



ART-LIFE GROUP WEB-PROFILE

HOME PAGE

At the heart of our plan, we purpose to advocate and prop-up the creative potential of the young, versatile and vulnerable; and curate unique experiences that expound diversity & unite people around arts

THIS PLACE HAD THE MOST BEAUTIFUL NAIROBI CITY HIGH-PIXEL PHOTO – KINDLY RETURN THE SAME



Vision

To be the premier and lead promoter of art-cultural programmes and events in Kenya and beyond



Mission

To identify needs, develop talents, create opportunities, promote high impact art-focused programmes and festival events for Kenyans and the visiting global audience.

Organizational Focus

In defining the path way of **Art-Life Group's** mission, we recognize the huge role that arts and culture has played in the socio-economic transformation of many developed economies.

We Support Public Art

Art-Life Group is designed to be a premier and lead promoter of art-culture programmes and events. We believe that art is the language of humanity and a medium of expression which allows for the communication of the intricate and complex emotions which make us inherently human. Through public art the greater human collective can be engaged, environments can be infused with beauty, and center-pieces can be created for community.

THE ART-LIFE PERSPECTIVE OF THE KENYA ART'SCENE

Kenya has a burgeoning creative sector; in 2013 it represented one point seven percent of Kenya's GDP and 1.7 percent of the national workforce (Kenya Economic Survey, 2017). However, young people with creative skills face barriers and are underemployed in this sector. Young people have developed skills, talent, and interest in the creative industries through engagement in community-based arts programs and self-directed learning. **Art-Life** will equip youth artists and arts groups (at all levels of vulnerability) to develop appropriate knowledge, advance their industry skills through professional training & mentoring opportunities; and support the artists to access meaningful competitive market platforms & employment opportunities in the creative industries.

Art-Life Group

Desires to support Kenya's arts and culture sector through its Festival and Economic Beneficiation partnerships with the key relevant sector players. Because, the arts and culture scene in Kenya is important to the growth of socio-economic make-up of the country. The initiative will objectively enhance the country's economic and cultural image as well as impact on other aspects of life, such as the youth, environment, health and wellbeing, crime and community cohesion.

GREAT QUOTES ON ARTS

At the deepest level, the creative process and the healing process arise from a single source. When you are an artist, you are a healer; a wordless trust of the same mystery is the foundation of your work and its integrity."

- Rachel Naomi Remen, MD

***TO BE PLACED ON THE LEFT BOTTOM CORNER OF THE WEB-SITE**

Art-Life is a progressive, not-for-profit organization wholly incorporated under Registration Number **HUD.GPO/STA/8/2019/(0150** of the Republic of Kenya; with a focus on engaging communities through creative arts; **Art-Life** is a key advocate, organizer & incubator for local arts, with a range of programs led by professional artists in visual, music, dance, poetry, comedy, digital, culinary, media, theatre, sculpting, fashion, acrobatics, etc.

ABOUT ART-LIFE PAGE

Art-Life is a progressive, not-for-profit community organization that was founded in 2014 through a relentless vision and investment of a private individual who believed in the powerful rippling effect of celebrating Kenyan arts. It was incorporated in August 2019 to identify a number of specific needs that must be addressed in an effort to strengthening the country's creative and cultural landscape.

As a creative incubator for local arts; **Art-Life** is keen to provide opportunities for diverse cultural and artistic expression, development, training and employment; with a focus on underserved youths from the city's poor neighbourhoods and their counterparts from Kenya's conflict ridden communities. **Art-Life** aims at helping to improve the efficacy of the arts industry, so as to become an underlying benefactor to the country's socio-economic growth; with programs, services and resources aimed at engaging communities through the arts, culture and heritage programs led by professional artists in the performing, visual, digital, culinary, media, crafts, fashion, theatre, and literary arts; and become the thread that weaves together generations, to create transformative opportunities for wealth and job creation.

To achieve milestones, **Art-Life** will continuously strive to appropriate a vibrant working culture with the arts sector; become a listening post for news and expert insights of the arts-sector through maintaining an active industry blog/newsletter; drive mentorship and capacity development programs; stand-in for advocacy and research; curate an international multi-disciplinary festival, that provide local arts with an opportunity to learn from the best international undertakers, as they build strong networks for accessing the global-arts-market.

As **Art-Life** we catalyze new discussions and relationships. We collect research and share information. We help artists and community organizations do what they do best: enrich Nairobi and transform it into a more vibrant, beautiful, liveable city. Therefore, with the generous support of individual donors, corporations and our funding partners, we will continue to respond to the needs of Kenya's artists and the arts industry at large.

