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Promotion of Endangered Musical Styles

REGIONAL HUB:	Western Africa
CULTURAL SECTOR(S):	Music, cultural heritage
BENEFICIARY (IES):	Centre TERANIM pour les Arts populaires
COUNTRIES COVERED BY THE ACTION:	Mauritania
PROJECT DURATION:	08/2022-07/2023 (12 months)
BUDGET:	EUR 30 656 – EU FUNDING: EUR 24 830 (81 %)
WEBSITE:	N/A

The project '**Promotion of Endangered Musical Styles**' aims to create opportunities for young popular artists, both male and female, aged 16 to 35, who are unknown to the general public, to showcase their talents in marginalized and remote areas with limited cultural offerings.

In this context, beyond the discovery effect, the goal was to foster real closeness between cultural actors and residents of the peripheral municipalities of Nouakchott, so they could actively participate in socio-cultural development.

Thus, a group of 20 young popular artists (both male and female) was trained during four artistic residencies, with the aim of better promoting their musical talents in marginalized and remote areas with limited cultural offerings and learning to communicate with audiences through social networks.

Consequently, several musical caravans were organized and led by the selected young artists, allowing them to become known to the general public.

Finally, conferences and debates related to the musical genre of the Haratines, involving journalists, bloggers, and researchers, were arranged.

