

BLOOMSDAY

❧ *Festival* ❧

A Celebration of Ireland and James Joyce's *Ulysses*

THE ROSENBACH ❧

WELCOME TO BLOOMSDAY

MODERN MASTERPIECE. LITERARY ICON.

A CELEBRATION OF THE ODYSSEY OF EVERYDAY LIFE.

Lauded as the greatest novel of all time, James Joyce's epic *Ulysses* tells the **story of a day in the life of everyman Dubliner Leopold Bloom**. The action of the story takes place on June 16, 1904, hence the selection of **June 16** for Bloomsday, the annual international holiday celebrating *Ulysses* and its creator. As the home of Joyce's manuscript of the novel, **the Rosenbach has observed Bloomsday in grand fashion for 25 years**. We mark the occasion with a day-long, public reading of the novel, inviting international literati, local artists, and public figures to read on beautiful Delancey Place. The readings are accompanied by musical performances, and the combination of word and song brings the novel to exhilarating life in the open air. 🗝️



Bloomsday at the Rosenbach on Delancey Place.

THE BLOOMSDAY CELEBRATION

WITH EVENTS AND PROGRAMS FOR NOVICES AND ENTHUSIASTS ALIKE, the Bloomsday celebration is the undisputed **highlight of the Philadelphia literary calendar**. A day of free, public readings from James Joyce's masterpiece *Ulysses* will connect to themes in the novel and materials that will be exhibited at the museum, including the original manuscript. Each Bloomsday, participants read passages from the novel that reflect the theme of the celebration. Inside the museum, which is always **free and open to the public** on Bloomsday, we will present a display of related historic materials throughout the Rosenbach brothers' historic house. These will include pages from Joyce's original manuscript which show the aforementioned passages written in the author's own hand.

“I have read the book twice, but had never participated in a Bloomsday celebration. I imagine that yours would be hard to beat!”

-Bloomsday 2016 participant


BLOOMSDAY CELEBRATION 2017

On June 16, 2017, the Rosenbach and numerous community partners will present the twenty-fifth public Bloomsday celebration. This free, eight-hour-long, outdoor reading offers a mix of short passages and longer professional performances that collectively share one-third of Joyce's masterpiece, *Ulysses*, in an accessible, entertaining, and compelling way, helping to keep the novel as relevant as ever, nearly 100 years after its original publication.

The 2017 program will feature **more than 75 readers** including community leaders, local celebrities, and students of *Ulysses* as well as performances by musicians, vocalists, and actors. In fact, this year's celebration will incorporate an expanded theatrical and musical piece to bring a variety of Irish traditions to the center of the day's events. In addition to the captivating performance of **Molly Bloom's soliloquy by actress Drucie McDaniel**, a Philadelphia Bloomsday tradition, this year we will add another performance by **actor Michael Toner**. In the past, Toner's shorter Bloomsday readings have drawn audience applause and praise. In response to his wide appeal, the Rosenbach has asked Toner to transform selections from the Ithaca episode into a dramatic piece, with the goal of making Bloomsday readings more varied and, ultimately, *Ulysses* more accessible. To this end, we will also reprise last year's traditional Irish musical performances on guitar and accordion—another audience favorite—and we will continue the vocal performances that begin and end each episode, which have long been part of Bloomsday.

For the first time this year, Bloomsday will also be the culmination of an essay contest for university students in the tri-state region. **A total of \$500 in prize money will be awarded to the best essays—at both the graduate level and undergraduate level—analyzing an aspect of *Ulysses*.** The idea, presented by the Villanova Center for Irish Studies, will inaugurate this contest this year and will be judged by faculty from Villanova, Penn, and other academic institutions in the region.

MESSAGE AND IMPACT

THE BLOOMSDAY FESTIVAL BRINGS TO LIFE THE BELIEF THAT GREAT WORKS OF LITERATURE OFFER SOMETHING FOR EVERYONE, and that the opportunity to enjoy and participate in human creativity is open to all. **Our shared goal is not simply to encourage people to read (or re-read) *Ulysses*, but to celebrate the rich Irish history, culture, and tradition that Joyce's masterpiece epitomizes.** By creating an inviting atmosphere through public readings, musical performances, and other festival programs, **we welcome all curious minds to join in the celebration of literature as art.** 



WE ARE PLEASED TO PRESENT THIS OPPORTUNITY TO BE A SPONSOR FOR BLOOMSDAY, a celebration of Ireland, James Joyce & his landmark novel *Ulysses*, and the love of great literature.

\$10,000 Leopold Bloom Sponsorship

- Logo recognition on collateral materials and print advertising for and during the Bloomsday celebration
- Opportunity to have a representative participate as a reader at the Bloomsday celebration
- Two tickets to the Rosenbacchanal gala

\$5,000 Dubliners Sponsorship

- Recognition in collateral materials and print advertising for and during the Bloomsday celebration
- Opportunity to have a representative participate as a reader at the Bloomsday celebration

\$2,500 Performance Sponsorship

- Sponsor the performance of Michael Toner or Drucie McDaniel
- Recognition in collateral materials and print advertising for and during the Bloomsday celebration

For more information, please contact:

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