

INSPIRING

SOURCING

EMPOWERING

**Y O U N G
A F R I C A N
P R O F E S S I O N A L S**



BOOTCAMP



BOOTCAMP

THE PROJECT



A MILLION DOTS.

OBJECTIVES

MACAAL & A Million Dots unite to launch the first program to source and strengthen cultural agents from the contemporary art world in Africa.

THE PROGRAM PILLARS

- Sourcing **high potential young African professionals** and building a Pan African class with professional opportunities.
- **Structuring the African ecosystem** through skills and sustainable know-how.
- Helping to create **a generation of African professionals, in Africa.**
- Equipping cultural structures **with empowered and pro-active agents.**

WHY

- To keep in touch with the continent's cultural growth, exemplified by the art market's development and the multiplication of cultural initiatives.
- To create a new 'task force' of world-ready professionals connected to a network of leaders.
- To go 'beyond the four walls' and create engaged, open, and democratic places which are active in society and instrumental in initiating change. To achieve this goal, it is crucial to nurture local talent.



DISPLAY

4 intensive work days to assess and challenge oneself and get empowered by professionals and mentors.

Each bootcamp participant will be able to **think of themselves as part of a professional ecosystem** and find their strengths and needs through a series of workshops and masterclasses on core skills.

The Bootcamp will create a “class spirit” among its 20 participants thanks to a hybrid format made of training, knowledge building, practical **workshops on cultural leadership and management.**

At the end of the bootcamp, participants will have **a roadmap for their future progression** and a stronger professional base, as well as a credible professional network to help them draw the outlines of their career: continued training, international mobility, residencies, crossed institutional projects etc.



ACT I : MARRAKECH

14-17 JANUARY 2020



A MILLION DOTS.

PROGRAM

DAY 1

GROUNDING & ECOSYSTEMS

Cultural economy and value in Africa: specificities, evolution, participant positioning in the cultural ecosystem > Brainstorming

Success Story > Conversation

Self assessment > Workshop

DAY 2

PROBLEM SOLVING, PROGRAMMING & PARTNERSHIPS

Building a cultural venue: reality Vs dreams > Tension / solution workshop

Thinking your programming > Conversation

Activate your networks and strengthen your relations with partners > Workshop

DAY 3

CORE KNOWLEDGE DECISION MAKING & DEVELOPMENT

The fundamentals of mediation: engaging audiences sustainably > Workshop

The bases of intellectual property > Masterclass

Creating an offer, stimulating a market, the example of African contemporary art fairs > Conversation

The tools of cultural leadership > Workshop

DAY 4

THE DIGITAL REVOLUTION APPLIED TO CONTEMPORARY ART

Cultural venues, technological and societal mutations: digitization and the 4th industrial revolution > Workshop

Wrap-up and pledges for the future: project presentation of each learner and assessment of their future needs

MENTORS



Koyo Kouoh
Founder of Raw
Material Company (Dakar),
Director of Zeitz MOCAA
(Cape town)



Maria Daif
Consultant in cultural
engineering
(Casablanca)



Teesa Bahana
Director of 32° East
Ugandan Arts Trust
(Kampala)



Alya Sebti
Director of IFA Gallery,
co-Curator of Manifesta 13
(Berlin, Marseille)



Touria El Glaoui
Founder of 1-54 African
Contemporary Art Fair
(New-York- London-
Marrakech)



Marie-Cécile Zinsou
President of the Zinsou
Foundation
(Cotonou, Ouidah)



Sabrina Kamili
Cultural activist
(Casablanca)



Fatima Ezzahra Bouayadi
Senior Engagement
Manager, McKinsey Company
(Paris)



Laila Hida
Founder of Le 18
(Marrakech)

SELECTION

The 20-people class will be recruited through an application process which will particularly favor the following topics

THE TOPICS

- Managing a cultural and artistic project: best practices.
- Conceiving and creating an Audience Department.
- Understanding the challenges of cultural development: chain value, actors, strengths and weaknesses.
- Tackling social action
- Making cultural platforms sustainable

FOR WHO

MACAAL Bootcamp is destined to mediators, marketing and communication officers, cultural and event managers, programme and development officers.

PREREQUISITIES/ PARTICIPANTS

- Must be **currently active** (salaried or independent) in **contemporary art and/or visual arts**
- Must **speak English**, at least conversationally enough



THE PROJECT LEADERS



M E R I E M
B E R R A D A



C L A I R E
S O L E R Y



A MILLION DOTS.



MUSEUM
OF AFRICAN
CONTEMPORARY ART
AL MAADEN
MARRAKECH

Meriem Berrada

MACAAL - Artistic Director
Fondation Alliances - Head of cultural projects

Meriem Berrada designs and implements the various artistic projects of Fondation Alliances since 2012.

In 2013, she created with Othman Lazraq, La Chambre Claire a photo contest dedicated to promoting African emerging photography and in 2014, the Passerelles program, a cross-sponsorship initiative that coordinates the cultural and social poles of Fondation Alliances through workshops designed to raise awareness of contemporary creation in peripheral urban areas.

In 2016, she developed the project of the Museum of Contemporary African Art Al Maaden (MACAAL) in Marrakech.

A benchmark museum institution created in Africa, for Africa

Initiated in 2016 by the pair of art collectors Farida et Alami Lazraq, and driven by their son Othman Lazraq, under the auspices of the Fondation Alliances, the Museum of Contemporary African Art Al Maaden (MACAAL) is a private institution in service to society and its development.

