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The AIRBRUSH Programme

REGIONAL HUB:	Eastern Africa
CULTURAL SECTOR(S):	Visual Arts, exhibition
BENEFICIARY (IES):	Brush Tu Art Studio
COUNTRIES COVERED BY THE ACTION:	Kenya
PROJECT DURATION:	03/2023- 01/2024 (11 months)
BUDGET:	EUR 65 000 – EU FUNDING: EUR 65 000 (100%)
WEBSITE:	N/A

The **'AIRBRUSH'** project aims to provide a support platform for visual artists to help them progress in their artistic practice.

In this framework, workshops have been organized to contribute to the professional and creative development of the artists. They have had access to the necessary materials and environment to focus on creating new works.

Specific criteria have been applied for participants: gender parity, age between 18 and 60 years old, non-exclusion of marginalized groups, artistic experience of 5 to 10 years, and justification of at least one individual exhibition.

As a result, artists have been able to gain a better understanding of the commercial practices of art, such as marketing, public relations, networking, as well as relationships with art professionals, including galleries where they have had the opportunity to exhibit their new works and gain visibility in the Kenyan market and, ultimately, internationally.

Finally, the project has not only strengthened the bonds between artists and the local community but has also generated increased interest in contemporary art within it.



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