



## ART '4' ALL (A4A)

*A Program of Training Workshops, Arts Dialogue, Street Concerts & Exhibitions*

A CONCEPT FOR NAIROBI MULTI-ARTS STREET ACTIVATION PROGRAM

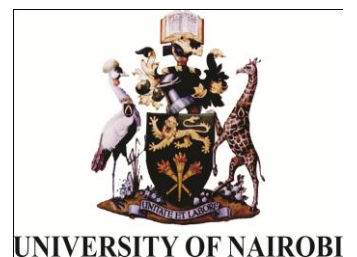
### ART-LIFE-HOOD

A place where  
Arts & Community Engagement  
Meet to Inspire Dialogue, Healing,  
Cohesion & Increase Arts access in  
Neighbourhoods

A PROJECT CONCEPT  
BY



PROJECT COLLABORATORS



Arts Create Hope

In the best of times, the arts create connection, community, belonging, and joy. In the worst of times, the arts create all of that and more—and most of all, the arts create hope.



**Project Budget:** Ksh53, 307,000

**Project Duration:** April – Sept 2023

**Beneficiaries:** 360 Young At-Risk Artists, Women & Disability Artists, Communities

**Coordinated by:** Art-Life Group

**State Partners/Collaborators:**

- University of Nairobi (School Of Music)
- Nairobi City County (Department Of Culture)
- State Department For Youth Affairs & The Arts

**Sponsors/Donors:**



## PROJECT OBJECTIVES

The following strategic objectives will guide the implementation of the program:

- Goal 1 - growing creativity & improve well being (livelihoods);
- Goal 2 – drive dialogue (build cohesion through the healing & constructive power of arts);
- Goal 3 - enhance digital marketing skills & brand competitiveness
- Goal 4 - enabling routes to wealth & job creation;
- Goal 5 – inspire ARTS ARTIVISM (sustaining collective action & impact)
- Goal 6 - place culture, creativity & young people at the heart of economic & social development;
- Goal 7 - collaboration (build approaches informed by systematic & adaptive working & learning);
- Goal 8 - develop long term strategy that promotes common purpose, underpinned by rigorous evaluation & monitoring, that feeds back into the program so it adapts &

## PROJECT SYNOPSIS

Under the auspices of our ongoing COVID-19 era **KEEP-IT-LIT** campaign; the **Nairobi Multi-Arts Street Activation Concept** is a key feature of project **ART-LIFE-HOOD**. It's a major part of supporting and promoting public arts education and cultural dialogue in communities, through innovative arts programming; in order to respond to COVID-19 challenges experienced by the industry, and confront the issues that affect the development of arts in the poor suburbs of Nairobi; as well as address the 2022 POST-ELECTION divisions and tensions that exist among young people; under the theme: **Art '4' All (A.4.A)**.

The project is targeting over **360 young vulnerable artists**, and is expected to be a BUILD-UP activity towards the iconic and first-ever **Nairobi Art-Life International Festival (ART'LIFE 2023)** - scheduled for the 5<sup>th</sup> to 9<sup>th</sup> of September 2023 at the University of Nairobi; under the theme: *"Embracing Cultures for National Healing, Cohesion, Preservation & Development"* with an aim to enhance the country's creative & cultural dialogue; by drawing together a combination of art-forms from Kenya, Africa and International diversity.



Project **ART-LIFE-HOOD** is a strategic initiative of the *Art-Life Group* (a Nairobi based arts-driven non-profit) that seeks to incorporate the arts into the fabric of neighbourhood life with programs that produce memorable and entertaining events, educate the public and empower community ARTIVISTS to promote dialogue; as well as stimulate the growth of artistic excellence among the poor and vulnerable communities. The project aims to broaden the vision and strengthen the work of creative and cultural actors operating in poor neighbourhoods.

