades up on a white Smithsonian Folklife Festival logo on a black background followed by images of the Lincoln Memorial and the National Museum of Natural History.

Audio: “If you enjoyed the Festival, you’ll be interested in this invitation.”

A series of profile pictures flash rapidly on the screen.

Audio: Piano music plays

The scene fades up on a musician standing on stage in front of the Washington Monument followed by a grainy video of the monument and the Mall. Bright pink fireworks burst on screen behind a black outline of the Washington Monument.

Audio: The sound of the exploding fireworks swelling over the piano music.

Images from the Folklife Festival—children watching a potter work, tents and performers along the Mall—flash on screen.

Audio: “An opportunity like this cannot be taken for granted. This evening, we are going to be beating our hearts out for you... So, get up and feel the music and do something about it, okay?”

Images continue of Folklife Festival performers, singing and playing various instruments on stage and walking around the National Mall, appear on screen. In the final image, a man speaks into a microphone in front of a red sign with white text reading “Folklife.”

Yellow and pink fireworks explode behind an outline of the Washington Monument, a black outline of the Smithsonian Castle visible on the left in the distance with a tied rope bridge stretching across the screen in the foreground. Black-and-white grainy video of tents along the National Mall fades to photographs of a potter and musician demonstrating their craft. The scene ends showing visitors on the National Mall gazing at blue, white, and red fireworks overhead.

White text on a grainy video of tents along the National Mall reads, “The Smithsonian Folklife Festival has been on the National Mall every Fourth of July since 1967.”

Audio: “This event is a rite of cultural democracy.”

Images of people at the Folklife Festival, sitting around a stage and children playing, are followed by performers dancing in traditional clothing. Yellow and pink fireworks flash on screen, the outlines of buildings on either side of the Mall framing the Washington Monument.

Audio: (Sabrina Motley) “We have many, many partners—you included. I encourage you to stand alongside us, as we travel this journey year after year.”

The fireworks fade to large bright yellow and red circles, as white text appears on screen reading “See you at the National Mall” before the scene fades to black.