

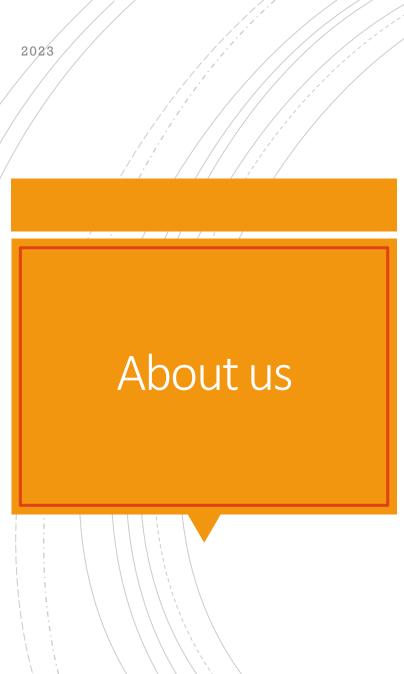
Creation of a Cultural Centre in the Amazon!

https://youtu.be/9zugcFxxiXc



... IN RHYTHM WITH NATURE







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





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

Longer Term Vision

- 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







2023



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 21st century

INFRASTRUCTURE

Attracting funding to establish a permanent cultural centre

Solutions

2023

 Engage policy makers and sponsors in understanding the economic and social benefits of the festival 8

- 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





2023

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.



'Chow Pow', 2018





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. lhour/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





Press Reviews





Surama Cultural Group festival launch, 2014



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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)
- <u>rupununi festival a big success</u> (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

Rupununi Music & Arts

2023

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THANK YOU

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





Dr Keith Waithe & friends, 2014

