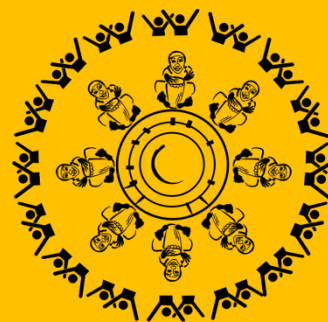


NAIROBI ART-LIFE INTERNATIONAL FESTIVAL

**ART'LIFE**

**The Spirit of Connections**



## **A CONCEPT BRIEF**

**&**

**A CALL FOR PUBLIC PRIVATE PARTNERSHIP**

**ON THE**

# **ART'LIFE 2023**

**5th to 9th September 2023**

**UNIVERSITY OF NAIROBI GROUNDS**

**PRODUCED & PRESENTED BY**



**IN PARTNERSHIP WITH**



**UNIVERSITY OF NAIROBI**

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## What is “ART-LIFE 2023”?

It's a non-profit initiative expected to be a 5 day annual festival and artistic program showcasing the very best of local, regional & International talent in a comprehensive and concurrent program of events ranging from – A Mega Street Carnival (themed as the **Nai'ture Fest**), Live Music, Theatre, Dance, Comedy, Poetry, Open-Mic-Sessions, Street-Art, Fashioners, and Acrobatics. Also, the **Queens 'Art** (an exclusive day of performance wholly dedicated to women artists to celebrate women folks). Also a Virtual-Arts-Expo dubbed the “**Nai'craft**” & of course there will be an **Art-Life Conference & Kenya Art-Life Awards**. The **ART'LIFE FESTIVAL** is designed to be East Africa's premier and largest creative arts event - expected to join the league of major festivals in Africa. It will be Kenya's most multi-faceted art-cultural event following into numerous international trends of established high profile artistic & cultural festivals hosted annually in sacred venues and cities across the world. The theme of the festival is “**Embracing Cultures for National Healing, Cohesion, Preservation and Development**”.

## Festival's Target Audience

**ART-LIFE 2023** will be friends, family, workmates, schoolmates & neighbors, joining together with thousands of other people, key personalities & festival enthusiasts visiting from across the globe. It's expected to attract a dynamic audience of all age groups and incomes as well as the city's abundant diplomatic and multi-national community to appreciate the unifying, healing and constructive power of art.

## Why Support “ART'LIFE”?

We recognize the huge role that arts and culture has played in the socio-economic transformation of many developed economies. Therefore, through your support, we hope to achieve the following key objectives:

- i. **To Harness, Develop and Promote the Culture and Creative Industries.**
- ii. **Create a unifying platform that builds cohesion & offer national healing** to lessen, deepening socio-political tensions; to reinforce the national appreciation & celebration of diversity far from the socio-political divide.
- iii. **An opportunity to promote the country's destination profile**
  - (a). Strengthen Kenya's cultural landscape & reinforce its image as a regional heartthrob of creativity, in order to enhance the export competitiveness of its cultural content globally.
  - (b). Promote the art-cultural potential of Kenya's festival tourism through the delivery of Nairobi's first-ever extraordinary international festival brand that will be a prescribed culture shock & perfect place for tourists to visit, mingle with locals, enjoy feasting, music, arts, culture, film and more.
- iv. **Address poverty and the explosive youth unemployment** – provide an enabling environment for the underutilized potential of our creators to emerge; as they access open international platforms; stretch the scope of their creativity through experiential learning & expert training to improve the quality of their performance & artworks to enable them compete in the frontlines of global markets.
- v. **Champion schemes that promote wealth & job creation**; create legacy programs for Kenya's creative population & widen sector activities for increased earning to the artists & many local suppliers' e.g. event management companies, caterers, hotels, car hire, etc. Note: This can be realized under the broad socio-economic agenda of Vision 2030 of developing Kenya's creative economy for wealth & jobs creation.
- vi. **Deploy the Festival as a tool of ADVOCACY** to rally the arts-community to create awareness on diverse societal challenges. Example: Nai'ture Fest Carnival to address conservation, climate change, illegal poaching, etc. Queens 'Art program to appreciate the increasing diversity of women artists & use of their artistic power to lend a voice on issues affecting women i.e. FGM, etc.
- vii. **Enhance Kenya's cultural & diplomatic relations** – the festival can be used to leverage on Nairobi's abundant diplomatic establishment & deepen the footprints of cultural diplomacy between Kenya & its partners in order to benefit the growth of its cultural ecosystem.

