

Cauris Afro Festival Universal Cultural MELTING POTS

Dance
Workshops



Slam
Bogolan

Graffiti

Organic dyeing

Rap

Urban cultures



Free style



Murals

Percussion



Poetry

Fashion show

Concept Paper

Exhibition

CONCEPT PAPER

I. Context/Justification

"The world is a global village," said Canadian sociologist Marshall McLuhan, "where there is now only one culture, one village, one community where we live in the same time, at the same pace and therefore in the same space."

The current social changes in Europe are reflected both in an increase in opportunities and choices and in an increase in risks and constraints for all citizens, although this evolution takes very different specific forms at the level of individuals and groups. These changes affect young people in particular, as they have to plan their lives under changing economic and social conditions.

This situation, resulting from globalization with its corollary effects, notably the intensification and fluidity of exchanges, can only benefit people if they, beyond the ideological, political and economic aspects, pay particular attention to the cultural dimension.

Culture is a factor of sustainable economic development. It is an economic sector in its own right (direct or indirect job creation). "Cultural development should no longer be considered as a luxury that could be dispensed with, but as a driving force for economic and social development." Bernard KAYSER, Professor at the University of Toulouse-Le Mirail, President of the Groupe de Prospective des Espaces Ruraux and President of the European Rural University.

It is a generator of cohesion and social links for the inhabitants of the world: improving knowledge of the heritage, enhancing the intergenerational social link, encouraging the emergence of projects.

"Culture has social functions, which are ultimately more important for the vitality and development of the community than the actual content of this culture" Thierry VERHELST, expert for UNESCO, founder of the "Réseau Sud/Nord, Cultures et Développement" association.

Cultural diversity is an inherent characteristic of humanity, it is a common heritage of humanity and creates a rich and varied world that expands choices, nurtures human capacities and values.

Culture also provides a means to express creativity, to develop a sense of identity, and to strengthen or maintain a sense of community. Cultural experiences provide opportunities for recreation, entertainment, learning and sharing experiences with others. Culture also provides an opportunity to learn about the world. All countries have different lifestyles, values and beliefs.

As the saying goes, "All encounters break us down and make us up." It is in this context that Cauris Afro Festival is organized to promote social cohesion among peoples and to make effective the notion of Universal Cultural Arms.

The Cultural Dialogue is approved as an approach which allows to reinforce actions in the direction of a "universal cultural policy".

II. Objectives

General objective

The objective of this festival is to create a cultural and artistic bridge between the Pular people of the world, allowing them to fully enjoy the many benefits of the intermingling of cultures.

Specific objectives

- ✓ To organize cultural and artistic activities that can boost territorial development.
- ✓ To encourage cultural mixing and thus promote the decompartmentalization of social groups and generations.
- ✓ Develop the entrepreneurial spirit of young people through culture and local development panels in order to equip them to participate in the development effort.
- ✓ To bring together the conditions for the assumption of responsibility and the empowerment of young people to awaken their active citizenship.
- ✓ Promote cultural exchanges, encounters, and discoveries related to development.
- ✓ Organize cultural, artistic and universal vacation camps to make the notion of Universal Cultural Melting Pots a reality of sustainable development.

III. Activities

Several activities of cultural, educational, sports and playful character will be organized during this festival.

✓ Urban cultures

Urban cultures are marked by the diversity of cultural, artistic and sports models that the city offers. The particularity and the advantage, is that we can allow people coming from different social backgrounds with different cultures, to cohabit, rub shoulders and exchange.

Some disciplines of urban cultures will be highlighted during this activity.

- **Writing and poetry workshops**

This intellectual and educational activity stimulates and solicits the creativity of the participants who draw on their inner genius to compose poems that meet the rules defined in the circumstances. It is a way to encourage children to write. These workshops are moments of initiation of young people to writing by stimulating their creative potential.