**PROJECT VISION » EMPOWERING YOUTH:** To foster excellence in community-engaged art-making by offering opportunities to young artists who work with & work in underserved communities; that they may dialogue, share ideas & co-create excellent works of art i.e. from the individual artist responding to social issues that affect their community; to the arts organization that co-creates with local residents & arts educators who mentor youth; to institutional/business entities that support/provide public spaces for showcasing community arts, etc.

**PROJECT MISSION »** At the heart of our plan, we purpose to ensure that **cultural dialogue and creativity** drive the city's economic and social recovery agenda, in the wake of COVID-19 & POST-2022 ELECTIONS. The program envisions a greater Nairobi in which artists in every neighbourhood are well trained, well supported and well resourced to make transformative art, in order to strengthen the city's arts ecology by building support systems, which would help develop arts champions well prepared to serve their communities.

## PROJECT DESCRIPTION

**PROJECT FOCUS »** The project will function as a pilot phase for giving underprivileged artists from the greater Nairobi city the ones in a lifetime opportunity to showcase their arts in a professionally organized series of community concerts - while they strengthen the cultural landscape of their communities; by bringing the fine art experience to neighbourhoods where it is hardly accessible. The 6 months program of **Nairobi multi-arts street activation concerts** under the theme **Art '4' All (A.4.A)**, will bring together **360 young art-makers** representing diverse genres and concepts of Music, Dance, Acrobatics, Spoken-word (poetry, comedy, etc), Painting, Fashion (batik, textiles, body-arts, etc) Crafts (sculpting, beading, metal works arts), Architecture & Literature.

Together with partners like the Nairobi City County, University of Nairobi & many more; the initiative will focus energies in building exciting partnerships with art-makers, arts organizations, arts educators, public institutions, churches, business entities & other community agencies across the greater Nairobi metropolitan & beyond, in order to proactively support the increased access of arts in communities as well as contribute in the growth of the city's cultural landscapes for wealth & job creation; as well as show vulnerable communities how the **Arts Dialogue** can benefit & heal areas that need the most love.

**PROBLEMS & NEEDS TO BE ADDRESSED »** The issues: **unfulfilled potential** - NAIROBI's arts and cultural scene is important to the growth of socio-economic make-up of the city. Its future is inextricably linked to the creativity of its children and young people. They will drive change, create value with their creativity and find solutions to future challenges. Yet too many are at risk of being left behind 39.6 per cent live in poverty and unless something changes, they and their families, will continue to do so. Their talents and potential will be wasted. Lately, the shut-downs triggered by COVID-19 pandemic have deepened the woes of the culture and creative industry; meaning that many young and established art-makers with the entire industry supply chains are now at risk of collapse, with thousands of jobs at risk – while, they play a significant role in support of the socio-economic wellbeing of the city.

The most devastated cluster of cultural entrepreneurs are youth, women and disability artists that mainly work in the outlays of the city's poor communities, already hosting a bustling population of jobless (but creative youth); fuelling a huge chime of petty crimes to unimaginable extent. Hence, **Art-Life-Hood** themed **Art '4' All (A.4.A)** Street Activation Concerts desires to partner with women and young (vulnerable) art-makers, with an aim to mitigate on the impact of COVID-19 to the value chains of the city's arts-sector; raise awareness in the spirit of the Red-Alert (**#KEEP-IT-LIT**) campaign, to draw public solidarity in support of an industry devastated by Covid-19; highlight on its impact to livelihoods and the arts growth index; confront the issues that affect the participation of women and other vulnerable groups (like disability artists) in the city's cultural and creative industries; deploy the healing and constructive power of arts to combat the challenges of POST-ELECTION TENSIONS, mental-wellness; and impact on other aspects of life, such as unemployment, climate-change, substance abuse, crime and ethnic divisions.

