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The Artist's Route in Central Africa

REGIONAL HUB:	Central Africa
CULTURAL SECTOR(S):	Multidisciplinary, digital transition
BENEFICIARY (IES):	Espace culturel Yaro
COUNTRIES COVERED BY THE ACTION:	Congo
PROJECT DURATION:	09/2022 – 07/2024 (22 months)
BUDGET:	EUR 132 644 – EU FUNDING: EUR 99 944 (75.35 %)
WEBSITE:	N/A

The **'Artist's Route in Central Africa'** project, which is still underway, aims to raise the profile of artists and other cultural professionals in Central Africa and encourage them to use the road as a means accessible to all for better and stronger dissemination of their products in the sub-region.

In this context, a digital mapping platform has been created and is updated by Espace Culturel Yaro. It gives visibility to more than 100 cultural players in Central Africa and offers precise information for a strong circulation by road in the countries of the sub-region, thus encouraging cultural players to organize their tours.

Consequently, 50 road trips will be granted to 15 teams and 20 artistic professionals. A new market is being created with easy access for artists and creations from Central Africa.

The project already relies, and will continue to rely, on the N'Sangu Ndji-Ndji (Congo) and NdjamVi (Chad) festivals, which welcome artists and professionals and offer them the chance to discover and showcase their work internationally. In the long term, these events could reduce the cost of hosting artistic productions.

Finally, surveys of users of the website and of the teams on their tours, festivals and venues will help with evaluation.