Organizational Focus

ART-LIFE GROUP has twelve clear goals, to:

- ❖ **Grow creativity & strengthen the work of creative and cultural actors** – Talent scout children and at-risk youth to help develop high-value creativity, thinking and behavioural skills through training and mentorship.
- ❖ **Foster co-creation and collaborations in art-making** – helping art-makers strengthened their cultural landscape and market positions; to drive up their audience numbers, performance bookings and improve livelihoods.
- ❖ **Curate initiatives to improve well being** – unleashing the potential of arts and culture to guarantee increased participation of creative women and at-risk youth in building resilience, livelihoods and wealth creation.
- ❖ **Enhance digital skilfulness & competencies** – increasing the competitiveness of local arts in accessing the frontlines of the global cultural markets; in order to enhance their brand value and visibility
- ❖ **Innovate new business models** – leveraging research for training and mentoring an ever-expanding community of art-makers with opportunities for incubation focused on improving production, distribution, financial literacy and market access.
- ❖ **Conduct continuous research & impact surveys** – growing a culture of sustainable research and data collection with clear cut projections and cutting edge analysis on issues affecting the growth of the industry.
- ❖ **Publication of Art-Life digital magazine** – featuring special and inspiring stories of artistic struggles and triumphs, in addition to news and information exchange designed to foster a strong spirit of networking.
- ❖ **Create public spaces for community arts** - offering free professional coaching, testing and talent development aid to children, women and at-risk youth aspiring to scale-up their art-making skills.
- ❖ **Run school visitation programs** - helping students visualize themselves in art-making career.
- ❖ **Deploy arts as a tool of advocacy** – promoting women rights, fight retrogressive cultures like FGM, effects of climate-change, and spearhead opportunities for peace-building among the conflict riddled communities.
- ❖ **Engage policy, collective action and impact** – Continuously engage policy functionaries; establish a new civic alliance across cultural sectors for the development of policy and action that is sensitive to the needs of creative children, women and at-risk youth.
- ❖ **Spearhead the Art-Life Awards** - recognizing artistic milestones and achievement in the community.

Mission:

To identify needs, develop talents, create opportunities, promote high impact art-focused programmes and festival events for Kenyans and the visiting global audience

Vision:

To be the premier and lead promoter of art-cultural programmes and events in Kenya and beyond

Mandate:

Art-Life is a progressive not-for-profit local arts organization linking the needs of those who create/make art, those who engage the artist as an essential element of their own development, and those who support **Art-Life** because it adds value (sense of identity, lifestyle and prosperity) to the neighbourhood.

Manifesto:

Art-Life is committed to accessibility, equity & accountability. Through our innovative arts programs, inclusive spaces & diverse staff, we are working to create an environment where all of our community feels welcome, safe & celebrated.

Read less

ART-LIFE PROGRAMS/INITIATIVES PAGE

Art-Life Group seeks to broaden the vision of the arts, with programming that stretches beyond the reach of the greater Nairobi Metropolitan Community; focusing on areas that deserve extra attention due to limiting economic, civic, social and environmental factors. By empowering local emerging artists through organized festivals and events, producing innovative programs, leading the arts community with effective research and advocacy; to enhance the quality of life and develop the cultural, educational, civic and economic fundamentals of the underlying communities.

Art-Life Group has determined that to create change towards our vision of greater Nairobi as a creative city, we must develop, incubate, maintain and grow initiatives that directly impact Kenya's artists and its creative interlocutors in and within our communities. These initiatives serve our strategic goals of increasing public engagement with the arts from creation to participation to appreciation, increasing inclusion to ensure that the arts reflect the diversity of greater Nairobi, and encouraging artistic excellence.



Is the place where arts and community engagement meet to increase arts access in neighbourhoods

Art-Life-Hood program is a strategic initiative of **Art-Life**. We are aware of increased challenges experienced by both the emerging and established artists attempting to engage their local communities. As a major part of supporting public art and promoting art education in communities; we offer access to innovative arts programming, exciting partnership opportunities and awards to artists, arts organizations, arts educators, public institutions, churches, business entities and other community agencies across the greater Nairobi Metropolitan and beyond, to proactively support the growth and increased access of arts in communities; and as a direct response to issues confronting the development of arts in our neighbourhoods.

Art-Life-Hood initiative seeks to incorporate the arts into the fabric of neighbourhood life with programs that stimulate, entertain and educate the general public and encourage artistic excellence in the backyard of community outlays. In order to attain the goals of this program, **Art-Life** intends to continuously engage philanthropic and corporate leaders; as well as build partnerships with many organizations, including museums, neighbourhood associations, artist groups, civic and business entities.

PROJECT VISION: The program envisions a greater Nairobi in which artists in every neighbourhood are well resourced, well trained and well supported to make transformative art, and strengthen the arts ecology by building volunteer support to develop champions of the arts in the service of community building.

PROJECT MANDATE: To foster excellence in community-engaged art-making by offering opportunities for artists and arts organizations to share resources, exchange ideas and expertise between artists who work *in, with* and *for* the greater Nairobi's diverse communities. From the individual artist responding to social issues that affect their community; to the arts organization that co-creates with local residents; and arts educators who mentor youth, to institutional/business entities that support and provide public spaces for showcasing community arts, etc.