## JUSTIFICATION & RELEVANCE TO GOVERNMENT POLICY »

The **Art-Life-Hood** initiative aims at the attainment of key milestones in line with Article 11(2) (a) of the constitution of Kenya 2010 which provides that the government of Kenya shall promote all forms of national & cultural expression through the arts, literature, traditional celebrations, science, mass media, publications, libraries, etc. The project is responsive to the National Policy and Kenya's Vision 2030 that commits government to accelerate and develop the country's creative economy; and widen sector activities for increased earning to the artists & SMEs'. It means the government has attached great premium in the development of Culture & the Arts to address poverty and the explosive youth unemployment – provide an enabling environment for arts creators to emerge; stretch the scope of their creativity through experiential learning & expert training to improve the quality of their artwork for the global market. Also support the country fulfil its mandate under Article 3 of the 2003 UNESCO Convention on Safeguarding the intangible cultural heritage; break new ground for promoting Kenya's cultural content; enhance its export potential; and create transformative opportunities for wealth and job creation. The overriding objective of this initiative is to foster the strengthening of Kenya's cultural landscape & reinforce the industry's position as a major benefactor to the country's economy; and creator of a unifying platform that builds cohesion & healing.

## OUR SPECIFIC APPROACH »

The ten beliefs on which the programme is founded are:

- That we need to **build a creative generation** that is inquisitive, persistent, imaginative, disciplined & Collaborative - using approaches such as co-working, co-creation, community, engagement & collaboration.
- That we can **Use the Creative Power of Young People to Drive DIALOGUE & RE-IMAGINE** our national values & aspirations as it's espoused in our National Anthem - provide expressive platforms to track youth voices that unify & humanizes people; through practices that bridge divides instead of deepening them.
- That we need to **elevate culture & invest in showcases that continue spreading the conservation of culture** - this will be achieved by making it cool to associate with culture e.g. through music, sports and fashion.
- That we can **leverage on the creative power and outstanding potential of young people to address & mitigate against the Impacts of Psycho-Social Shocks** occasioned by drug & alcohol abuse vis-a-vie the effects of COVID 19 & other social upheavals that plague our young population, to the detriment of the economy.
- That we need to **drive cultural integration** by bringing together creative & cultural practitioners & educators To work together towards cultural awareness & create remarkable impacts on the lives of young people – While addressing the existing community vacuums in the collective celebration of culture in Kenya.
- That we need to strengthen the **active representation of young people in decision-making bodies** of arts & culture - to decorate the nation's cultural landscape with spectacular artistic programs that are locally rooted & globally connected – creating a sense of national identity & global solidarity through arts.
- That we can **achieve greater impact by working together** towards long-term, shared, powerful goals
- That the relationship between our young people and the cultural life of the City is central in **developing our future social, cultural & economic capital.**
- That we need to **monetize culture & learn from the most innovative and successful economies globally** such As the Americans have monetized their culture, Nigerians and South Africans, and for that they have managed to support and conserve their traditions. Why not us?
- That we continue to tell & share our stories through every available platform. As we pilot a cultural showcase that will **help communities appreciate their cultural diversity & learn that culture doesn't exist in isolation.**

## PROJECTED ACTIVITIES / INTERVENTIONS / STRATEGIES »

A wide range of high quality **live community concerts and showbiz** will be offered and presented to include dance, music, comedy, percussion, opera, physical theatre, storytelling and multi-disciplinary art forms encompassing cultural diversity and authentic Kenyan art-work. The program will afford both the promoters and audiences new experiences, surprises and excites; while introducing audiences to different forms of artistic programs:

