East African Village

ANNUAL REPORT | 2020



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ANNUAL REPORT 2020

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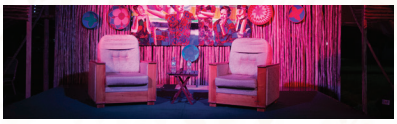
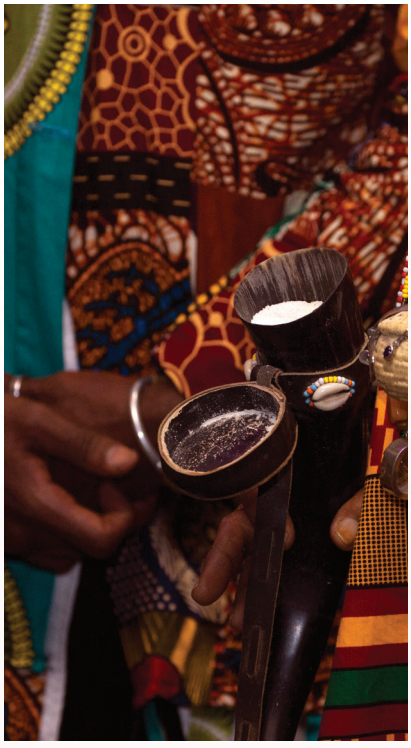












EAST AFRIKAN VILLAGE (EAV) - YOULEAD FRINGE EVENT

Presentation: **24 November, 2020**

Theme: **'Development is People Not Things'**

From: **Nyambura Mungai**

To: **YouLead Planning Team**



ABOUT THE PROGRAM

The East Afrikan Village (EAV) is to be a series of cultural and creative expression episodes of young Africans using art + activism during this time of new realities and perceptions.

Art is integral to a society's fabric, it opens up a space for critical thinking, encourages visionary thought and nontraditional approaches towards knowledge transfer such as storytelling and re-engage young Africans to question their perceived reality and inspire them to imagine beyond their conditioned realities.

EAV aims to educate, support, incubate and accelerate through amplifying the importance of the creative industries. EA successfully integrated a platform that uses art as a tool for social advocacy into the Youlead community. The youth are able to discuss developmental issues, encouraged by the strength in storytelling, and intensely co create ideas and works that contributed to a high quality experience.

Through networking people shared value, identities, spurred new collaborations, knowledge transfer and cutting edge content for artistic entrepreneurs, and in a safe space that allowed everyone to have ownership and freedom of expression and without boundaries.

Connecting and communicating through music and

YouLead takes place annually in Arusha, and organized under the MSTCDC umbrella. More info can be found via the website https://youleadsummit.org/

@youleadsummit on social media platforms

culture is a step towards incorporating a natural part of the African consciousness, which is key to transforming mind-sets of the communities in the continent through the creative economy.

This project is a collaborative effort of African collaborators, to create a channel where we share identities, values and have freedom of expression beyond our boundaries. We provide a platform where the community can share their perceptions of social, political, economical dynamics through the art of storytelling.



OBJECTIVE OF THE PROGRAM

1. EAV is to be developed to be a network of arts advocacy and lobbying in the region.
2. Create awareness of the importance of art and activism as a tool of advocacy and networking.
3. Knowledge transfer sessions by a leader in any of the creative sectors, which in turn contribute to the growth of arts advocacy campaigns within their communities.

TARGET GROUP(S):

Youth/community leaders who are championing issues in their community and use art as a means of creating meaningful change i.e. individuals appreciating and understanding the context and influences of African culture and traditions in leadership.

PROFILE: AFRICANS

1. Young African audience.
2. Change Makers.
3. Storytellers.
4. Activists.



CONCEPT OUTLINE

We seek to share our stories from our perspectives of the experience of being African in this era, and to restore faith, hope and empower the humanity dignity born out of it. This cultural platform enables the youth to express their thoughts through rediscovering their roots and dare to dream a new future.

The EAV platform is a cultural expression channel to build a bridge for mutual respect and understanding where our audience can channel their emotions to prevent pressure and strain and shed light on their accurate understanding of the continent today. Africa has immense latent resources, from the intellectual capacity of the people to the rich soils of the land. From retracing our steps, we need to address sensitive topics such as the rise in domestic violence & mental health breakdowns and speak on solutions to cover our basic needs of food, clean water and shelter.

Oral storytelling and visual art has been integral in the expression of African culture and occurrences. The East Afrikan Village draws on the strength of art and storytelling, to re-engage us to share in this era of disengagement. We hope to draw out the imagination and communication, to ensure the continuity and freedom of expression of our very being as Africans.

This reconnection is using familiar literary devices we often use to communicate with; art, singing, visual stories and fables. We can redefine our new reality and step out of the boundaries of confined spaces and lock downs and create a new haven of healing from this trauma. We are able to be complementary and positive in our actions towards each other, thus why this project's strength is a collaborative effort to reconnect to our roots and the simplicity and joys of communal expression.

This village will show the evolving times of our cultures and realities of the East African countries that are divided by social, economic. We have the power to create our own healthy environments/realities, combat oppression and in solidarity transform ourselves to address the social, physical and leadership challenges faced.



GOALS

East Afrikan Village series features a high density of quality interactions to encourage a content rich reality for the audience during this transition from a physically engaging society to an online society.

