

love arts

passion. impact. change

Strategy
2017 - 2021





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INTRODUCTION

This strategy paper lays out the road map that LoveArts will follow to implement its programs in order to achieve its main goal of “championing the recognition of the arts industry in Tanzania as an industry that creates sustainable livelihoods and impacts lives positively”. This strategy paper aims to reach and galvanize artists and all other stakeholders within Tanzania and across the world through a well-established art platform in order to create meaningful working relationships and explore opportunities of using arts to socio-economic and political development in Tanzania and beyond. The platform would encompass developing a media platform for art showcasing, activism, training, mobilization and capacity building activities and programming, all aimed at achieving LoveArts’ objectives. In this strategy paper, we envision arts to include drama, music, poetry, dance, photography, fashion, branding and graphic designing.



THE OUTCOME OF OUR OBJECTIVES

- Facilitate creation of art works that positively impact lives
- Set high standards for Tanzanian arts industry
- Nurture gifts and talents by establishing an arts hub and later arts academy
- Support innovation and creativity
- Create a platform for showcasing Tanzanian arts
- Facilitate art-based campaigns for positive social impact
- Scout and spotlight talents via different platforms
- Link artists with private and public institutions
- Measure and monitor how the arts industry contributes to socio-economic and political development in Tanzania



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Tanzania would brace itself to attain creativity, innovativeness and a high level of quality education in order to respond to development challenges and effectively compete regionally and internationally.

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Tanzania Development Vision
2025

BACKGROUND

Arts industry contributes to the youth employment, however, it is yet to gain wide acceptance as a viable career in Tanzania. This contrasts with how arts whether in the form of culture or entertainment is viewed as an important pillar of society and a major economic driver in countries such as South Africa, France and Japan. Our organisation seeks to set the standard for Tanzanian arts and artists, by giving it a forum for expression and a medium through which it can be appreciated by Tanzania and the world at large. Through nurturing gifts and talents, we aim to nurture a network of artists.

According to World Intellectual Property Organization (WIPO), total value added of copyright-based industries (including arts and creative industry) in 2007-2010 ranged from TZS 391.635 billion (USD 175,385,903) to TZS 680.990 billion (USD 304,967,751), which represented 3% and 4.6% of the total GDP of Tanzania, with the year 2009 recording the highest contribution. Copyright based industries employed between 28,202 and 44,331 people over the period 2007 to 2010, which depicts a steady increase. This made up between 4.5% and 5.7% of the total national formal workforce.

In 1999, three United Nations agencies, the United Nations Development Programme (UNDP), the International Labour Office (ILO), and the United Nations Industrial Development Organization (UNIDO) together commissioned to present the Roadmap Study of the Informal Sector in Tanzania with an effort to mainstream the informal sector through regulatory and other types of support at different stages. The Roadmap Study identified regulatory constraints which informal sector (including arts and creative industry) face. They included insufficient labour legislation (e.g. employee benefits and rights), inability to secure good business locations (e.g. processes such as acquisition of land, site development, obtaining utility connections.) and complex reporting requirements (registration, licensing, taxes and duties), hence the need for LoveArts program.



ABOUT LOVE ARTS

Vision

Impact culture and positively influence the nation through arts.

