



**This Project is co-funded by
the European Union**



“EUNITED ARTS OF SWAZILAND”

A Programme designed by Minerva, Co-funded by the European Union and implemented with the Organizational support of the Alliance Francaise de Mbabane.

*Swazi Team Membership Ceremony and
Launch of the first multidisciplinary Laboratory of Swaziland to serve as
an open and free space for artists and cultural operators.*

Friday January 26th, 2018, 11:00am, Swaziland Theater Club.

Minerva proudly presents, at the honorable presence of the **EU Ambassador to Swaziland, H.E. Esmeralda Hernandez Aragonés**, the *Swazi Event Team Members* of the “EUNITED ARTS OF SWAZILAND”, a Programme designed under the Project “*PROFESSIONS IN MUSIC AND THE VISUAL ARTS. Culture as a tool to empower Civil Society and the creative engine to support economic and social development in Swaziland*”, headed by the Italian non profit organization Minerva, co-funded by the European Union and implemented with the organizational support of the Alliance Francaise de Mbabane and with the Swaziland Theater Club.

The Action will be illustrated by **Mr. Riccardo Severi**, Minerva Project Manager, **Ms. Valerie Munier**, Director of the Alliance Francaise de Mbabane, **Ms. Sindi Nxumalo**, Chair of the Swaziland Theater Club Committee.

The *Event Team Members* are composed by Swazi artists and event organizers who have been involved in intensive Professional Trainings managed by Minerva since February 2017

“MINERVA Soc. Coop.”

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in “Business and Arts”, “Film Making and Production”, “Music Production, Promotion and Coordination” and who have worked all together from January 22 to January 26, 2018, at the Swaziland Theater Club to organize as protagonists five Music/Performing Events in 2018, in Swaziland.

During the formal involvement Ceremony in the “*EUNITED ARTS OF SWAZILAND*” Programme Membership, a Permanent Laboratory fully operative starting by February 2018 will be launched at the Swaziland Theater Club.

It is the first multidisciplinary open and free space/Lab in Swaziland to serve as an open space for artists and cultural operators.

The MINERVA - *EUNITED ARTS OF SWAZILAND*” Programme aims to change the perception of Arts and Culture in Swaziland especially in “the career pyramid” through empowering individuals, in particular women, in their Art expertise as a way of making a living by: enhancing their artistic, technical and managerial skills; increasing performance opportunities and debates between artists and the public and private stakeholders; establishing open free spaces for artists and cultural operators; conducting a National research on Art, Culture and Business in the Country.

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