



PRESS RELEASE

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With support from the European Union, Culture Fund injects over USD214 000 through its CreativeACTIONS project to 13 bold, innovative and exciting Zimbabwe creative sector initiatives

Culture Fund of Zimbabwe Trust's CreativeACTIONS project, with financial support from the European Union Delegation to Zimbabwe, announces 13 new grants for Zimbabwe creative sector projects. CreativeACTIONS will support bold, innovative, exciting and COVID-19 sensitive projects selected under a public and highly competitive call for proposals. There was an overwhelming response from all over Zimbabwe. This will be the second time CreativeACTIONS has awarded grants to Zimbabwean creatives since the outbreak of the COVID-19 pandemic. CreativeACTIONS is helping boost the momentum of creative movements in Zimbabwe and strengthening capacities for more sustainable creative ecosystems.

Lot 1 Project Summaries

1. **Art Lab -Fusing Art & Technology to Benefit Artists:** Urban Culture & Heritage Initiative (UCHI) will upskill digital tools in its ecosystem of urban creatives. It will create a responsive web-platform for improved cultural products and market-exposure. Emerging visual artists will have the opportunity to contribute to urban renewal approaches. *Art Lab* will be a shared tech-focused resource for painters and mixed media artists housed within *Mbare Art Space* studios. It includes setting a computer centre for online research, meetings, conversations and artistic portfolios creation.
2. **My Beautiful Home:** The project will promote the existence and continuity of creative capacities of Ndebele women living around the Matobo Hills Heritage Site, Zimbabwe. The initiative promotes social harmony by creating competitions through designing and painting of over 1000 homesteads using authentic Ndebele art and architecture dating back to the Stone Age. Creative and social skills exchanges will be realized through competitions executed by local women using organic pigments that include ash, soils and coal to decorate homesteads for cultural/village tourism.
3. **Building Careers and Enhancing the Resilience of Urban Performance Artists in Zimbabwe:** *Arts Factory* will empower performance of artists by bridging physical and digital knowledge skills gaps. The initiative has been designed to contribute towards enhancing career path development, expanded opportunities for artistic growth, economic empowerment and aims to increase opportunities for equitable access by women to platforms of creative expression. *Arts Factory* will execute cultural technologies training with a strong focus on new online business and marketing skills, exploration of new online revenue models, online creation and dissemination of content and inter-cultural collaborations and audiences building.
4. **Intwasa Digital Arts Festival:** The *digital arts festival* will increase its digital content creation and curate a big part of the Intwasa 2021 festival virtually. The focus of the festival is theatre, dance, visual arts, short films, music, spoken word and literature. In the virtual festival, three pieces of art per genre and in different languages - English, Ndebele and Shona - will be produced and showcased. The project will encourage creatives to embrace digital storytelling and migrate its programming to digital platforms.
5. **Zimbabwean Music Online:** The project will host talented artists and help them share their music with the world through online concerts to be recorded in a local performance space. It will promote young creatives and foster creative sector gender equity. Concerts will provide entertainment through jazz and traditional music, give international exposure to selected artists from across Zimbabwe and help nurture inter-cultural and social conversations. Music performances will be tailored to appeal to international audiences.
6. **Re-thinking Arts and Pandemics (RAP):** The *RAP Project* will strengthen creative digital platforms in order to reclaim the use of performing arts spaces in Masvingo. *RAP* will focus on digital skills marketing – mainly social media, professionalism, creative entrepreneurship, brand management and content creation. The initiative will host and showcase creative talents within local musicians, poets and visual content creators.



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7. **Migration from Public Performances to Digital Performances:** The project will broaden the horizon of its community of creatives by building their capacities for radio broadcasting platforms. The initiative will adapt four of its stage plays into radio drama episodes. The theatre ensemble will also tailor its project to address transversal issues such as Gender Based Violence for promoting equitable social cohesion. Radio drama episodes will primarily be broadcast on community and national radio stations.
8. **People-Centric:** *People-centric* will showcase and stimulate employment for talented young creatives riding on digital media openings. It will produce a radio drama series focusing on pertinent social issues and run skills training for active digital content creators, helping them adjust and survive the COVID-19 pandemic.

Lot 2 Project Summaries

1. **Our Handcrafts on the Catwalk:** *Chengetedza Artists' Collective* will nurture emerging fashion designers and women handcrafters – offering them opportunities to showcase their creations on digital platforms via live streaming, online gallery exhibition and film. The project will offer product development training and mentorship for building the creatives' product collections and portfolios. The project also seeks to help talented creatives promote locally made goods abroad.
2. **Through the Eyes of Zimbabwe:** The project will produce short edutainment videos drawn from inspirational values of orature - whose influential capabilities lie in oral *ngano/inganekwane* traditions. *Through the Eyes of Zimbabwe* is a story telling initiative set to promote positive attitudes and influence young audiences and children's cognitive development, to enhance intercultural understanding and to foster dialogue for social cohesion. Produced content will be showcased on social media platforms and national television.
3. **Visual Arts Mentorship Programme:** The project will empower 15 talented young visual artists in 2/3 dimensional art and mixed media work. The *Visual Art Mentorship Programme* will capacitate emerging visual artists and crafters through honing their artistic skills, enhancing aesthetics and quality of their products, improve e-marketing and sales capacities targeting local and international markets. Mentorship will also be extended to marginalized visual in Gweru.
4. **Centre for Contemporary Art Bulawayo (CCAB):** *Centre for Contemporary Art Bulawayo (CCAB)* will re-open a community urban based visual art space that will function as a platform for visual art and design development, presentation and discussion of modern culture; provide public forums for the critical examination of ideas and cultural practices in the arts - complementing the work of The National Gallery in Bulawayo. The project will make use of a City of Bulawayo disused community building meant for creative interaction and enterprise benefitting the wider society. **GRANT OFFER CANCELLED**
5. **Women and Youths in the Arts Economic Empowerment Initiative:** The project will improve livelihoods of creatively talented rural women and youth by expanding their economic opportunities. It will conduct skills training in textile designing (screen printing, tie and dye and batik) and garment making in the Murehwa district. Selected creatives will be assisted to diversify their social entrepreneurship capacities for improved income generation.

For further information:

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