

# Naija Tales

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REGIONAL HUB:	Western Africa
CULTURAL SECTOR(S):	Performing arts, orality, digital transition
BENEFICIARY (IES):	Mega Arts Pluz Nigeria
COUNTRIES COVERED BY THE ACTION:	Nigeria
PROJECT DURATION:	09/2021-08/2022 (12 months)
BUDGET:	24 200 EUR – EU FUNDING: 21 800 EUR (90%)
WEBSITE:	N/A

'Naija Tales' is a performing arts project that encompasses a cultural training workshop, production, dissemination, and distribution of reinvented and staged African folk tales.

In this context, the International Day of African Storytellers in Performance was launched and instituted on 1 December.

Furthermore, the creation of a dedicated platform served as a hub for storytellers, providing resources, networking opportunities, and promoting the commercial viability of African tales.

The project organized interactive online sessions with storytellers and playwrights to develop synthetic and digital performances, thereby transforming the production, promotion, and dissemination of African performative content.

Moreover, successful collaboration with 40 storytellers facilitated skills development, artistic fulfillment, and preservation of African storytelling traditions, reaching approximately 25 000 individuals within the community. More broadly, the project reached over 2 million viewers, buyers, and subscribers with cultural content.

Finally, an Academy of Indigenous African Storytellers was launched to mentor young Africans in the art of utilizing African tales in performative prisms.



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