ART-LIFE BLU' ROOM

ART-LIFE BLU' ROOM

An Innovation, Incubation &
Psycho-Social-Support Arts Centre

An Arts Space for Aspiring Creative Women & At-Risk Youth
from Street Families, Ghettos, Refugees, etc.

The **Art-Life Blu' Room** is an upcoming creative arts development and mentorship centre being set-up through our partnership with the University of Nairobi (UoN). The initiative will champion schemes that would help strengthen the growth of Kenya's creative and cultural landscape; while piloting the creation of artistic spaces where young aspiring women art-makers and at-risk youth from the street families, ghettos, refugees, etc. visit to develop, co-create, plan and test their ideas.

The **Art-Life Blu' Room** will provide aspiring women art-makers and young vulnerable artists access to vibrant spaces and Art-Making Classes for professional coaching, mentoring & incubation; as they create connections with the leading arts educators, creative and marketing experts that can help them learn more about the new emerging trends of the global-arts-market, scale-up their creative competencies and realize their art-life mission.

The initiative is designed to provide access to:

- 1) A fully equipped artistic laboratory and incubation centre for arts research, residence training, testing and mentorship of an ever-expanding community of young aspiring creators of Music, Performing Arts, Visual Arts, etc. With the main focus of improving women participation in CCIs at the ratio of 2:1 female and male from under-represented groups. The centre will provide room for cross-cultural expression and showbiz programs.
- 2) The centre will also spearhead for the creation of a special first-ever unit for Psycho-Social Support program targeting to provide counselling services to all categories of artists and art-makers that may be psychologically traumatized to manage their emotional and mental health.

ART-LIFE WORKSHOP SERIES

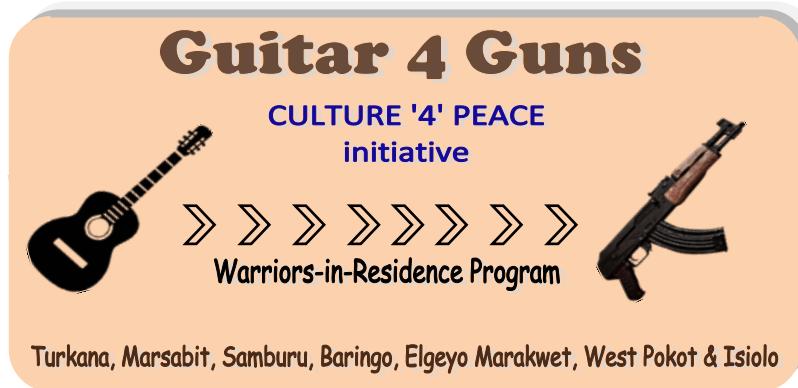
LET'S TALK ART

A Workshop Series
to Empower Young Artists With Valuable
Info to Help Them Make New Connections,
Enhance Their Creative Capacity & Learn
the New Trends of the
Global-Arts-Market

Art-Life's ground breaking programme for the workshop series on key thematic but diverse areas of value-knowledge that would refresh, equip, reposition and help Kenyan art-makers enhance the quality of their art; capable to competitively subsist in the frontlines of the multi-billion dollar global-arts-market. The program would help young emerging artists create connections with leading regional & international curators, art educators, marketing/branding experts, museum directors & creative experts in other fields.

The **Art-Life** “LET'S TALK ART” program is a bi-monthly webinar series; intended to cover far ranging topics in arts making, cultural entrepreneurship, project management, marketing and technological trends, cultural policies, etc. to equip the young art-makers with vital knowledge to help them adopt new paradigms of art-making, improve their competencies and foster excellence in arts-making.

CULTURE '4' PEACE INITIATIVE



An exclusive mentoring campaign to promote the Healing Power of Arts in conflict frontiers parts of Kenya in exchange for peace i.e. A **Guitar 4 Guns Project** - targeting Creative Gun Warriors in Marsabit, Turkana, Samburu, etc. The **Culture '4' Peace** program aims to facilitate art making classes for creative gun-toting warrior youths often used to perpetuate a retrogressive cultural practice of cattle-rustling that lead to inter-ethnic conflicts, displacements and persistent-cycle of poverty across Kenya's northern frontiers counties.

Art-Life will in partnership with local civic authorities, community organizations, school & church establishments, and political leaders - pioneer a process of dialogue to help encourage the youth-warriors who are artistically inclined but under-resourced for art-skills training and mentorship, turn-away from the gun-toting life of cattle-rustling and conflicts to embrace a **Guitar '4' Guns Project**; thereafter benefit from the exclusive **Mentor in Residence** professional program dubbed the '**Warrior-in-Residence**' through which they get equipped to showcase their artworks in some of Nairobi's most populous concerts, established galleries, and premier their best at the iconic Nairobi Art-Life International Festival coming up in November 2021.

