

PRESS RELEASE

**Announcing MACAAL Bootcamp's Second Edition
as an Incubator**

June-July 2021



Tushar Hathiramani (Nigeria, left), Essé Dabla-Attikpo (Ghana, top), Naomi Edozor (Nigeria, bottom)

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

Following the restrictions caused by the global pandemics, MACAAL Bootcamp 2021 has chosen to offer a socially distanced event with a team of seasoned mentors who will help mentees to reach their new professional milestone.

The first edition of MACAAL Bootcamp, which took place in January 2020 in Marrakech, Morocco, gathered 20 participants from 14 countries in Africa and 11 Panafrican mentors. For its second edition, **MACAAL Bootcamp will operate as a cultural incubator for 5 weeks, following three selected applicants whose projects have reached a critical stage.**

The selected mentees work in Nigeria and Ghana and have held various positions in the visual arts sector:

Essé Dabla-Attikpo is a solopreneur working in contemporary art currently based in Accra (Ghana), who wishes to develop and structure her offer dedicated to the promotion of artists.

Naomi Edobor is the newly appointed Curator and Manager of the Affinity art gallery in Lagos (Nigeria). With the Bootcamp, she is seeking to improve her curatorial practice, from conceiving to producing exhibitions.

Tushar Hathiramani is the architect of a cultural ecosystem in Lagos, comprising projects such as 16/16, Plan B and hFactor. He is looking to scale and structure his professional growth.

All mentees were selected from the 2020 inaugural Bootcamp class in an effort to **preserve and solidify young professionals who are in a position to bring positive change in an oftentimes challenging context for sustainable artistic projects.**

A team of **3 seasoned mentors** will work with the Bootcamp recipients. Each mentor will take on a **completely bespoke approach** to help the mentees with **skills acquisition, project acceleration, and trust-building**. Curators, experts in innovation and consultants have been handpicked to help to boost careers and to **co-create a program with measurable impact.**



Seynabou Dia Sall is the CEO of Global Mind Consulting, a consultancy specializing in **Public Relations and strategic positioning** for public and private actors in Africa and globally.

Valentine Umansky is a **curator and author**. She has worked for various institutions dedicated to visual arts and is currently acting as Curator of International Art at Tate Modern.

Seynabou Dia Sall (top, left), Julie Rouzaud (top, center), Claire Solery (bottom, left), Meriem Berrada (bottom, center), Valentine Umansky (right).

A trained engineer **Julie Rouzaud** is the Founder of CentVingtSix, an innovation agency that helps project leaders, startups and SMEs to **accelerate their innovation**.

Meriem Berrada has conceived and executed artistic programs for Fondation Alliances since 2012 including the artistic direction of MACAAL and exhibition curation.

Claire Solery is a cultural engineer and the Founder of A Million Dots, an agency specializing in the development of cultural ecosystems.

Through their intervention, MACAAL Bootcamp is committed to instilling a virtuous climate to accelerate the development of young cultural professionals on the African continent.

MACAAL Bootcamp was co-created by MACAAL's Artistic Director Meriem Berrada and A Million Dots Founder Claire Solery. MACAAL Bootcamp is supported by Fondation Alliances.

About MACAAL and Fondation Alliances

The Museum of African Contemporary Art Al Maaden (MACAAL) in Marrakech is an independent, non-profit museum of contemporary art. One of the first of its kind on the continent, MACAAL is dedicated to the promotion of contemporary art through various exhibition and mediation programs 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.



Created in 2009, Fondation Alliances is a non-profit association backed by Alliances Group, a leading integrated real estate group in Morocco, whose vocation is to provide support in Morocco through concrete social and cultural action.

The Foundation advocates for the idea of art accessible to all, by developing significant cultural mediation in favour of all social backgrounds, thus acting to create awareness of contemporary Moroccan and African art through a rigorous approach. In addition to MACAAL, Fondation Alliances has set up three other not-for-profit initiatives:

- The **Al Maaden Sculpture Park**: inaugurated in September 2013, the Al Maaden Sculpture Park is home to monumental sculptures by Moroccan and international artists, exclusively created for the Al Maaden site in Marrakech.
- **Lcc Program**, launched in 2013 under the name of La Chambre Claire, is a yearly event designed to support contemporary photography through the promotion and exhibition of a selected emerging artist.
- The **Passerelles Program**
- fosters engagement with local young people via a series of workshops and contemporary art classes as well as museum visits. The program acts as a bridge between the local public and the wider cultural environment.
- The **MACAAL Residence**: a program of residency, research and production, inaugurated in 2019.

Information: www.macaal.org/en/training

INFORMATION

MACAAL Bootcamp

June – July 2021

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