Mission

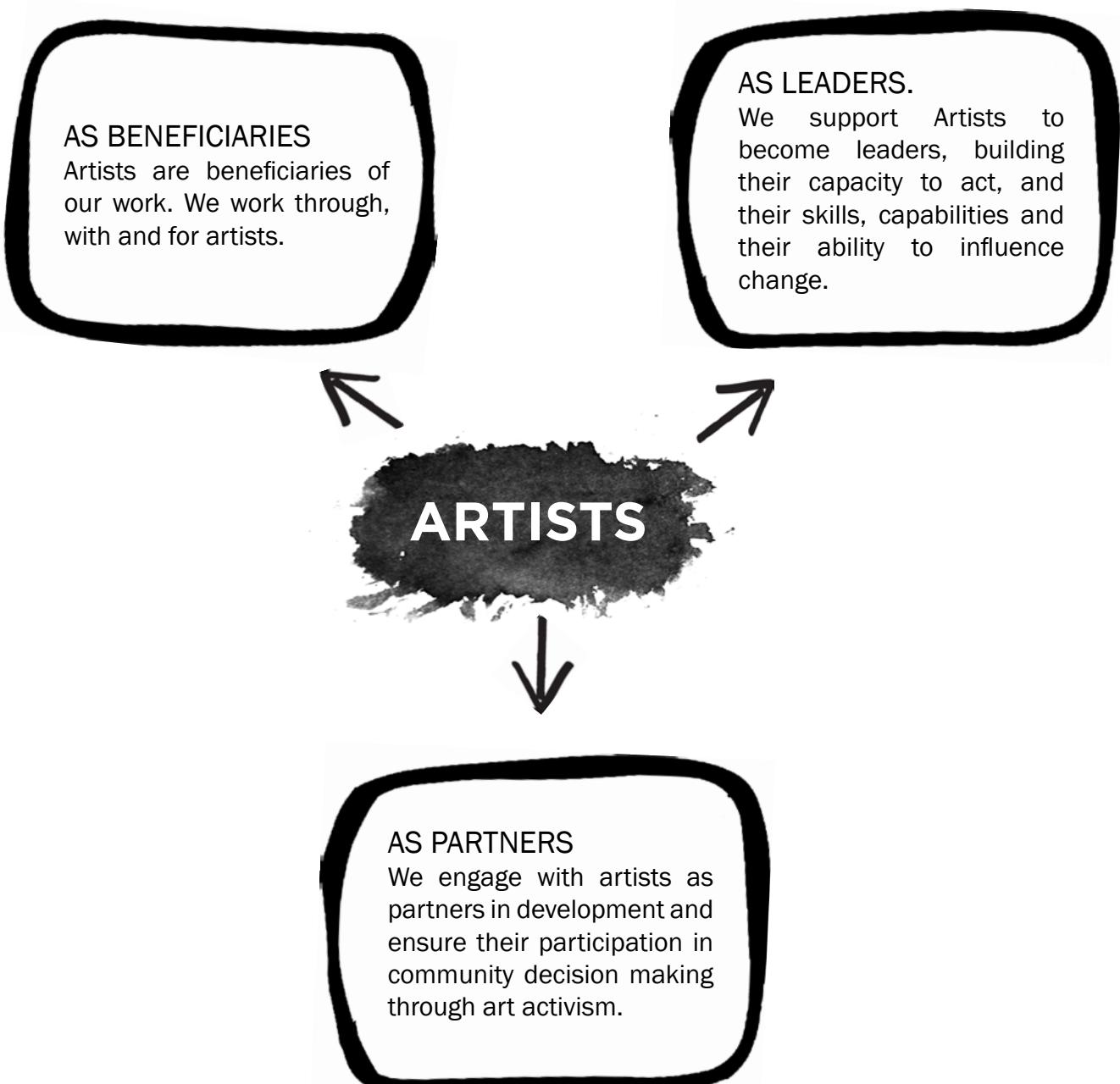
Nurture gifts and talents and raising the standard of art, in all of its forms to positively influence mind set.

Core Values

- Nurture creativity and innovation
- Champion transformational Art
- Remain relevant
- Respect for diversity
- Radical transparency



OUR PROPOSED APPROACH



PROGRAM LOGICAL FRAMEWORK

GOAL

Champion the recognition of the arts industry in Tanzania as an industry that creates sustainable livelihoods and impacts lives positively.

OBJECTIVE 1

Champion the recognition of arts as a sustainable career.