1. **DANCE & CREATIVE COSTUMING** (Genres of dance moves with accompanying Cultural, Pop & Innovative Costumes)
2. **OPEN MIC - MUSIC** (Jazz, Afro, Rumba, Gospel, Reggae, Taarab, Nyatiti, Isikuti, Ohangla, Lingala, Opera, Bands, etc.)
3. **PERFORMING ARTS** (*Theater, Acrobatics, Puppetry, Poetry, Film, Comedy & Storytelling*)
4. **FASHION RUNS** (For African Regalia, Make-Up/ Cosmetics/Body Art, Hair-Styling, Headgear Dressing, Bead & Metal Wear, Curio & Leather Wear etc.
5. **CRAFT EXPO** (African hand-crafts: Print, Sculpting, Pottery, Basketry, Beadwork, Batik/Mosaic, Décor, Cultural Gifts, etc.)
6. **MAKE-SHIFT COMMUNITY ARTS GALLERIES** (Showcasing community based paint-works, photography, pencil arts,)
7. **3D & GAMING** (Innovations in Graphics, 3D Adverts, Video Games, E-Sports & Africa's Folklore Games)
8. **LITERARY ARTS** (In African Stories, Literature, Script-Writing, Digital Arts & Crafts)
9. **LET'S TALK ART WORKSHOPS** (professional arts development workshop programs, roundtables & discussion panels)



## LET'S TALK ART - WORKSHOP PROGRAM »

The Art-Life-Hood **Multi-Arts Street Activation Project** will entail a series of free professional development workshop programs, roundtables & discussion panels hosted at the **University of Nairobi**. It will draw on board key industry experts to provide their perspective & expertise on a number of topics geared towards equipping the participating artists with vital knowledge to gain valuable information, skills & insights on creating & sustaining a creative practice.

### WORKSHOP SERIES - MAKING A LIVING, MAKING ART

Career Development Series	
Title	Description
Resume Essentials	HR professionals will discuss elements of a strong resume and provide practical strategies for making your resume stand out from the crowd!
Promote Your Pitch	Maximize your professional networking with our Pitch Perfect workshop! Learn how to present yourself and deliver a powerful pitch that will make an impact as you jumpstart your career in the industry.
Publish Your Presence	Learn to make valuable connections that last! Networking is key when it comes to finding success in the industry. Make meaningful relationships and learn the importance of networking, in-person and virtually.
Network is Net Worth: Industry Mixer	Looking to break into the industry? Take your career to the next level with our one-hour networking session. Hear from experts in the field and receive tailored advice on navigating your industry path.
Artist Development Series	
Title	Description
Artist Guide to Pitching	It's important to know how to communicate an artist's brand, music, and messaging. In this session, learn how to create an effective artist pitch.
Build an EPK for Social Media	EPKs (Electronic Press Kits) are an essential tool for artists to reach fans and the industry. In this workshop, participants will build EPKs that are vibrant, consistent, and marketable.
Website Essentials	During this workshop, participants will learn the importance of creating an artist website that allows for controlled content and provides a cohesive hub for an artist's brand.
Meet A Mentor	In this one-hour mentorship session, participants will meet with successful industry professionals to receive coaching and tactical advice related to artist development.

## EXPECTED IMPACTS/OUTCOMES »

1. **Inquisitive & Visionary Artists** - wondering & questioning, exploring & investigating, challenging assumptions, committed to learning & personal talent growth
2. **Persistent & Confident Artists** - managing uncertainty, sticking with difficulty, daring to be different, building self-confidence & personal identity
3. **Imaginative & Innovative Artists** - playing with possibilities, making connections & using intuition in problem solving & provide opportunities for livelihoods
4. **Disciplined & Competitive Artists** – self-discipline, team work, crafting & improving, developing techniques, reflecting critically, combating disaffection & underachievement
5. **Collaborative & Inspiring Artists** - cooperating appropriately, giving & receiving feedback, communicating with clarity, promoting dialogue & socio-cultural cohesion

## BENEFICIARIES »

### Who can participate?

The program focuses on Nairobi's young suburban art-makers, women and disability artists with the most prolific and relevant works of art; featuring authentic and original art-work in Music, Performing Arts, Acrobatics, Dance, Skating, Fire Spitting, Fluting, Band Formations, Puppeteer work, Drum Bitters, Afro Models, Poetry, Storytelling, etc. For presentations - promoters should be between 18 years and not older than 35 years of age.