The **Warrior-in-Residence Program** – Equips & prepares creative's from the conflict regions gain access to mentorship support in their new creative career, entrepreneurial skills through guidance from industry professionals. Also new market info & networks, as they learn to convert their creative's into income & become their community's peace ambassadors.

CULTURE-SHOCK INITIATIVE



Through the **Culture-Shock program**, **Art-Life** in partnership with key women establishments, civic authorities, community organizations, schools and church establishments, and the political leadership; aim to focus on Conflict & FGM Red-Zones i.e. West Pokot, Samburu, Narok, Isiolo, Baringo, Marsabit, etc; to Advance tools of Art to Promote Anti-FGM Campaign & Combat Anti-Women Cultural Practices affecting Poor Girl-child Mothers & Maternal Reproductive Healthcare programs

Culture-Shock initiative would spearhead a **Wo'Man'Art** power to challenge the cultural constructs of retrogressive practices of Female Genital Mutilation, combat cultural stereotype of reproductive healthcare programs, and systematic social marginalization of women. **Culture-Shock** will scout and equip the communities most dynamic women creators-of-art i.e. music, virtual arts, poetry, film, sculpture or theatre with the artistic power to renegotiate within a modern framework the concept of self-identity for women in order to dismantle conventional and societal perceptions, flip the script, and upraise their communities to become a hotbed of cultural honour dignity for women.

The Culture-Shock initiative will not only help women to flip over the retrogressive cultural narrative, but also equip them to navigate through the challenges of the creative industry as a woman; and gain a competitive access to an exclusive Mentor in Residence professional program dubbed the **Woman'Art-in-Residence** thro' empowerment workshops to help grow their creative careers beyond their poor-conflict-ridden villages, acquire basic entrepreneurial skills with vital market info & networks; as they learn to convert their Arts into income & become Cultural Ambassadors who use their Creative Voices to Advocate for the Plight of women & the girl-child mothers in their communities.

ART-LIFE
RESEARCH & ADVOCACY PAGE

ART-LIFE RESEARCH

**ART-LIFE
RESEARCH**

Spearhead Public surveys
that provide timely snapshots of how residents access
the arts, how the arts contribute to community
development & improve the quality of life in
our communities

A Survey of Arts in the Greater Nairobi & Beyond

(Bringing the Communities Alive: Impact of the Arts)

In addition to advocacy, Art-Life through a partnership with the University of Nairobi, seeks to periodically examine the impact of the arts on life in the Greater Nairobi and beyond. Public surveys provide timely snapshots of how residents access the arts, how the arts contribute to community development, and improve the quality of life in our city.

Art-Life Research Fellowship

We gather arts data and impact stories.

The research fellowship is a cross-cutting deep-end survey program that we seek partnerships with industry stakeholders, academia, government and other like-minded organizations to capture a broad spectrum of data and stories that will assess how the arts and culture workers triumph and survive crisis, conflicts and economic shocks as well as assess the effects of tech and globalization to local arts sector i.e. On-going plans to [take the Impact Survey](#) on COVID-19 to the Kenya arts industry.

- [**A Survey of Arts in the Greater Nairobi Area**](#)

(Bringing the City Alive: Impact of the Arts)

In addition to advocacy, Art-Life through a partnership with the University of Nairobi, seeks to periodically examine the impact of the arts on life in the Greater Nairobi and beyond. Public surveys provide timely snapshots of how residents access the arts, how the arts contribute to community development, and improve the quality of life in our communities.

- [**Art-Life Research Fellowship**](#)

We gather arts data and impact stories.

The research fellowship is a cross-cutting deep-end survey program that we seek partnerships with industry stakeholders, academia, government and other like-minded organizations to capture a broad spectrum of data and stories that will assess how the arts and culture workers triumph and survive crisis, conflicts and economic shocks as well as assess the effects of tech and globalization to local art i.e. On-going plans to [take the Impact Survey](#) on COVID-19 to the Kenya arts industry.

Advocacy

As **Art-Life** we Focus on Stimulating Advocacy for the Arts & Culture Industry at the Community, County, National and International Level.

We believe anyone can **Advocate** for the Arts and have impact. **Art-Life** provides tools, research, and training that help arts professionals and regular citizens alike become seasoned arts advocates. This Advocacy Platform highlights ways you can get involved and start advocating for the arts today.

The arts matter. Here's what you can do to support the creatives.

Artists and arts organizations make a tremendous contribution to the economic vitality and liveability of their communities. Investments in the arts leverages increased support from other sources, increases employment, encourages tourism and ensures greater accessibility to arts programming for creative practitioners in both the urban and rural settlements. Beyond that, the arts have an intrinsic value to individuals and communities; they inspire, challenge, excite, spark conversations, bridge differences and so much more.