- **Slam and Rap**

Through this activity, the participants, for the most part young people, will compete with talent by declaiming poetry in front of the public. It is most often a poetry committed in a familiar vocabulary (slang, verlan, neologism) where the choice of words is at the service of the rhythm, play on words and frequent sonorities (paronyms, rhymes, synonyms).

This practice offers young people a platform of expression through which they convey strong ideals, share convictions and launch messages of awareness against certain plagues that plague society.

- **Graffiti and murals**

These are paintings or inscriptions made on monuments, walls, objects sometimes located in public spaces. This has an environmental effect because the works made participate in the decoration and beautification of the environment. They are also supports of visual communication and carriers of captivating messages.

- **Ballets - Dance and percussion**

It is a very original activity of corporal expression which, beyond the shows of percussion and dance, choreographies, traditional African songs, allows the public to discover the sounds of some traditional African instruments such as the Balafon, the Kora, the Djembé, the Flute, the Tama, the Sabar, the Calebasse, etc.

- ✓ **The BIO dye**

This so-called natural dye is obtained from natural products. All the raw materials used are obtained from plant extracts and natural products. The reserve techniques used are Batik, Bogolan and Bassilan.

- ✓ **The fashion show - Spectacle**

The primary objective of this activity is to stage and promote models and clothing styles while highlighting the work of actors in the value chain (designers, model makers, models, seamstresses, etc.). However, the activity will not only participate in the promotion of companies in the sector but will also act as a platform for communication and awareness on topics related to the chosen themes.

- ✓ **Thematic workshops**

The organization of these workshops of exchanges is centered on subjects of international scale common to all the societies of the world. These problems challenge the world and the search for solutions requires reflection and consultation on a global scale.

The objective of these panels is to bring the various actors concerned to become aware of the problems raised, to learn how to overcome them and to participate in the search for appropriate solutions.

Thus, the themes addressed are:

- **Irregular migration**

This is the phenomenon of migrants who, at the risk of their lives, brave the oceans, the cold and risks of all kinds to reach the West in search of a better life: this is a real illusion, in light of the testimonies of the tiny number who have arrived at their destination and who tell of the ordeal of the journey, but also of the shattered hopes with the difficulties related to living conditions, the almost impossible regularization, the problems of integration, employment, survival, among other problems.

- **The problem of youth employability**

Most young people have difficulty finding a job, due to a lack of professional qualifications or because of a mismatch between the training they received and the needs in terms of qualifications on the market or because the market is saturated.

Self-employment, which can partly solve the problem, is mostly discouraged by the conditions and circumstances.

- **The phenomenon of youth disobedience**

It seems that the youth of the world have forgotten the attitude to adopt. They most often turn to disobedience and violence to face and challenge the decentralized authority. In all the big cities and popular districts of the world, we witness violence, theft, banditry and hooliganism scenes. These acts are most often perpetrated by young people who take drugs, have bad company, squat in the streets and commit their crimes alone or in organized groups.

Thus, culture is a means of regulation and mitigation of the problems that all societies face.

- ✓ **Private viewing - Exhibition - Sale**

- Private viewing of the products from the different workshops
- Exhibition and sale of various objects and works of art

IV. Expected results

Beyond the impact on the environment and the living environment, and its playful and festive aspect, the Festival will serve as a central springboard for the sustainable development of individuals, communities and countries. It will have the merit of having:

- ☞ Promoted the mixture of various positive cultural influences in the musical, pictorial, sculptural,
- ☞ Cultivated peace and tolerance among the people of the world,
- ☞ Instilled in the young generation a sense of entrepreneurship, civic participation, and accompanied their behavioral change,
- ☞ Fought against incivility, attacks on property and persons, urban riots, the delinquency of minors, youth disobedience, among other typical behaviors of today's youth,
- ☞ Led young people to adopt a feeling of ownership and support for the cultural and youth policies of local and state authority,
- ☞ Having convinced the concerned municipalities to include this event in their cultural agendas.