A cultural project that is the only of its kind on the continent, and more specifically in the Maghreb, MACAAL was conceived as a platform dedicated to the promotion of contemporary art through its various exhibition and mediation programmes, which allow for the cultivation of interest among the widest possible public.

Due to its geographical position – situated between a working-class district and a prestigious neighbourhood that is home to the major golf resorts of Marrakech – MACAAL naturally incarnates a “cultural anti-ghetto” whose approach seeks to instil social diversity through actions that favour accessibility and cohesion.

With a team comprised primarily by women (70% of staff), the Museum is building a model that is adapted to local realities by inviting communities to participate in the redaction of its history, thus lending voice and space to a mixed and eclectic creative scene that is enriched by its multiple cultural inspirations.

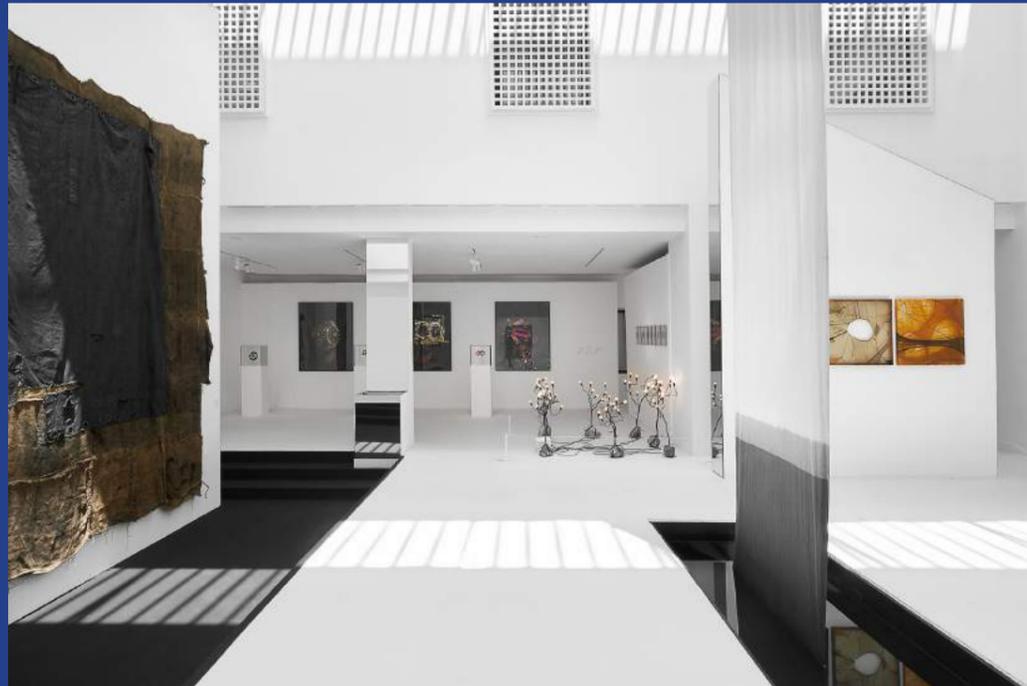
C L A I R E
S O L E R Y



Claire Solery has a 10-year experience in cultural events management thanks to her work with the Communicating the Museum conference and her role as a Director of the We Are Museums platform from 2013 to 2019. She has acquired a unique set of skills on issues related to culture professionals: the way they work, what they aspire to, how they network.

She founded A Million Dots in 2019, an agency dedicated to the development of cultural ecosystems. It creates events and strategies to help cultural organizations find their place on the global, regional and local scale.

Claire Solery is also a cultural translator and a digital consultant. Her portfolio includes Monumenta, Tate, Fondation Monet, and the Palais de Lomé.



A Million Dots is an agency dedicated to the mission and to the development of cultural ecosystems for today and the future.

The role of cultural places has been constantly challenged by new shifting economic, urban and architectural paradigms. Whether classic, hybrid or virtual, culture is being seen through fresh lenses, ways of learning and exchanging. A Million Dots wants to reaffirm the meaning, uniqueness and transformative ability of venues by sharing art, value, and togetherness.

To connect cultural places to their ecosystems, A Million Dots creates events dedicated to reinforcing professionals, partnership and development surveys, and develops data on the cultural sector.

Material Insanity - Exhibition view
© Omar Tajmouati

OUR PARTNERS



MACAAL Bootcamp is organized with the support of OCP Group in partnership with the Art Lab programme from Université Mohammed 6 Polytechnique (“UM6P”). This programme aims at supporting talents and professional skills in the Creative and Cultural Industries sector through R&D, innovation, and cultural and economic engineering.

UM6P is a hub of education, research, innovation and entrepreneurship, aspiring to become a solid bridge of knowledge between Morocco, Africa and the world.

UM6P applies a “learning by doing” approach and develops sound partnerships with world-wide class universities, to promote leadership and training in focused research areas. By contributing to the training of a new generation of Moroccan and African researchers, entrepreneurs and leaders, UM6P is committed to positioning Morocco as a country at the forefront of technology and human Sciences.

Art Lab is a programme within UM6P whose goals are to:

- > Support Creative and Cultural Industries through R&D to allow their economic, technical and human development.
- > Create bridges between innovation, technology, manual and artistic intelligence.
- > Safeguard and digitize Morocco’s tangible and intangible heritage.



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