



# Chimidzi Midzi

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REGIONAL HUB:	Eastern Africa
CULTURAL SECTOR(S):	Performing Arts, audiovisual
BENEFICIARY (IES):	Jukwaa Arts Productions
COUNTRIES COVERED BY THE ACTION:	Kenya
PROJECT DURATION:	03/2023-01/2024 (11 months)
BUDGET:	EUR 30 000 – EU FUNDING: EUR 30 000 (100%)
WEBSITE:	N/A

The '**Chimidzi Midzi (Home Matters)**' project aims to create a platform for the elder generation of Mijikenda to transmit cultural expressions, thereby ensuring the preservation and meaningful understanding of their heritage by the younger generation.

In this context, Mijikenda cultural practices have been better known and understood by both younger and older generations. Important cultural ceremonies have been documented to prevent their disappearance and loss over time.

Additionally, three performances that revive cultural ceremonies have been created, along with a digital archive containing video documentation of the project's process and performances.

The project's website and social media platforms have made cultural content available.

Various target groups, including young Mijikenda residents, urban dwellers, women, older generations, and young artists, have been involved. Business organizations, the governments of Mombasa and Kilifi counties, as well as the Ministry of Culture, have been engaged in the cultural preservation initiative.

Finally, local media, including newspapers and radio stations, have been used to raise awareness about the importance of culture and heritage in community building.