V. Methodology

The **Cauris Afro Festival** will be spread over a period of two weeks in an air of **Cultural, Artistic, Universal Melting Pots**. As a prelude to the upcoming festival, the promoters look forward to organizing a prospecting visit on the site in order to meet and exchange with every stakeholder (Co-organizers, occasional partners, sponsors, beneficiaries, ...) so as to account for their viewpoints, suggestions and remarks before any agreement either on the document or on the dates chosen.

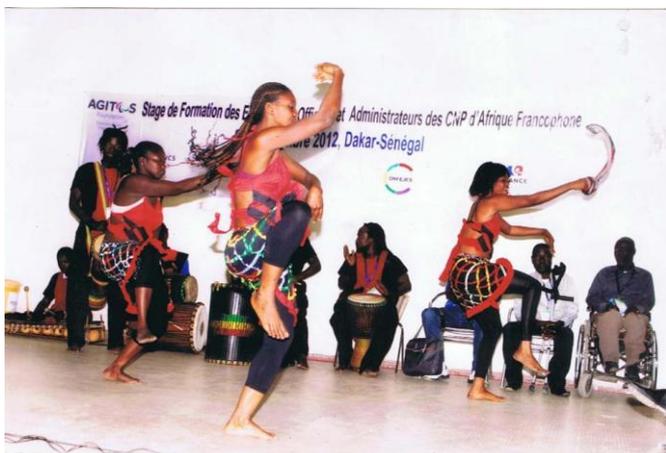
Through this event, the festival intends to promote all artistic, cultural and sporting disciplines belonging to the urban space. It will be moments marked by conviviality, social and generational mix, and therefore a solution to reduce exclusions, the social divide. A series of panels, forums, podiums, and sound and light shows to strengthen exchanges between the peoples of the world and cooperation, especially on topics related to youth such as commitment, citizen participation, entrepreneurship, equality, inclusion and cultural diversity.

Courses, demonstration and learning sessions, as well as competitions will be organized in certain disciplines such as dyeing, writing, poetry, rap and slam.

Thus, various approaches are implemented according to each activity:

- **Urban cultures**

The practice of the disciplines of urban cultures will participate in socializing the urban space, occupying the young people, making them aware, but also and above all inculcating in them a responsible and thoughtful attitude leading them to actively participate in the effort of citizen construction and development.



Learning sessions of demonstration and exercise will be organized for the benefit of the public in the fields of choreographic dance, percussion

✓ **Organic Dyeing**

This activity will allow participants to become familiar with the practice of natural dyeing and the different techniques of reserves. The patterns and designs will be painted in natural colors with the use of

- **Resist techniques**

This is a process where the fabric is successively dyed with wax or any other product used in the dye bath. The fabric is immersed successively in several baths of colors, it is made as many baths as there are colors on the final fabric. At each bath, the parts that are not to be colored are previously covered by wax freehand or with the help of stamps, strips, needles, thread, Arabicgum, etc.



The artisanal character of this process makes that the distribution of the colors does not have as much regularity and the reasons not as much symmetry as the printed fabrics. This gives them an undeniable charm.

- **Dyed fabrics: "Bogolan, Bassilan and Batik**

Bogolan technique: in Malinke: dyeing technique (-lan) using clay (bogo-: mud); this name refers to the first technique discovered offering a final rendering of black patterns on a white background. The motifs traditionally drawn with a guinea fowl feather are drawn today with a Xalima, reed feather. Other materials and tools are still used to draw the different patterns.





Bassilan technique: in Malinke: dyeing technique (-lan) using natural materials; most of the time: medicinal plants, this denomination gathers all the materials used for the bogolan natural dyeing in general (clay, plants, fruits, animal materials?)





Batik technique: Batik is a handmade dyeing process that uses the wax resist technique. At each bath, the parts that are not to be colored are previously covered by the wax freehand or with a pad.



