



Contribution to the promotion of Mauritanian cultural heritage

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REGIONAL HUB :	Western Africa
CULTURAL SECTOR (S):	Music, intangible heritage
BENEFICIARY (IES) :	Association Teranim pour les Arts Populaires
COUNTRIES COVERED BY THE ACTION:	Mauritania
PROJECT DURATION:	08/2022 - 07/2023 (11 months)
BUDGET:	EUR 34 701 – EU FUNDING : EUR 24 291 (70 %)
WEBSITE:	www.teranim.org – Facebook: www.facebook.com/teranimpopulaires

The project 'Contribution to the Promotion of Mauritanian Cultural Heritage' aims to preserve and promote endangered musical styles in Mauritania, especially in urban areas. Emphasis is placed on their cultural significance and their contribution to the intangible heritage of the region.

In this context, twenty young popular artists (both girls and boys), aged 16 to 35, hailing from disadvantaged social backgrounds and relatively unknown to the general public, have benefited from both theoretical and practical training through two workshops. The first workshop strengthened their skills in presentation techniques before a large audience, eloquence, language, and communication. The second workshop focused on enhancing the skills of young practitioners of popular arts in the use of social media, addressing both the positive and negative aspects of these platforms.

Furthermore, musical evenings were organized as part of a musical caravan. The first was dedicated to the art of Li3b debousse (wooden games), the second to the art of El Medh, and the third evening to the art of Le3b Likbir. This latter event, a first in urban settings, was hosted by the renowned artist Saleck Laabiib and the traditional flute player, Ismaïl Maata. These musical evenings succeeded in raising awareness among more than 4,000 people about the importance of endangered musical styles, thereby contributing to their appreciation.

In the same vein, the organization of four discussion forums sensitized more than 120 media professionals to these musical styles, increasing their media visibility. Moreover, documentary videos were produced to showcase four young female practitioners of popular arts as ambassadors for the crucial socio-cultural role played by women artists in Mauritania.

