WE EMPOWER YOUNG PAN-AFRICAN LEADERS IN THE ARTS
“MACAAL BOOTCAMP PROVIDES AN INTENSIVE TRAINING COURSE FOR LEADERS IN THE REGION’S CONTEMPORARY ART SECTOR, WITH THE AIM OF DELIVERING THE NEXT GENERATION OF INNOVATORS.”

Apollo Art Magazine

Incepted for the first time in 2020, MACAAL Bootcamp aims to equip young African leaders in the contemporary and visual art sector by learning from the best practitioners in the field.

MACAAL Bootcamp is the brainchild of MACAAL’s Artistic Director Meriem Berrada and A Million Dots Founder Claire Solery.

Its ambition is to respond to the influx of newcomers in the visual arts sector in Africa with impactful training.

MACAAL Bootcamp 2021 provides a socially-distanced, 5-week timeframe with a team of seasoned mentors to help participants to reach a professional milestone.
Our values

- Sourcing and accelerating individuals
- Structuring and sustaining artistic ecosystems
- Breaking the glass ceiling in a predominantly female sector
- Advocating for the value and worth of the cultural sector

"IF YOU TELL US THERE IS NO WAY TO DO IT, YOU WILL SEE US ON THE OTHER SIDE PUSHING"

MARIE-CÉCILE ZINSOU, 2020

"The fundamentals of mediation and audience engagement" mentored by Marie-Cécile Zinsou, MACAAL

Mentees during the "Developing leadership, building a network" session with Fatima Ezzahra Bouayad, UM6P

Participants to the first edition with the MACAAL team, MACAAL, 14 January 2020
“YOUR GENERATION IS WHEN A BIG SHIFT HAPPENS, LEAVING BEHIND THE IDEA OF ART FOR A FEW”

KOYO KOUOH
‘THERE ARE MORE AND MORE PEOPLE WORKING IN THE VISUAL ARTS FIELD HERE BUT WE DON’T HAVE THE PROPER TRAINING AND TOOLS TO MAKE THE ECOSYSTEM CONSISTENT AND SUSTAINABLE’

MERIEM BERRADA, QUOTED IN APOLLO MAGAZINE

“You are not alone, you have to find your people”

TEESA BAHANA

Supporting young leaders in visual and contemporary arts

Supporting MACAAL Bootcamp means energizing African contemporary creativity in a holistic way. Too often is the visual art sector referenced as a global, sheltered, and exclusive network of people; however, the young leaders we support are vital members of small and vibrant ecosystems who work in synchronicity with artists and creators they help source and disseminate. They are uniquely positioned as transmitters and educators and are the key to develop a sustainable and innovative professional architecture, locally. Contemporary art in Africa is not a mere commodity or a market; it is a discipline that produces both economic worth and human value.

This is why we approach disrupting the sector less in terms of African art institutions who are still sparse and in the process of becoming an integral part of communities, and more so through individuals, to connect and grow talent and opportunities to seasoned professionals.
Collaborative work sessions will be offered in structural fields, such as:

"Where you are to where you are going: writing your own roadmap"
"Building confidence and narrative with public speaking"
"Knowing and communicating your worth"
"Growth: Managing the scale up"
"Raising Funds smartly and efficiently"

How we do it

For its second edition, MACAAL Bootcamp will operate as a cultural incubator, selecting 6 projects pitched to us by our 2020 class of culture makers. Whether they regard fundraising, project managing, entrepreneurship, or education, they will reflect a personal ambition, in order to be able to address social and societal challenges. Our team of renowned African professionals will assemble to help accelerate these projects over a critical 5-week period in the spring of 2021 with measurable outcome.

Reach out:

Co-founders
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Claire Solery – Million Dots founder / claire@amilliondots.com / +33 6 07 95 42 90

More on our first edition here.
Watch the first MACAAL Bootcamp film
Have a look at our 2020 Bootcamp programme below.
Appendix

About the founders

About MACAAL & Meriem Berrada:
The Museum of African Contemporary Art Al Maaden in Marrakech is an independent, non-profit museum of contemporary art initiated by Fondation Alliances and Lazraq family. One of the first of its kind on the continent, MACAAL is dedicated to the promotion of contemporary art through various exhibition and mediation programmes designed for broad public appeal. In addition to the permanent collection, exhibitions cast new light upon art that dialogues with the continent, presenting both emerging and established artists, of African and international origin. The Museum thus promotes the understanding of contemporary art, revealing the creative energy and cultural diversity that are characteristic of the continent. Since 2012, Meriem Berrada has designed and implemented the various artistic projects of Fondation Alliances. In 2013, she co-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 the foundation through workshops designed to raise awareness on contemporary creation in peripheral urban areas. In 2016, she developed the MACAAL of which she is the artistic director along with other initiatives aiming to structuring the artistic ecosystem of the continent. In 2020, Meriem has been selected in the 40 under 40 list of the most influential and talented people in the art world born or based in Africa (Apollo Art Magazine) and in the French ranking 100 Femmes de Culture.

About A Million Dots and Claire Solery:
Claire Solery has a 10-year experience in cultural 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 founded A Million Dots in 2019, an agency dedicated to the development of cultural ecosystems. A Million Dots creates events and strategies to help cultural organizations find their place on the global, regional, and local scale.

A Million Dots is committed to reaffirming the worth of the cultural sector, to connect cultural places to their ecosystems, and to help cultural practitioners find their leadership. The agency has worked with clients internationally including household names and emerging institutions in both Europe and Africa such as the Fondation Monet, the RMN-Grand Palais, and the Palais de Lomé. It is the curator of the technology and arts programme for brand new Rwanda-based cultural platform Hang’art.