Art-Life aims to regularly engage with advocacy leaders on the issues and needs of artists, arts organizations and arts enthusiasts. We believe that the arts help cities thrive, and through our programs and initiatives, we're working to build a strong, creative city. In addition to delivering far-reaching programs and learning opportunities through [Art-Life-Hood](#), [Let's Talk Art, Culture '4' Peace](#) and [Culture-Shock Initiative](#), we invest in research that not only informs our own programming, but demonstrates the impact of the arts and its support by the majority of Kenyans.

Advocacy Tools

- [Art-Life Statics 360](#)

Art-Life Statics 360 asks Kenyans why the arts matter. This report brings together results from a public opinion poll, showing that most Kenyans are optimistic about the industry and believe the arts add to their quality of life.

- [Art-Life Facts](#)

Did you Know...

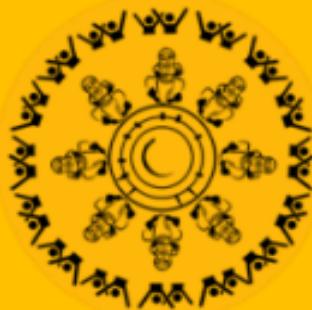
Art-Life Facts gathers together key information about the arts in Nairobi and beyond, compiled from a wide variety of research studies and statistical resources. This information falls into the general areas of the arts' role in the economy, its impact on communities, and its place in people's lives.

ART-LIFE FESTIVALS & EVENTS PAGE

Nairobi Art-Life International Festival

The Spirit of Connection

ART'LIFE



The festival is expected to be a game-changer in up scaling Nairobi's destination profile; its a non-profit initiative, designed to be Kenya's first ever and most outstanding gathering 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, Fashionry, Acrobatics and Experts of Multi-disciplinary Art-Works. There will be an Art-Life Conference & Art-Life Awards. At the heart of our plan, we purpose to curate unique experiences that bring people together and break new ground in Kenya's creative economy, and exploit the healing and constructive power of arts to enhance cultural cohesion for Kenyans at such a time of socio-political tensions – as they join together to celebrate a combination of art forms from the diversity of Kenya, Africa & International culture.



KEEP IT LIT

'Red Alert'

Advocacy Campaign

Highlighting the Portency & Vulnerability
of the Creative Industry due to
COVID pandemic & other natural calamities

#Keep-It-LIT is expected to be a spectacular bonfire of annual "Red Alert" (Social Media) campaign, that brings together public solidarity in support of the arts community – the event will often highlight the devastation that the creative, live events and entertainment industries in Kenya have endured since the era of government lockdowns & shutdown directives that came to force in the wake of **COVID 19** pandemic as well as other natural occurrences.

The campaign will see Kenya's Creative & Live Events sector players i.e. Technical Teams, Entertainers, etc. supported by business & the concerned public – join up to light key landmarks, buildings, business premises, home gardens, cultural spaces or any object in red, as a mark of honor celebrating the milestones of the industry as well as raise awareness to draw public and government attention to the plight of the industry; through sharing photos in their social media platforms while including the campaign hashtag, #Keep-it-Lit, #Keep-it-Alive.

ART'LIFE



CONFERENCE

An annual premier conference bringing together the largest gathering of Creative & Cultural Entrepreneurs, Artistic Professionals, Cultural Practitioners, Policy Makers in the Culture & Creative Sector, Scholars, Diplomats, Private Sector Players, Civil Society Actors, Live Events and Entertainment Sector Companies from across the Kenyan Republic involved in events, theatre, performance, & live events production joining to discuss business, review policy, create networks, & get updates on the latest trends & developments in the profession.

ART-LIFE AWARDS

Our Awards Portfolio Puts
A Major Spotlight on Kenya's Finest
Professional Artists & Arts Organizations,
Celebrating Their Contribution to the
Development of Our Nation's Arts

Art-Life Group offers multiple awards to celebrate the rich artistic talent of local artists, newcomer artists and arts organizations throughout Kenya. We believe that the arts help cities and nations to thrive. The arts in all its forms can offer perspective and creative solutions to the challenges we face. The arts inspire, challenge, excite, spark conversations, bridge differences, and so much more.

Our awards are presented to artists, cultural leaders and organizations in recognition of artistic excellence, cultural leadership and contribution to the arts. Financial support of our awards will be provided through a partnership of legacies and annual donations from private and corporate donors. Explore more categories of the **Art-Life Awards** below.

Art-Life Awards is one of the major highlights of our annual programs that will feature cash-prizes and other surprises. The Awards will prominently include the following categories:-

NAI'TURE FEST AWARD – Is presented in honour of "Prof. Wangari Mathai" to the best university/ institutional groups with the most exciting & original presentation of dance, song & costume mimicking nature to help highlight its vulnerability in the face of climate-change, human activity and inordinate conservation at the iconic **Nairobi Art-Life International Festival** carnival program dubbed as the **NAI'TURE FEST** parade. The participants would be expected to adopt an animal species; choreograph a dance, song & costuming that feature the mannerism of that species. Finalists will be nominated by a panel of experts.

