

The Victoria Tea Festival Revival

Festival Introductions 2023

Program Description

Local and international tea historians, artisans, educators, cultural ambassadors, musicians, and farmers will share their knowledge, history, art, and culture with fellow Victorians through the lens of tea in the beautiful Nootka Court on October 28, 2023. The International Tea Appreciation Society (ITAS) hosts the Victoria Tea Festival Revival (VTFR), an annual all-day, entrance-by-donation event. VTFR programming includes ceramicist demos, teapot gallery, symposium, tea championship, traditional ceremonies, live-stream for international guests, educational booths, and live music. Whether our guests are expert tea connoisseurs or enjoy a cup of tea occasionally, we aim to offer education that covers a wide range of interests in the most enjoyable and relatable manner. We make the event financially accessible by providing a sliding scale donation so that anyone can attend the event and participate in the various educational programs; we also offer a live stream of the tea symposium on Twitch and Youtube for anyone worldwide to watch. Our educators and cultural ambassadors can share their craft, culture, and history in a safe and welcoming space through a cup of tea. Our cultural leaders and knowledge keepers educate directly on and about their cultures, history, practices, and backgrounds.

The festival prides itself on keeping traditional, contemporary, unknown and fading art forms alive from various cultures associated with tea. We want to showcase the arts and culture of tea to a new demographic and younger audience who may find interest and community among these disciplines.

We would not have tea if not for the sustainable and traditional indigenous farming practices from around the world. We aim to showcase the farmers, their knowledge, and their farms through the tea symposium, exhibition booths, tea samplings, and demos.

The International Tea Appreciation Society (ITAS) is a group of tea enthusiasts working to build a local and international tea community through arts, culture, heritage and education. Our Festival provides three critical needs for BC residents: safe social interactions, cultural education, and environmental education. We improve the quality of life and sense of community in BC by providing our guests with hands-on opportunities to experience and learn about diverse tea traditions and cultures in a friendly atmosphere.

The festival hosts an accessible symposium led by researchers of cutting-edge environmentally sustainable agricultural techniques. We aim to educate our community about the social and environmental issues that come with the tea they buy and encourage a “farm-to-cup” perspective. Our guests learn about traceability so that they may know when the tea was harvested, when it was prepared, where it is from, and how the workers are treated.