## SELECTION CRITERIA »

Participants & there work are selected on the following criteria

- The ability to present work in non-equipped venues (the staging of the performance must be adaptable to the range of venue sizes and varied technical resources and seating arrangements)
- Quality and the innovative nature of the work.
- The track record of the art-maker or performer(s) based on references from arts agencies, promoters, etc.
- Evidence of approval of quality in the form of publicity materials, media links or other verifiable sources.
- Ensuring that a wide a range of art forms OR art-makers are represented
- The contribution the work will make to achieve the objectives of the Art-Life-Hood programme.
- Having 40% of the program offered to upcoming women artists showcasing their works for the first time.
- Aim to at least support 10% of the Disability Artists perform OR showcase during the program; to help them be as best prepared as possible for challenges and opportunities.
- Programme at least 10% of specific works of art from the street families; grow to competitively access mainstream markets
- Aim to include at least 2 experienced & high profile artists from the industry in the programme.

Artists applying for the Art-Life-Hood program are considered in line with the above criteria & budget restrictions.

## IMPLEMENTATION FRAMEWORK

### KEY TIMELINES/DURATION OF THE PROJECT

Estimated starting date: 1<sup>st</sup> of April 2023, estimated ending date: 31<sup>st</sup> September 2023

### ACTIVITY PLANNING

Activities	April 1				May 2				June 3				July 4				Aug 4				Sept 4			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4								
Planning, Partnerships & Fundraising	√	√	√	√																				
Recruitment of Participants		√	√	√																				
Let's Talk Art Workshop Series Organize (phased out) Training in Making A Living, Making Art Series					√				√				√				√				√			
PHASE 1: KU MALL - THIKA ROAD Street Arts Activation Concert/Showbiz						√																		
PHASE 2: ATHI RIVER Street Arts Activation Concert/Showbiz							√																	
PHASE 3: NGONG TOWN Street Arts Activation Concert/Showbiz								√																
PHASE 4: KANGEMI - KAWANGWARE Street Arts Activation Concert/Showbiz									√															
PHASE 5: TWO RIVERS - RUAKA Street Arts Activation Concert/Showbiz										√														
PHASE 6: JERICHO – CAMP TOYOYO Street Arts Activation Concert/Showbiz											√													
PHASE 7: KAYOLE – JACARANDA GROUNDS Street Arts Activation Concert/Showbiz												√												
PHASE 8: DANDORA STADIUM Street Arts Activation Concert/Showbiz													√											
PHASE 9: RUAI – KANGUNDO RD Street Arts Activation Concert/Showbiz														√										
PHASE 10: KIBRA – LANG'ATA Street Arts Activation Concert/Showbiz															√									
PHASE 11: MATHARE – EASTLEIGH Street Arts Activation Concert/Showbiz																√								
PHASE 12: NAIROBI ART-LIFE INTERNATIONAL FESTIVAL - Showbiz																					√			

## PROJECT COST ESTIMATES & FUNDING FRAMEWORK

(Items/Programs Marked in Blue are Available for Partner-Support OR Sponsorship)

