

# Press Release

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## **Arterial Network Cultural Management Programme resumes with Review Sessions**

**LAGOS – September 8, 2016**

The Arterial Network Cultural Management Programme will resume tomorrow **Friday 9<sup>th</sup> September 2016** with **Fundraising Review**, the second of a series of events designed to address participants' challenges using Nigerian case studies. Last weekend, from Friday 2<sup>nd</sup> to Saturday 3<sup>rd</sup> September 2016, the group reconvened with Project Management Review at the British Council in Lagos, after about 2 months of break. The event brought together some of the movers and shakers, who have executed world-class projects in the Nigerian arts and culture scene, to interact and share their experiences with participants.

Arterial Network is a Pan-African network of artists, arts organisations, creative enterprises and activists engaged in capacity building, advocacy, research, cultural policy, information dissemination, publication of reports and best practice toolkits, all geared towards growing and strengthening the cultural and creative sectors in Africa. The Network is represented in Nigeria by the Committee for Relevant Art (CORA).

The aim of the Cultural Management Programme is to offer leadership and business training to the African arts sector with an approach that is practical, efficient, fast, and focused on specific skills in the 3 key areas of management – Arts Fundraising, Project Management and Arts Marketing.

On Friday 2<sup>nd</sup> September 2016, the morning session of the Project Management Review was devoted to addressing the issue of **Risk Management**, one of the main challenges identified by participants. The facilitator, Adesola Alamutu, focused her presentation on the topic **RISK MANAGEMENT FOR PROJECT**

# Press Release

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**MANAGERS IN THE ARTS AND CULTURE SECTOR** with emphasis on the need to take insurance more seriously and to ensure that the contents of every contract is read and understood before it is signed.

The first case study reviewed was **LAGOS BOOK AND ART FESTIVAL (LABAF)**, an annual arts festival with a heavy book content organized by the Committee for Relevant Art (CORA). This case study gave participants the opportunity to reflect on project management issues in the literary circles. It was presented by the Programme Chair of CORA, Jahman Anikulapo who gave an interesting background and the idea behind LABAF. He revealed that LABAF does not thrive on funding. According to him, collaboration with relevant institutions has been the key implementation strategy that has sustained LABAF for 17 years.

**AFRICAN ARTS AND CRAFTS (AFAC) EXPO** was the second case study reviewed. It was presented by the Director-General, National Council for Arts and Culture, Mrs Dayo Keshi, who flew in from Abuja to support the programme. The case study was selected to reflect on project management best practices in the crafts industry. Among other important project management components, the speaker emphasized effective risk management measures with an example of AFAC's strict adherence and uncompromising stance to the standards set for food vendors and sanitary facilities in mitigating the risk of outbreak that could mar the festival.

The **LAGOS THEATRE FESTIVAL (LTF)** case study was presented by the Director Arts, British Council Nigeria, Ojoma Ochai. This case study highlighted project management concerns in the theatre industry. The speaker, among many other issues, reiterated the importance of data collection and documentation. She shared the LTF's statistics and advised participants to always take data collection and analysis very seriously. According to her, verifiable statistics would make a project's case compelling when justifying impact.

# Press Release

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On Saturday 3<sup>rd</sup> September 2016, Day 2 of the Project Management Review, participants reflected on the lessons learnt from the case studies presented on Day 1. This was followed by **iREP Film Festival** case study presented by award winning filmmaker and Executive Director of IREP, Femi Odugbemi who stressed the need for project managers in the arts and culture sector to always work with the best team in delivering their projects. He hinged iREPs planning strategies on what he described as PARTICIPANT PARTNERSHIPS which revolve around Content and Training Engagement and FUNDING PARTNERSHIPS which centre on Barter exchanges/Goods and Services Support.

**The ÀSÌKÒ INTERNATIONAL ART PROGRAMME**, a project of Centre for Contemporary Arts (CCA) Lagos was presented by Nigeria's international curator, Founder/Director Centre for Contemporary Arts Lagos, Bisi Silva. The case study was selected to give participants an opportunity to gain valuable insights into project management issues in the Visual Arts Industry. The speaker shared the success story of ÀSÌKÒ, an innovative programme aimed at filling a gap in the educational system in Nigeria and many African countries, which tend to ignore the critical methodologies and histories that underpin artistic practice. Using the format of part art workshop, part residency and part art academy, over the course of 30 days, the speaker presented how the art school programme has focused partially on technique and primarily on methodology, critical thinking, and the implementation of conceptual ideas.

The President of Chocolate City Group, Audu Maikori, who was invited to share the success story of **THE RESTRUCTURING OF CHOCOLATE CITY MUSIC GROUP**, underscored the value of corporate governance in the arts and culture sector. The case study gave the participants the opportunity to learn from Chocolate City's successful experience of introducing international best practices in corporate governance. The speaker revealed the strategy which was hinged on separation of the business into corporate entities, leveraging on the internet as key promotional tool, recruiting a stellar board, scouting and training young creative minds, empowering the young minds and placing value on exposure to various fields within the sector.

# Press Release

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Multiple award-winning Nollywood Actress/Film Director Stephanie Linus was also invited to share the success story of “**DRY**”, a movie project which focuses on Vesicovaginal fistula [VVF] condition and under-age marriage among young women. Through a combination of powerpoint and video presentations by the star actress, participants had the opportunity to reflect on the Power of Art in Advancing Social Causes. The speaker shared her experience of the approach and strategies used in realising the project which carefully dealt with the issue without dwelling on sensitive religious and ethnic concerns.

The Project Management Review was wrapped up with THE ESTABLISHMENT OF FREEDOM PARK case study. This case study, which gave participants valuable insights into project management best practices in the heritage segment, gave participants the opportunity to learn from the speaker’s experience of how he transformed the Lagos colonial prison into a public park called **Freedom Park** in Lagos. The Park, born out of the ruins of Her Majesty’s Broad Street Prisons, was reconstructed and launched in 2010 to preserve the history and cultural heritage of the Nigerian People. The speaker, Arch. Theo Lawson, narrated the story of how the project was envisioned and how it became a leading National Memorial, a Historical landmark, a Cultural site and an Arts and Recreation centre in Lagos. He attributed the success of the project to patience, persistence and preparedness.

The Arterial Network Cultural Management Programme is funded by Africalia and supported by the Committee for Relevant Art (CORA), Goethe Institut, British Council, Department of Theatre and Film Studies, University of Port Harcourt, Asiri Magazine, *The Guardian* and *Rave TV*.

The programme continues tomorrow on Friday 9<sup>th</sup> September 2016 with **Fundraising Review**.

**Signed**

**Ayodele Ganiu**  
**National Coordinator**