OBJECTIVE 2

Nurture artistic gifts and talents

OBJECTIVE 3

Create an art platform for the advancement of arts in Tanzania

OBJECTIVE 4

Engage arts as a driver for tanzania's development

Set standards for Tanzania arts industry

Encourage innovation and creativity

Establish a national art exhibition

Influence socio-economic development through creative avenues

Create avenues for artists to connect with local and international art markets

Establish an arts hub and an arts academy

Facilitate art based campaigns for positive social impact

Promote Tanzanian culture heritage

Educate artists to develop themselves professionally and market their work

Link artists with mentors and role models

Scout and spotlight art talents

Champion national branding and marketing through arts

Link artists with relevant private and public institutions

Cross-cutting objective

Develop media platforms for arts activism

OUR PILLARS

Branding &
Design

Media

Photography

Painting

Drama

Poetry

Fashion

Dance

Music

Music



Music is a powerful tool that once we use it positively changes lives. Music for us is beyond entertainment, beyond the melody, kick and snare, it is without a doubt a language we speak, an overflow of lessons learnt, an outlet and channel to eloquently lay out what's in our hearts. This is not just saying anything but message beefed up with content meant to benefit and influence this generation and generation to come.

Dance



Our movements tell stories; we speak our identity while celebrating our culture. We dance to entertain, and celebrate the glory of our creator. We dance to bring out an ideal vision of what our society ought to be, we dance to educate and liberate, and with every step we take we speak freedom, hope and unit. We dance to heal, reconcile and to bring joy. We dance of our love for others

Fashion



Our fashion house "My identity" pride itself in a trend, classy and authentic African collection. Our clothesline and accessories are entrenched to our dear African stories, the colourful choices of our designs speaks of our people and through our design we speak of African beauty and create an impression on how African manpower can be harnessed effectively to marry the resources that our countries are blessed with for the prosperity of our nations.

Poetry



Words are powerful, words can destroy or can create we choose the latter. Using the power of words, we intensely express our feeling and ideas by use of distinctive style and rhythm. For us poetry is a means we use to bring out the quality of God's creativity, beauty and most definitely, His love.

Drama



Our drama geared towards change, we look at the situation as it is and think what it ought to be and we bring it live on stage with combination of humour, tragedy and tension. We tell stories that we relate to not only for the sake of entertaining but stories that bring solutions. We have deliberately chosen drama that combines music, dance, and poetry- "Theatre musicals" to tell stories. Our performers range from all ages, gender and races because to us, art is universal. It carries so much power and comes out stronger when character involvement is in place.

Painting



We use arts and creativity to draw bigger picture in people's lives and paint colour of hope, unit, self-love and love for the country. To us it is not about the beauties of the artistic work but also how powerful and impactful the work is to the society.

Photography



There are moments in life worth remembering, memories are worth keeping, we are passionate to about capturing these moments, we shoot with heart and soul, visually telling stories that are timeless. We aim to preserve our identity by achieving our past, celebrating and correcting while defining where we ought to be through our images

Media



Our media unveils possibilities and beauty surrounding community; we aim to create media with content that inspires individuals to change for better, along with that document our on-going educative, entertaining and energetic projects. Our media reaches our community's diverse audience through our various media channels which are TV documentaries/programmes, TV drama, radio drama, radio talk show, educative comics, magazine and our interactive social media.

Branding & design



Adding value to others by helping them to create a distinctive appealing image to build a strong corporate and events, brand is engraved in our DNA, Brands that help develop and maintain positive relationships with clients is what we are all about. As the market is very competitive, our "in-your face" concepts brings about the desires results that assists our clients to remain relevant, productive and effective in the market.



PROGRAM FOCUS AREAS

Champion the recognition of the art industry

Objective: Raise Standards for the Tanzanian arts industry

By pursuing this goal, LoveArts will work to make arts a viable source of livelihood for young artists and raise the quality of artistic outputs among the artists we work with. We anticipate that raising standards will lead to the increased popularity of arts in Tanzania, which in turn will be more valued and appreciated. Focus on quality will include training and helping artists assess their work in terms of ability to communicate or evoke emotions on pertinent issues as well as the ability to impact lives and catalysing creativity among the artists community. Where appropriate, we will also seek to integrate arts with the National Vision and other development initiatives. We will partner with the Tanzanian government, private institutions and art networks towards achieving these objectives.