COMMUNITY ARTS AWARD - An award for community-engaged artists and organizations. The Community Arts Award is a Ksh.150, 000 cash prize. This award celebrates community-engaged arts organization or individual who had made a significant contribution in Kenya by working with, in and for communities, while creating access and inclusion to arts and culture.

NEW-COMER ARTS AWARD - Micro-awards for newcomer artists. The Newcomer Arts Award is a people's choice award and initiative offered by **Art-Life Awards** with a total of Ksh.150, 000 to support select categories of newcomer artists across the Kenyan republic.

EMERGING ARTS LEADER AWARD - Our Emerging Arts Leaders Award focuses on honouring a dynamic individual, young professional, an arts lover, and arts philanthropist; who has played a consistent role in mentoring creative's, supporting the growth of arts or advocating for the arts industry'

ART-LIFE ARTIST OF THE YEAR AWARD – An Award would be targeting to recognize the top-most creator of art from across the diversity of categories Music, Fashion, Sculpting, Literature, Culinary, etc.

WEST'A FEST



WEST'A-FEST

2024

A Land of Gold & Legends



A CALL FOR PUBLIC PRIVATE PARTNERSHIP



A LEGACY PROJECT

The iconic **Trans-Western Cycling Festival (WEST'A FEST)** is a multi-day road cycling race & artistic program designed to be East Africa's premier and largest Elite-Cycling & Cultural Event, expected to join the league of International Cycling Union (UCI) Africa Tour stage race and cycle-art festival events. It's a Cross-County non-profit initiative expected to be a 5 day annual cycling festival and artistic program showcasing the very best of raw local Western Kenya sporting & artistic talents in a comprehensive and concurrent program of events ranging from - Cycling, Music, A Mega Street Carnival (featuring Drum Bitters, Flutists, Instrumentalists, Street Dancers, Fire Spatters, Skaters & Acrobatics). Also Comedy, Traditional Poetry, Fashioners, Children's Circus & A Virtual Arts-Expo (featuring Top West-Kenya Contemporary Artworks; such as Handcrafts, Drawings, Paintings, Sculptures, Batik & Ceramics) Food & Beverages & of course the **WEST'A FEST** Talent Awards.

WEST'A-FEST 2024 - is a show that attempts to influence a shift of thinking, strategy, innovation & professionalism in the greater Western Kenya Art-Cultural Sports & Entertainment industry into high value branding to enhance its visibility atop the global market place to attract a competitive edge & a huge global audience for the benefit of the region's tourism economy. The Trans-Western Cycling Festival will work to create a legacy programme for cycling in the region as well as engage the SMMEs in the region to become suppliers to the event, while also exploring the rich cultural diversity that exists across the region.

ART-LIFE

GET INVOLVED PAGE

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. Spread the word and find ways you can support the arts right now!

There are many ways you can help to strengthen our city's cultural landscape and creative sector.

DONATE

Support the Arts

Art-Life Group is a strategic initiative, developed as a direct response to issues confronting the under-privileged suburban Nairobi artists and their rural counterparts. We are driven by a strong desire to connect the budding artists to the valuable resources that would help them attain their ultimate vision through professional development and networking opportunities.

The **Art-Life** programs and initiatives depend on the benevolent donations and support of partners, well-wishers and grant-makers. If you'd like to support our programs, research and advocacy in order to enhance the growth of individual or communal excellence in the arts, [think about contributing to or making a donation today](#) to help us continue offering these workshops and programs for free to more champions like yourself. Whether it's arts education, social justice, arts and equity, arts access, a specific discipline or anything else that you feel passionate about, there's someone out there doing amazing work that can use your support. In addition to our [programs and initiatives](#), we offer many [awards](#) that can use your support!

PARTNER

Art-Life Group believes in the intrinsic value of collaboration. We are eager to work with artists, arts organizations and community organizations to increase the value of arts to underserved communities, generate reciprocal knowledge sharing and critical dialogues.

Together, we explore areas such as establishing best practices and creating open dialogue around challenges and opportunities in community-arts practice. The aims of our partnership are to encourage participation and collaboration across all sectors: the arts, environmental, culture, security, health and social services. We believe that working and learning together helps to build stronger, more resilient and more vibrant communities.

JOIN A PROGRAM

Attend an Event or workshop

Are you looking for a platform to express your creativity? Join one of our dynamic programs designed to free your artistic potential and deepen your connection to the community.

ADVOCATE by developing key messaging about why the arts are important, and back it up by using stats and figures from our [Art-Life Statics 360](#) and [Art-Life Facts](#). Making a strong case for the arts is half the battle. Take time to draft up your position on why the arts matters to you and your community. Start with an anecdote or use some of our [Statistics & Facts](#); the numbers in those resources are truly remarkable and we made them specifically for Kenyans to use when advocating for the arts.

Visit our Events Calendar to see what's happening next. Whether you're interested in checking out an exhibit, watching a live performance, or developing a skill to grow as a professional, WE GOT YOU COVERED!

