



## Creation of a Cultural Centre in the Amazon!

<https://youtu.be/9zuqcFxxiXc>

# Rupununi Music & Arts Festival



...IN RHYTHM WITH NATURE



## About us



*Brazilian capoeira performance, 2014*

**We create and deliver an annual, unique, camping 3-day musical festival on the grasslands of the Amazon in Guyana – celebrating, promoting and exploring Pan-Caribbean and South American cultural traditions**

# History



*Surama Cultural Group, 2018*

Established in 2014, we have delivered ten successful festival and associated arts events. Our live events have attracted over 8,000 attendees and we have reached over 16,000 online.

# Cultural Tourism

**“In some major cities and tourism destinations, cultural tourism is estimated to be as high as 40 per cent of the annual visitor arrivals.**

**In addition, cultural tourists tend to spend more on local goods and services than the average visitor”**

*(The cultural industries in Caricom: trade and development challenges. Keith Nurse et al. report prepared for the Caribbean regional negotiating machinery. draft. November 2006. p.10)*



*President HE Dr Irfaan Ali, participating in the festival, 2014*

**“Tourism is a greater force for peace, harmony, economies, education and stability than the United Nations, all its agencies and every NGO bundled together in Bermuda shorts.”**

*(AA Gill, UK Guardian, g2, Monday 27.03.17)*

## Partnerships



*The internationally renowned artist, George Simon (deceased), one of the festival's founder patrons*

**We work in partnerships with tour operators, conservationists and others to ensure attendees/visitors can enjoy the flora and fauna of the region, beyond the cultural delights of the festival weekend**

**We support and involve local indigenous cultural artistes in planning and delivering our workshops & performances**

## Longer Term Vision

Establish a permanent cultural centre, in Region 9 (Guyana) including:

- a living museum of Amerindian culture
- rehearsal & performance spaces
- an upcycled sculptured park
- training & incubation cultural spaces
- catering & public amenities
- arts & crafts outlets

*Upcycling workshop, 2023*



*Isaias Miliano, Brazilian visual artist, 2015*

Current Challenges



*Welcome to Rock View, 2014*

ENGAGEMENT

Enabling sponsors to visualise the medium & long-term festival vision and understand the potential & tangible economic and social benefits



*Centre for the 21<sup>st</sup> century*

INFRASTRUCTURE

Attracting funding to establish a permanent cultural centre

# Solutions

- Engage policy makers and sponsors in understanding the economic and social benefits of the festival
- Provide quality cultural experiences for locals and visitors
- Partner with communities to promote indigenous culture
- Promote awareness through climate action-oriented programmes
- Training volunteers and promote volunteering
- Establish a permanent cultural centre



*Nach Gana Dance Group, 2018*



*Ras Camo, 2015*



# Competitors

There are no other camping music festivals or similar music & arts festivals in Guyana or in nearby Brazil or Venezuela, although there are other cultural events in the region.



*Rupununi Music & Arts Festival e-flyer, 2014*



*'Chow Pow', 2018*

## Potential Audience



*Former Guyanese Prime Minister (Sam Hinds) joins 'in the party', 2014*

**Region 9 is the largest region in Guyana with a population of 24,212;**

**Daily there are hundreds of 'shoppers' from Brazil and Venezuela in Lethem, the region's capital**

**Our closest Brazilian neighbours number more than 2.2 million who are potentially festival attendees :**

- **Bomfim - 10 mins away**
- **Boa Vista - approx. 1hour/45 mins away**
- **Manaus - approx. 13 hours away**

# Marketing/Social Media

PRESS RELEASES

E-FLYERS

NEWSPAPER ADS

RADIO & TV AD/INTERVIEWS

'WORD OF MOUTH'

YOUTUBE CHANNEL

INSTAGRAM

FACEBOOK

**Arts & the Environment**

Sponsored by : THISTLE CONSTRUCTION (GUYANA) INC  
THE EMBASSY OF THE REPUBLIC OF SURINAME  
& with the support of THE NATIONAL SPORTS COM

**UPCYCLING WORKSHOPS  
with Leon Lemmer (Suriname)**

**BRING AND CONVERT DISCARDED MATERIAL  
INTO MUSICAL INSTRUMENTS**

Dates : 18th & 19th November 2023  
Time : 10 am  
Venue: National Racquet Centre  
Woolford Avenue, Thomas

Admission : Free  
Further info: Luke Johnson 663-2949 / 626-9014  
www.rupununifestival.com



**Arts & the Environment**

Sponsored by : THISTLE CONSTRUCTION (GUYANA) INC

**CARIBBEAN PHILANTHROPY  
in ACTION WEEK**

'Targeted financing for gender equity, climate actions & partnerships'

**Get involved in  
Tree planting in Georgetown**

Date: 16<sup>th</sup>-22<sup>nd</sup> October 2023  
Time / Programme details: www.rupununifestival.com  
Further info: Luke Johnson 663-2949 / 626-9014



# Press Reviews



*Surama Cultural Group festival launch, 2014*



*Charlie De Freitas, 2018*

- **first rupununi music, arts festival a big success (government news agency)**
- **first rupununi music, arts festival a big success (kaieteur news)**
- **rupununi festival a big success (guyana chronicle online)**
- **rupununi music and arts festival for valentine's weekend (caribbean current)**
- **first rupununi festival a big success (guyanese online)**
- **three day rupununi festival successful (omai guyana)**



*Team members (from left to right): Bob Ramdhanie, Sandrine Haguy, Colin Edwards, Jaslyn Hall, Luke Johnson, Gavin Mendonca and Denis D'Agrella (standing)*

## Contact Details

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UNIVERSITY of GUYANA



Rupununi Adventures



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Georgetown



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THANK YOU

RUPUNUNI MUSIC & ARTS FESTIVAL PRODUCES  
LASTING MAGICAL MEMORIES AND UNIQUE  
PERSONAL EXPERIENCES!



*Dr Keith Waithe & friends, 2014*