Create media exposure opportunities and platforms for artists

Objective: Scout, expose, and link artists with opportunities

We plan to create media and arts platforms that will be used in scouting for artists from different areas within and outside the country. These platforms will also enable the artists we work with to market themselves as well as their gifts and talents. We also aim to link artists from different parts of the world by using both. national and international art exhibitions, workshops, mentorship programs, online media platforms and connect them with relevant opportunities.



Champion the integration of arts in the National Vision

Objective: Emphasize the use of arts as a driver of national socio-economic and political development

Although Tanzania Development Vision 2025 does not expressly mention arts as a driver for national socio-economic and political development, it aims at creating a more diversified economy “create a strong, diversified, resilient and competitive economy”. At LoveArts, we view arts as one of the economic avenues for achieving diversification. We will work with artists and partner with other stakeholders to advance the art industry and integrate it into the national economy.

Nurture gifts and talents

Objective: Encouraging innovation and creativity

We will empower talented young artists by establishing an arts hub and an arts academy, both places being where artists will meet to develop themselves through learning, connect with each other and with opportunities.



Establish local and international art networks

Objective: Uniting people who share common passion for the arts

Through arts, we aim to unite people who share common passion for inspiring and impacting lives. We do believe that those who come together with the intention of achieving a certain goal, it becomes powerful and can be achieved more easily than if the same goal is pursued in isolation.

Arts marketing

Objective: Generating income and world class publicity for LoveArts' Artists network

LoveArts is a home of arts and creativity and we plan to use this positioning to provide branding and marketing services to artists to grow their brand and influence, in return increase their income. We work with artists and provide services such as brand designing, produce creative adverts and marketing campaigns. Our capabilities will enable us to help our clients with idea generation, content and script writing, producing adverts and running marketing campaigns.





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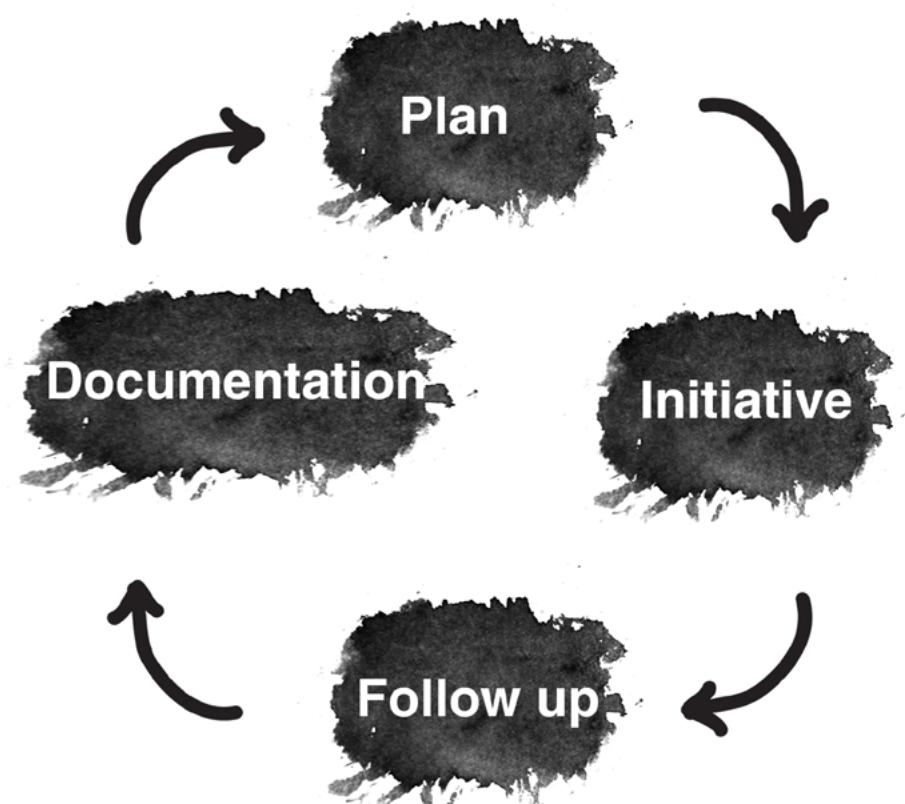
OUR PARTNERS