VOLUNTEER

Do you have some time and/or skills to share? We are always looking for active volunteers from our community to help in a variety of ways, from on-site at events or event planning, support specific campaigns or their operations, to administrative tasks or project management, PR/marketing. You may not have the resources to financially contribute to a variety of our arts programs or initiatives but you can **volunteer your time**.

If you'd like to become more deeply involved, please sign-up for the [Art-Life Volunteer Network](#) where you'll receive a bi-monthly email listing of available volunteer opportunities.

If you are interested in partnering with us, please call +254 77 005 9995 or send Email info@artlifegroup.or.ke for more info on [donations or partnership opportunities](#).

CREATE ACCESS LINK FOR: SPORTLIGHT ON OUR PARTNERS



The **University of Nairobi** has embraced a Collaborative Agreement with **Art-Life Group** that focuses on Six Pillars of program partnership; with an objective of broadening the vision of the country's creative and cultural landscape. The Six Pillars come with programming that stretches beyond the reach of the greater Nairobi Metropolitan Community; focusing on areas that deserve extra attention due to limiting economic, civic, social and environmental factors. By empowering local emerging artists through organized festivals and events, producing innovative programs, leading the arts community with effective research and advocacy; to enhance the quality of life and develop the cultural, educational, civic and economic fundamentals of the underlying communities.

The **Art-Life Group & University of Nairobi** partnership has determined that to create change towards our vision of greater Nairobi as a creative city; we must develop, incubate, maintain and grow initiatives that directly impact Kenya's artists and its creative interlocutors in and within our communities through our **Art-Life-Hood program**. These initiatives serve our strategic goals of increasing public engagement with the arts from creation to participation to appreciation, increasing inclusion to ensure that the arts reflect the diversity of greater Nairobi, and encouraging artistic excellence.

The **University of Nairobi (UoN)** is a body corporate and pioneer institution of University education in Kenya and the region. The University of Nairobi shares an age old sentimental history with the City of Nairobi. It has lent a tremendous impact to the growth of the city's cultural and socio-economic foundation; supplying the city with high-level intellectual manpower, out of its diversified offering of academic programmes that include social sciences and the arts. Its core vision is to be a world-class university committed to scholarly excellence; with a mission to provide quality university education and training and to embody the aspirations of the Kenyan people and the global community through creation, preservation, integration, transmission and utilization of knowledge.

For more info on this partnership please contact: John A. Orindi, Director Corporate Affairs (University of Nairobi) on E-mail: johnorindi@gmail.com/johnorindi@uonbi.ac.ke OR pr@uonbi.ac.ke

ART-LIFE
VOLUNTEER REGISTRATION WEB-LINK

Volunteer Information

Name *	<input type="text"/>	<input type="text"/>	
	First Name	Last Name	
Birth Date *	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Month	Day	Year
Phone	<input type="text"/>	<input type="text"/>	
	Area Code	Phone Number	
E-mail	<input type="text"/>		
Address	<input type="text"/>		
	Street Address		
	<input type="text"/>		
	Street Address Line 2		
	<input type="text"/>	<input type="text"/>	
	City	State/County	
	<input type="text"/>	<input type="text"/>	
	Postal / Zip Code		Country

Areas of Interest Project Advisory

- Fundraising
- Communications (Social Media, Online and Creative Writing)
- Outreach & Community Engagement
- Events/Festival Program
- Administration
- Tutoring
- Photography
- Culinary Arts
- Video Production
- Spoken Word
- Visual Arts
- Music
- Dance
- Other

Number of Hours Available to Volunteer Each Week

1-5 5-10 10-15

When are you available to volunteer?

Click or hold left mouse button to mark cell of choice

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING (9AM – 12PM)					
MID-DAY (12PM – 3PM)					
AFTERNOON (3PM – 6PM)					
EVENING (6PM – 9PM)					

Do you have any needs that affect your volunteering?

Tell us more about why you wish to serve as a volunteer at Art-Life

List the qualifications & skills that you bring to Art-Life

Upload your resume

File size max 5MB

Emergency Information

Emergency Contact's Name *

First Name

Last Name

Relationship to volunteer *

Phone Number *

Area Code

Phone Number

Alt. Phone Number

Area Code

Phone Number

Media Release and Consent

I understand that photography/film/video may be used in the promotions of programs at ***Art-Life***. These may be published or used for any application in newspapers, films, television commercials, posters, online etc. or otherwise displayed to the public, or used for other educational/fundraising purposes either in whole or in part by ***Art-Life***.

I hereby consent to my child and/or me being photographed or videotaped during programs or activities hosted by ***Art-Life*** and consent to the use of such images for the purposes expressed above and expressly release ***Art-Life*** from all claims, legal or otherwise, thereof.