- **The Bogolan-Bassilan story - Tale of the origins:**

In the Malian village of Sabousiren, like every morning at dawn, a Mandingo man goes hunting. He had no idea that this day would change the course of his life, nor that of his village! He had been waiting for several hours for this herd of gazelles at the edge of the forest. He was losing patience when a single gazelle ran away in front of him! Hiding behind the boxwoods, he took his rifle, leaned back, cut his breath, and fired. But the sun dazzled him, he could not kill the animal on the spot. The gazelle, after a moment's dizziness, took to its heels and limped off into the forest. The hunter tried to follow it as best he could, but without fear: it was heading for the river. Blocked by this obstacle, the gazelle struggled to fight through the mud in which she was stuck. Seeing her in pain, the hunter shot her with a final blow. She collapsed in the mud. Proud of his booty, the hunter lifted the gazelle, dripping with black mud, onto his shoulder. Too encumbered by the animal to continue his hunt, he walked back to his village.

Back home, seeing her husband's white boubou half-covered with mud, his wife hurried to get rid of it to clean it before it was completely soaked with the blood and dirt deposited by the animal. She did not worry: the mud was still fresh, but it wouldn't take long to remove it! And yet, contrary to her expectations, she rubbed and rubbed: nothing to do! The black earth did not want to leave. Annoyed, she returned to her husband to ask him:

- What is this mud that you have covered yourself with?

- It's this black mud, at the edge of the river, the doe fell right into it when I shot it!

The family was not prosperous. It was impossible to buy new boubous after each hunt! After reconsidering the damage done by the mud, the ingenious woman had an idea and told him:

- The next time you pass by the river, bring me some of that black mud, will you?

Returning from hunting the next day, her husband brought her a bag of mud. Armed with a wooden stick, she dipped it into the clay and began to draw patterns reminiscent of the stains left by the animal on the boubou. The patterns were regular, and the contrast of this deep black on the white cotton was very surprising! In the village, surprised to see this beautiful boubou standing out from the mass of white boubous, the villagers asked him where he got this outfit. Without recounting this misadventure, he said that it was his wife who made these drawings. The neighbors came to question her, but she never dared to tell the story!

The wives of the village hunters found this technique very advantageous and came to ask her what her secret was. But she didn't tell them. However, she was willing to cover the stained boubous of their husbands with these black patterns. The price was hard negotiated. Every day, when her husband returned from hunting, he would secretly bring her bags of mud. She would lock herself in the shower stall behind her hut for hours, and come out with her hands coated in black to hang out the boubous, which would come out as new.

She invented the Bogolan.



It was the turn of all the mothers to come and ask for his help. They wanted to do away with the stained boubous of the children! The woman was having fun inventing new patterns from the daily tasks of her neighbors. She was improving her techniques. She found that the patterns were much finer when she drew them with the feathers of her guinea fowls. As she washed the stains of tea, herbal tea, or mud from the children's boubous, she discovered the virtues of many plants and succeeded in fixing many other colors on the cotton. Wanting to protect her neighbors, she tried to soak the boubous in protective dyes. The villagers glowed in their colorful clothes. And not a moment too soon! All the boubous in the village were becoming dark and sad with black patterns!

She invented the Bassilan.



This novelty was so appealing that the wife asked her husband for more and more mud, bark, fruit, roots and healing leaves. So much so that he no longer had time to hunt when he went to the forest. But it did not matter: they were already prospering thanks to the Bassilan.

✓ **Private viewing - Exhibition - Sale**

This activity will end the festival with the private viewing of products and articles from the various workshops. It will also proceed to the exhibition of various objects and works of art (articles of sculpture, painting, dyeing, basketry etc.). Some of these works will be for sale to the public.







✓ Perspectives

In return, it is planned to organize in Senegal an educational and cultural holiday camp to further motivate young people, to resource them and equip them to better face the new challenges of the globalized world with its corollary of evils.

VI. Targeted partners

- ☞ IOM (international Organization for Migration)
- ☞ UN Migration,
- ☞ EU (European Union),
- ☞ UNESCO (United Nations Educational, Scientific and Cultural Organisation),
 - International Fund for Cultural Diversity
- ☞

VII. Budget