The art and the storytelling around African culture is a tool to open up our audience to share their environments and their daily interactions, while discussing their efforts to relate, heal and contribute to the ever changing narrative.

PROGRAM & OUTPUTS

We have had to make adjustments so as to deliver the project as close to the concept as possible. In place of the installation of the manyattas, Arinitwe created artwork titled 'the Lost African Parliament' which depicts how each individual's voice is important to contribute to a communal dialogue. This piece is to be part of the final piece of an open African shrine that he is building around the stage.

We aim for these interactions as knowledge transfer sessions on our realities, our healing through art and music and indeed learn of each other's communities, by respectfully sharing our different perceptions in a healthy way.

Through the conversations and creations from these interactions, we look to build up towards the YouLead Summit to raise up a consciousness and learn more about each other's cultural aspects and build up a solidarity.

We also aim for the conversations to thrive online after the YouLead Summit, with everyone involved encouraged to share their stories of rediscovery and their focus towards the common goals that are highlighted through this platform. A community driven to transform and find applicable solutions.



PHYSICAL HUB

East Afrikan Village
YouLead SUMMIT 2020

Day 1 - 23 November, 2020

FIRESIDE CHAT

The East Afrikan Village was officially activated on 23 November 2020, at the MS-TCDC grounds, where we were honoured to host the Fireside chat with the former President of Tanzania, Jakaya Kikwete.

	Action	Outcomes
DAY 2 - 24 NOVEMBER, 2020	**COMMUNITY ART AND ACTIVISM**	
	Arinitwe Peter - Visual artist/Set Designer	The shrine, designed around the stage, is a cultural sign post for YouLead. It served as a marker and reminder of identity, cultural solidarity and ownership
	The Lost African Parliament' which depicts how each individual's voice is important to contribute to a communal dialogue	The Lost African Parliament painting was created on a plyboard of 4ft by 8ft (120cm x 240cm). Use of mixed media of khanga, acrylics, vitenge, spray paint to symbolize meeting of the old and new convergence
	Natasha Dezonie - Founder of the Wholistik Living Project	Sessions around wellness & personal development available to the delegates in the late afternoons.
	Kanozo - Spoken word artist	She artfully drew the audience into her stories and brought out immediate responses to her words.
	Charlotte O'Neal aka Mama C - Co Founder of United Africa Alliance Community Center (UAACC) in Usa River	Interactivestorytellingsession using traditional instruments on the importance to share knowledge of our African traditions and spirituality.
	PERFORMANCE	
	Wika Band - from Dar es Salaam	The band gave a vibrant performance each evening

KEY RESULTS

» Visibility to decision makers.

» Harness the influence of an advocacy network.

» A storyteller/singer will curate conversations, stories about their community and culture and relate how their form of communication helps to express the current times in their immediate community.

ARTISTS + ACTIVISTS

» Arinitwe, helped in the creation of a hub for EAV that is to represent a safe haven of expression modeled after an African shrine. Creation of a 240 x 480cm collage painting made out of

acrylics, spray paint and african print material depicting the lost African parliament.

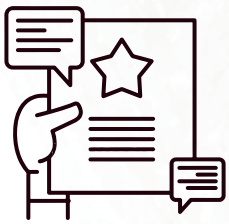
» Kanozo's presentation was well received by the audience as she artfully created short stories of a young African woman's reality at this time through her spoken word.

» Mama C, shared the importance of respecting our traditions. She encouraged the audience to learn more of our African cultures and history so we may be well rooted to learn and understand ourselves. She performed spoken word with her nyatiti and drums.

EAV ONLINE SCHEDULE

» YouTube - Streaming of the fireside chat and the evening of the art + storytelling sessions

» Facebook, Instagram and Twitter - the media team shared the posters and engaged the YouLead audience on the East Afrikan fringe activity.



RECOMMENDATIONS

Buildup, Breakdown & Reporting - One-week before YouLead and 1-week after - Preparations for the buildup of the EAV Hub would preferably be at least two-weeks before YouLead, so as to communicate and involve those who would be part of the program and would like to showcase there.

DEVELOPMENT OF THE EAST AFRIKAN VILLAGE

» **Design -** This is to be developed in future editions as a cultural village which will represent different regions of the continent.

» **Art + Capacity Building** - 10-days before the YouLead Summit - Arinitwe as a curator & mentor will require this time to train those in the nearby community who would like to help in the creation and showcase of cultural attires with discussions around the theme of the Youlead summit - it could be a community center or Universities.

» **Digital component** - East Afrikan village can grow to have pop ups in the different countries that Youlead is presently active in.

» **Presentations** - A section of EAV will be designed for the showcase of cultural attires, dances, storytelling and solo traditional musicians. Each day could include a short feature of a YouLead delegate's cultural reality, selected before the summit.

- **African food & health tips** - Another section of EAV will be designed for partaking of African dishes and drinks that also would have nutritionists explaining the meals and benefits of the traditional meals offered on the menu.
- **Program** - The program of EAV will run concurrently through the YouLead program and could be as 5 - 10 minute inserts before a speaker, to complement the topic of the day. The last day of YouLead will be the full presentation of the East Afrikan Village that will involve full interaction with the delegates and audience before departure.



BUDGET

The EAV project received support from **CivSource** in the art supplies and mobilization of the creation of the hub.

We received **$2000**, of which was brokendown to expenses.

SUMMIT PICTORIAL













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