I agree

Yes

No

Confirmation

BY ACKNOWLEDGING AND SIGNING BELOW, I AM DELIVERING AN ELECTRONIC SIGNATURE THAT WILL HAVE THE SAME EFFECT AS AN ORIGINAL MANUAL PAPER SIGNATURE. THE ELECTRONIC SIGNATURE WILL BE AS BINDING AS AN ORIGINAL MANUAL PAPER SIGNATURE.

Signature

REGISTER

ART-LIFE
CONTACTS & SOCIA MEDIA PAGE

Physical Address:

1st Floor, Suite 254, View-Park Towers
Monrovia Street, Nairobi
P.O Box 13257-00100 GPO, Nairobi
info@artlifegroup.or.ke
Cell: +254 770 059995

Website: <http://www.artlifegroup.or.ke>

Social Media:

ART-LIFE FACE BOOK
ART-LIFE TWITTER
ART-LIFE INSTAGRAM

TEAM ART-LIFE

ART-LIFE GROUP is backed by a knowledgeable and experienced board & staff, equipped with diverse critical skills & experiences that are strategic to the delivery of our programs. Namely:

EXECUTIVE BOARD

1. **CHAIRMAN/PRESIDENT:** Abraham Ekajulo (*MSC. Governance & International Relations*)
 2. **EXECUTIVE DIRECTOR/SECRETARY:** Isaac C. O Oprong (*FOUNDER & Artistic/Director*)
 3. **TREASURER:** Gladwel M. Malema (*Finance & Admin Specialist*)
 4. **BOARD MEMBER:** Geoffrey O. Osiya (*Logistics & Supply Chain Specialist*)
 5. **BOARD MEMBER:** Prof. Tom Olali (*Lecturer - Linguistics & Swahili Cultural Expert*)
 6. **BOARD MEMBER:** Devaine Wandera (*Thespian, Entrepreneur & Secretary - KCCA*)
 7. **BOARD MEMBER:** Fred Kioko Musau (*Publisher & Entrepreneur*)
-

The board is in-charge of policy decisions and directions, budgetary approvals and oversight of the ART-LIFE GROUP management, programmes and projects. Main organizational departments

1. Executive Management (Administration, Finance, Recruitment, Multi-Media & Support Services)
 2. Art-Life Festivals & Events Planning, Marketing, Programming & Management
 3. Creative Arts Development Programs & Initiatives
 4. Fund-raising, Corporate & Community Relation Activities
 5. Membership, Government & Protocols
-

ADVISORY BOARD

1. **MEMBER:** Dr. John Orindi (*Director – Corporate Affairs University of Nairobi*)
 2. **MEMBER:** Dr. Fred Atoh (*Lecturer & Head of Music Program, University of Nairobi*)
 3. **MEMBER:** Dr. Cynthia Amai (*PhD. Climate Change Expert*)
 4. **MEMBER:** John Katana (*Vice-Chair MCSK & Head of Mushroom Band*)
-

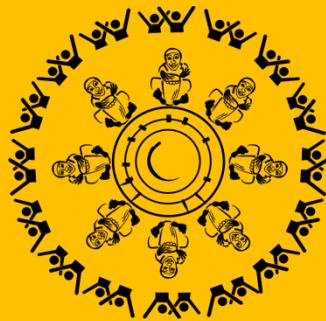
SECRETARIAT - TECHNICAL STAFF

1. **EXECUTIVE DIRECTOR:** Isaac C. O Oprong (*FOUNDER & Artistic/Director*)
2. **FINANCE & ADMIN MANAGER:** Gladwel M. Malema (*Finance & Admin Specialist*)
3. **PROJECTS ASSISTANT:** Nelson Njogu (*Poet & Music Writer*)
4. **IT & MULTI-MEDIA COORDINATOR:** Brian Ekisa (*Artist & I.T Specialist*)
5. **PARTNERSHIP & FUNDRAISING PROGRAMS:** Barbra Nyende (*Digital Communication Specialist*)
6. **HEAD OF EVENTS & FESTIVAL PROGRAMS:** Chris Njogu (*Events & Media Production Expert*)
7. **ART-LIFE-HOOD:** Artistic Projects & Community Outreach Programs - Christine Nekesa (*Prog. Coordinator*)
8. **LEGAL ADVISOR:** Anjello Etyang (*Advocate*)

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

Contact Persons:

John A. Orindi

Chair – Art-Life 2023 Multi-Sectoral
Organizing Committee &
UoN - Director Corporate Affairs
Cell: +254 721581030

Isaac C. O. Oprong

Secretary & Lead Organizer – Art-Life 2023
Multi-Sectoral Organizing
Committee & Founder - Art-Life Group
Cell: +254 706 241215

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:-

"NAITURE FEST" - HUGE STREET CARNIVAL

(Under the theme "OUR NATURE OUR PRIDE")

"NAITURE 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 **NAITURE 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.

"NAICRAFT EXPO"

Hosted under the theme "*Making Contemporary Art Accessible to all*", **NAICRAFT** 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-GRAFICS

