

Crossed Arts Creative Hub

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REGIONAL HUB:	Southern Africa
CULTURAL SECTOR(S):	Performing arts, dance/ Choreography, digital/visual arts
BENEFICIARY (IES):	Khuzula Investments
COUNTRIES COVERED BY THE ACTION:	Mozambique
PROJECT DURATION:	12/2021-05/2023 (18 months)
BUDGET:	EUR 180 000 – EU FUNDING: EUR 180 000 (100 %)
WEBSITE:	N/A

The '**Crossed Arts Creative Hub**' project aims to develop a creative laboratory to encourage innovation in the local arts sector, bringing rapid momentum to a context where artists in Mozambique, particularly emerging talent, face financial barriers to monetizing their art.

To achieve this goal, digital marketing, public relations, branding, production, and distribution of promotional content (both locally and internationally) for established and emerging local and regional artists were co-funded.

Additionally, platforms have been established. A digital platform has been created to increase the monetization rates of local content, and another platform is dedicated to the sustainable development of technical skills among entrepreneurs and creative professionals, encompassing commercial aspects.

In this regard, the creation of a revenue-generating marketplace has also enhanced the monetization, promotion, and distribution of local cultural goods and services to national and international audiences.

Lastly, creative content from local and emerging content creators, such as audiobooks, podcasts, and radio shows, has been produced and promoted on a local and regional scale. Simultaneously, an alternative space for enthusiasts, students, and young professionals has allowed them to acquire new skills from established professionals.