Creating a better world requires teamwork, partnerships and collaboration, as such we need an entire army of public and private institutions to work with us to achieve our noble objectives. We are open to partnering with governmental and non-governmental organizations, private companies, local and international artists, artistic networks, media houses and other stakeholders that are aligned with our goals.



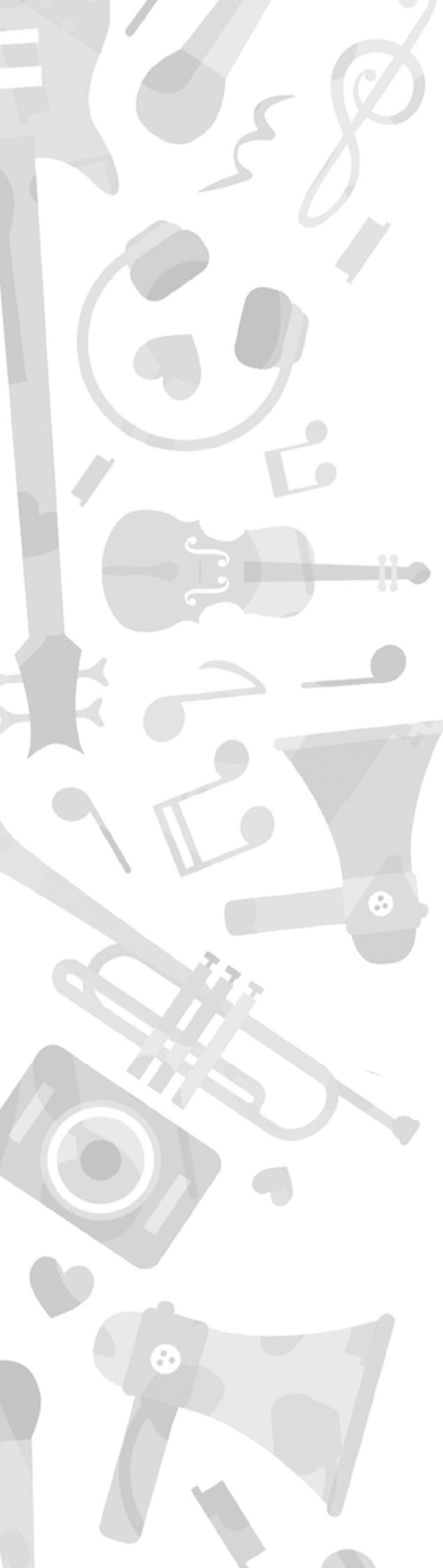
MONITORING, LEARNING AND EVALUATION

Our learning is through sharing of best practices and appropriate programme activities, and ultimately, the better achievement of objectives. We always ask ourselves; are we doing “right things in the right way”? Are we making progress towards the programme objectives effectively and in an efficient way? Is it the best way of realizing the output and outcome and impact? Are the objectives, strategies and activities implemented as planned in the strategy document? Are the interventions relevant and responding to equity and inclusion, sustainability, governance and accountability? Are the benefits of the programme reaching the right people? What change is it making to the lives of people?