Cost by categories	Quantity	Unit cost in Kshs	Total	Expense Objectives
<b>A. BUDGET FOR PROJECT COORDINATION &amp; OPERATIONS</b>				
<b>Personnel Expenses (Stipends)</b> 1. Program (Team) Leader 2. Project Coordinator (Head Programs & Networking) 3. Finance & Admin Assistant 4. Two Project Assistants (Field Coordinators)	1 x 8mths 1 x 8mths 1 x 8mths 2 x 8mths	70,000 50,000 35,000 25,000	560,000 400,000 280,000 400,000	<b>Essential Personnel Costs</b> ➤ These cost is an essential imperative to the effective delivery of the project & calculated to cost less than 5% of the total project cost
<b>Utility &amp; Operational Expenses</b> <i>(Marketing, PR, Multimedia &amp; Fundraising)</i> 1. Rental for Project Coordination Office 2. Project Equipment i) 1 Field Motor Cycle ii) 1pc Laptop iii) Computers iv) 1pc White Board v) 6pc Office Desks vi) 15 Office Chairs vii) 3pc Office Cabinet <i>(This is a one off cost)</i> 3. Telephone – (8Mths <u>Airtime</u> ) 4. Internet (8Mths) 5. Transport (8Mths of Uber/Bolt) 6. Stationery (8Mths Office) 7. Consultancy (Project PR) 8. Consultancy (Project Audit)	8mths 1pc 1pc 5pcs 1pc 6pcs 15pcs 3pcs 8Mths 8Mths 8Mths 8Mths 6Mths 1	50,000 80,000 35,000 25,000 10,000 25,000 10,000 20,000 5,000 5,000 20,000 7,000 30,000 250,000	400,000 80,000 35,000 125,000 10,000 150,000 150,000 60,000 40,000 40,000 160,000 56,000 180,000 250,000	<b>Project Management Costs</b> ➤ This cost is expected to support the core implementation, coordination & execution of the project plan i.e. Recruitment, Resource Mapping, Logistics Planning, Fundraising, Publicity, Invitations, Protocols, Security & Event PR
<b>Artist Call-Up, Auditions &amp; Recruitment</b> 9. Artist Call-Up Cost i) Professional Digital Poster Design ii) Digital Audio & Video Advert Production iii) Targeted Social Media Adverts (Face Book, Instagram, WhatsApp, You Tube) iv) Radio Adverts (5 Top F.M Stations) 10. Auditions/Recruitment Exercise (Hire of 7 Judges – Professional Arts Practitioners)	1 1 4 5 x 7Days 7x10Days	2,000 60,000 3,000 10,000 10,000	2,000 60,000 9,000 350,000 700,000	<b>Cost of Identification &amp; Selection of Beneficiaries</b> ➤ Artist Call-Up from 12 key Nairobi project sites .i.e Women, Disability Artists, At-risk Art-makers, etc. ➤ Hire of 7 Judges segmented in 3 categories: <b>Team One</b> - Performing Arts, <b>Team Two</b> - Afro-Fashion & Visual Arts & <b>Team Three</b> Battle of the Raps Contest
<b>B. BUDGET FOR: "LET'S TALK ART" - WORKSHOP SERIES</b>				
<b>SIX PHASE – Workshop Series on Making A Living, Making Art</b> - at the UoN 11. WORKSHOP PACKAGE (1 Branded Bag, 2 Note-Books, 2 Pens, 2 T-shirts & Other Materials) 12. TRAINING MATERIAL 13. LUNCH & BREAK-OUT TEA/COFFEE 14. HONORARIA & OTHER EXPENSES a) 6 Keynote Speakers (1 per Workshop) b) 12 Expert Facilitators c) 1 Workshop Repertoire d) Workshop Banners i. Back Stage Banner (6m x 4m) ii. Roll-Up Banner iii. Out Door Banner (4m x 2m) 15. VIDEO & PHOTOGRAPHY	1pk x 360pp 1pk x 360pp 6Days x 370pp 6 x 1p/Session 12 Experts 1 x 6 Sessions 1 pc 1pc 1pc 6 Sessions	3,000 1,000 1,200 50,000 50,000 50,000 12,000 12,000 6,000 45,000	1,080,000 360,000 2,664,000 300,000 600,000 300,000 12,000 12,000 6,000 270,000	<b>Cost of 4 Phase Training Workshop</b> ➤ T-shirt to be used as standard uniform during our monthly activity events to dress-up participants. ➤ Participants equipped with relevant materials and information relating to good art-making ethics & skills ➤ Get participants to appreciate the magnitude of the social challenges & unite to explore the bare minimum solutions ➤ Provide tailor-made training to help equip participants with entrepreneurship, livelihood & team building skills