## An Overview of 5 Day Event

Various tailor made programmes and activities will be staged at various city venues:-

### **"NAI'TURE FEST" - HUGE STREET CARNIVAL**

(Under the theme "OUR NATURE OUR PRIDE")

"NAI'TURE FEST" Will be a major processional event led by several university groups that marks the start of the 5day festival expected to feature Street Acrobats, Dancers, Skaters, Fire Spatters, a Mix of Contemporary and Traditional Music, Flutists, Drum Bitters and Instrumentalists. A Mega Street Carnival featuring a caravan with animated & comic parked procession; also choreographic



adaptation of wildlife movements, themed songs, costumes & dance; to mark the official opening of the **ART'LIFE 2023** – event will be graced by visiting international artists & conservationists joining Nairobians, institutional groups & worldwide supporters of conservation with speeches and performance to raise global awareness on the plight of environmental degradation & effects of illegal poaching to Kenya's flora & fauna. Presentations to be made by targeted University groups of not less than 30 - 50 persons.

### **LIVE PERFORMANCE & MUSICAL CONCERTS**

The event is expected to feature spectacular live performances both in the **University of Nairobi** graduation square & other venues dotted around Nairobi's popular sites & fast-growing areas.



It will largely feature performances by carefully invited Local, regional and international Opera, Afro and Jazz Legend; expected to indulge Nairobians with the very best of Contemporary Music, Open-Mic-Sessions, Percussions, Dance & Acrobatics.

### **ART-LIFE CONFERENCE & AWARDS PROGRAM**

A ground breaking programme for the **ART-LIFE conference, Workshops & Art-Life Awards** - expected to create connections with leading regional & international curators, museum directors, exhibitors, dedicated collectors, independent galleries, art students & institutions. The prestigious **Art-Life Awards** will be the highlight of the festival expected to celebrate Kenyans who have attained great artistic milestones in various disciplines of the creative & culture sector. It will also feature special awards in honor of "**Prof. Wangari Mathai**" to the best university with the most exciting & original presentation of dance, song & costumes featuring the mannerism of the university's adopted species during the **NAI'TURE FEST** carnival. The Awards will feature a Gala event marking the end of the festival.

## THE ACTION LEGENDS

The show will be staged at diverse city venues showcasing the best



of Film, Theatre, Comedy, Poetry & Storytelling. Also, Face-to-Face Sessions with invited experts in film-production, cultural designs, arts and fashionry from Africa & beyond. The Spoken Word will entail Open-Mic-Sessions, Street- Art, Concurrent series of Training Workshops & a Narrative Conference for discussing the place of art & culture in the advancement of Kenya's creative

economy.

### **"NAI'CRAFT EXPO"**

Hosted under the theme "*Making Contemporary Art Accessible to all*", **NAI'CRAFT** will be Kenya's leading Multi-Visual-Arts-Expo – open to diverse but undiscovered creative groups/artists (including women, youth & Persons-Living-With-Disability) from obscure landscapes & poor backyard villages; also other diverse creators &



entrepreneurs of Arts from across Kenya and beyond; this to expose the under-exploited potential of bulging creativity that is hidden in our County backyards; in order to enhance their visibility to a wide variety

of audiences & help them explore Africa's new generation of art lovers and collectors; stretch the scope of their creative art; to gain market exposure through networking conferences & professional training workshops offered in conjunction with the **University of Nairobi & Sarakasi Trust**; and remain viable & profitable. Our expo formula is simple: introduce a fresh, affable array of fine arts made in traditional media: featuring a mix of contemporary & modern African hand-crafts in Print, Sculpting, Pottery, Basketry, Beadworks, Batik, Mosaic, Fashionry (in African Regalia, Make-Up, Hair-Styling, Headgear Dressing, Bead & Metal Wear, Curio & Leather Wear), African Home Décor, Cultural Gifts & Toys. The expo design proposes a lifestyle experience where each visitor will discover something of great value. It will be a top attraction & the nation's leading showcase for contemporary artworks with price points below Ksh500, 000.

### **WO'MAN ART FESTIVAL PROGRAM**

Join a day - exclusively dedicated "for Women by the Women



Artists" to celebrate-women-folks & voice the plight of FGM to women's reproductive health; a concerted-campaign by

women & women-artists to drive-the-anti-FGM-narrative. A day to appreciate women-artists with a series of Special Stage Acts to celebrate the "**Young at Heart**" (a day-break event) featuring Music, African Fashion, Hair & Cosmetics Expo with a Women Talk-Session. The apex of this event will feature a "**Taarab Nite**" topped by the Old School Music to celebrate "**The Nite of Matriarchs - Mothers of the Nation**" in recognition of the role & strength of the woman.

**ART-LIFE 2023 THEMATIC FOCUS - “Embracing Cultures for National Healing, Cohesion, Preservation and Development”**

**VISION** - to become one of Kenya’s most premier, iconic, biggest & extraordinary-international festival brand; designed to bring people together & join the league of major-festivals-in-the-world

**MISSION** - to showcase the very best of local, regional and international talent in a comprehensive & concurrent program of events that connect-art-forms, people & ideas

**ART’LIFE FESTIVAL  
PROJECT  
INFO-GRAPHICS**