OUR THEORY OF CHANGE

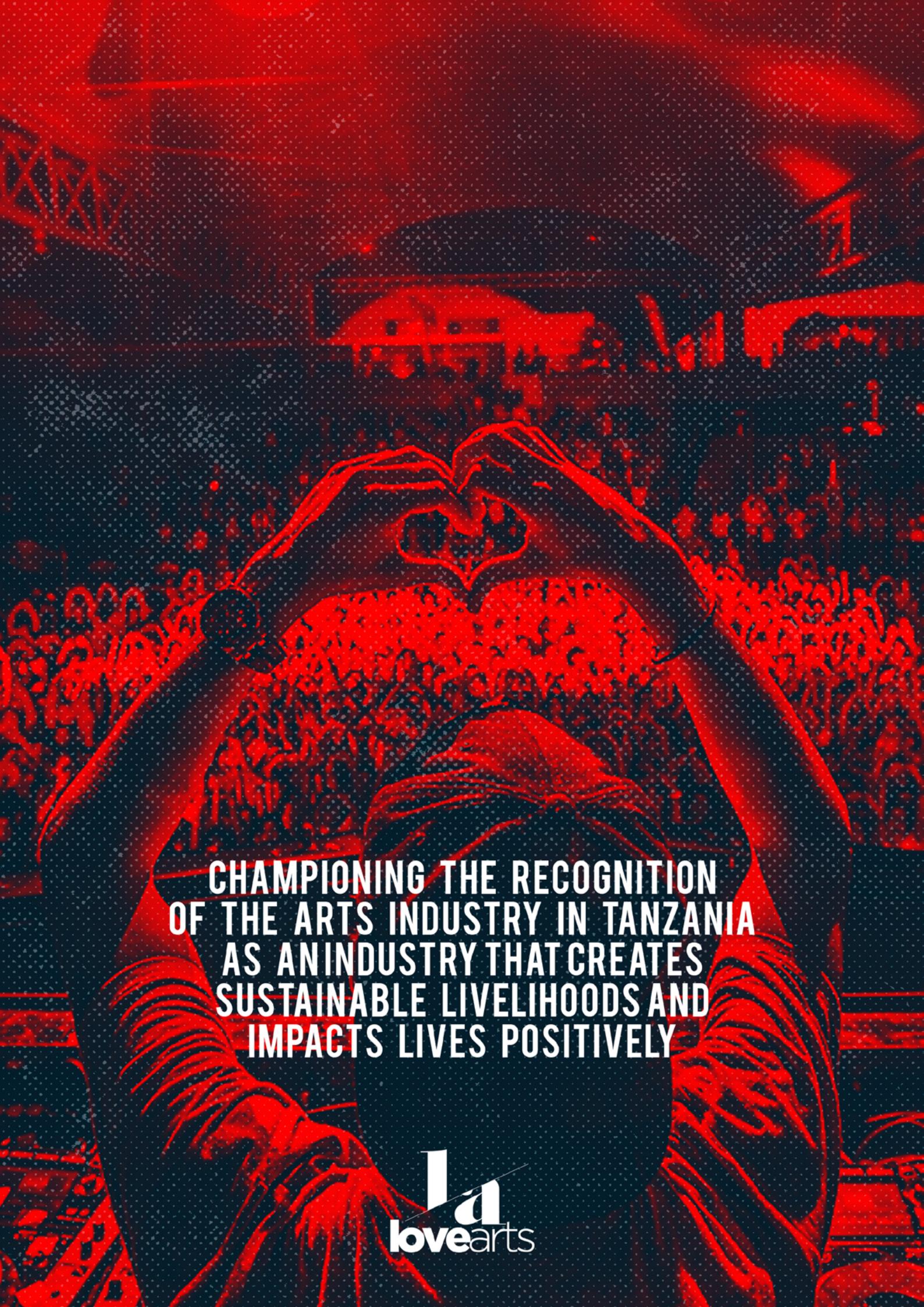




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www.loveartstanzania.com



**CHAMPIONING THE RECOGNITION
OF THE ARTS INDUSTRY IN TANZANIA
AS AN INDUSTRY THAT CREATES
SUSTAINABLE LIVELIHOODS AND
IMPACTS LIVES POSITIVELY**

