



EASTER THEATRE FESTIVAL (ETF)

solomonicpeacocks@gmail.com

+265888366307/+265888357223/+265999886307



ETF 2019

FESTIVAL

19TH to 22ND April, 2019, Jacaranda Cultural Centre.



“Creating Sustainable Wealth for Youths and Theatre Practitioners”

The Easter Theatre Festival (ETF – The Festival) unites drama, theatre, dance and poetry in a unique setting at the Jacaranda Cultural Centre. Over 4 days, artists from Malawi as well as international artists come together to perform and celebrate the arts. After its great initiation in 2015, the second edition of the festival will be relaunched in 2019. The Festival offers a unique opportunity for audiences and artists to discuss current issues and offers space for networking, performing and also offers educational workshops to young people, students and theatre artists.



The Festival is the first of its kind in Malawi and the only theatre festival in Malawi. Following on from the success of the Festival in 2015, the 2019 edition will expand local entrepreneurship by also supporting artists and designers to 'sell their wares'. Malawian designers will sell their products at the Festival from designated stalls, which will reinforce the Malawi Government's "Buy Malawian" campaign. The festival shall support inmates at Chichiri Prison and Jacaranda foundation to enhance its community social responsibility.

MISSION STATEMENT & AIMS

The Festival stands for equal access and opportunity for Malawians to participate and enjoy theatre arts. It aims at providing an annual theatre festival event Malawians to experience engaging theatre, education and culture to strengthen the theatre arts industry of Malawi by creating sustainable and decent jobs to the youths and theatre artists in line with SDG Goal 8 and championing National Cultural Policy of Malawi of February, 2015 Chapter 3 section 3.2 "Development and Promotion of Malawi's Culture for sustainable Socio-Economic Development" under Malawi Growth Development Strategy II.

ORGANISING COMPANY

Solomonic Peacocks Theatre is a Blantyre based local Organization registered in Malawi with the mission of using Theatre as a vehicle to develop Theatre Education, Community Development and Eco Theatre.



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WHY MALAWI NEEDS FOR THEATRE FESTIVAL

Malawi has a rich and diverse tangible and intangible cultural heritage. With this background Malawi has several number arts festivals annually and most of them are dominated by Music. This is the reason why Easter Theatre Festival was established in 2015 to give more plat form and visibility of theatre arts at country, regional and global level. Theatre provides the opportunity to sensitize people on different issues, leaves a long-lasting impact on people to think about relevant issues and inspires people to form their own conclusions. In Malawi, only 10% of the population have access to electricity. Theatre is a unique educational tool that does not require electricity or the ability to read. For this reason, theatre is an important device used for social change and development. Theatre provides a platform to discuss, debate and contribute towards resolving important problems facing a community. The aesthetic of theatre enables this discourse to be experienced in an entertaining and creative way.

We strongly believe in the opportunity which the theatre festival can deliver to young people and theatre practitioners, not only for economic growth and employment, but also for the promotion of our language and the preservation of our cultural heritage. The cultural industries and creative economy contain huge potential to Malawi's development, helping to raise the country's regional and global profile and attracting tourists and even investment. A culturally vibrant society increases stability and well-being and presents a balanced profile of a country. Theatre is a tool for innovation that can lead to inspire and inform other sectors such as science, technology and civil society

The Festival will establish an independent economic source of income for Blantyre and Malawian based artists and businesses, in the same way that has been demonstrated in the success of other international theatre festivals e.g. *Harare International Festival for the Arts (HIFA)* in Zimbabwe, *Lake of Stars* in Malawi and the *Edinburgh Fringe Festival* in Scotland.

In April 2015, the inaugural Festival was launched by Solomonik with great success. 78 artists from three different countries showcased fourteen performances and three workshops. 2000 people attended across the four days of the Festival. The Festival unites established and upcoming Malawian and international artists and with its variety of performances attracts a diverse audience. With the budget of \$10.665, the festival shall be able to attract 5000 people with 25 performances and 4 workshops and be able to create 20 job opportunities for youths within 4 days.



THE THREE PILLARS OF THE FESTIVAL

Performance



Public access to international and local theatre performances enables creative discussion of social and political issues. Theatre allows for critical, complex and relevant topics to be staged in creative and entertaining ways, thus being an engine for societal change and awareness. Audience engagement provides for reflection, different perspectives, and renewed attitudes.

By combining established and experienced performers with upcoming, young artists, the Festival encourages innovation.

Education

The potential of education in up-skilling Malawian artists and theatre practitioners is significant. Workshops in set/light/sound design, stage management, marketing and public relations, will develop Malawi's event production capabilities. This up-skilling promotes local entrepreneurship. The festival will also be a platform for political and social engagement across a range of relevant and local issues, generating public awareness and agency.

Networking

Exchange and collaboration are important methods for development and creative business. The Festival is a platform to bring together artists, audiences, sponsors and business people from all over the country and abroad to exchange ideas, share experiences and plan further projects. Networking will strengthen the Malawian theatre industry.

Artists will be accommodated in a purpose-built 'Artist room' at the Jacaranda Cultural Centre before and after performance which will provide further opportunities for networking.



2019 PERFORMING ARTISTS AND WORKSHOPS

The Festival is expected to attract 85 Local artists, 15 international artists and 200 students from different schools; 25 performances and 4 workshops. Unique to the Festival, will be the participation of the Chichiri Prison Cultural Troupe. The Festival will support the Chichiri Prison Cultural Troupe.

WHY SUPPORT THE ETF?

- Promote theatre industry in Malawi for sustainable development.
- Grow a unique festival that adheres to international standards.
- Support Malawians to be educated in arts management, technical and stage production skills.

BENEFITS FROM THE FESTIVAL

- An increased awareness and interest for the arts in Malawi (daily rising audience numbers during the 2015 festival demonstrate this) will introduce theatre as an alternative form of education, entertainment and career path for the youths.
- The Festival will create a space for cultural exchange between International and local artists.
- Interdisciplinary collaboration.
- Design and production of innovative Malawian products.
- Promotion of traditional Malawian culture. A sustainable economic source of income for Blantyre as well as Malawian based artists and businesses. This will contribute to the economic wellbeing of the population.



HOW CAN YOU SUPPORT THE FESTIVAL?

- Provide media facilities e.g advertisement posters, Radio/TV commercials
- Provide transport or accommodation for the performing artists
- Provide technical equipment
- Share knowledge by presentations/talk/lecture
- General financial support

SPONSORS' BENEFITS

- Advertise at a new and exciting 'Market place' to enhance your business brand.
- Impression Malawians with a Business brand that supports arts and education.
- Be a part of a changing social Landscape in Malawi.

Performing Artist: *Kwathu Drama Group, Solomonica, Dikamawoko, Young Travelers, Women in Theatre, Erlebins Theater (Germany), The Golden Dragonfly puppet and theatre foundation (Colombia), Q-Malewizi, Robert Chiwamba, Yankho Seunda, Lukie Chikopa, Yohane Pangani, Sylvester Kalizang'oma, Rapheal Sitima, Frank Naligonje, Albert Nyati (Zimbabwe), Nicholus Kawinga (Zambia), Jacaranda Steppers, Jacaranda Cultural Troupe, Chichiri Cultural Troupe, Dikamawoko Cultural Troupe, Robert and Joshua, floor Steppers, Madalisto Nyambo, Jakobo ndi Winko, Ching'aning'ani ndi Gling'ande.*