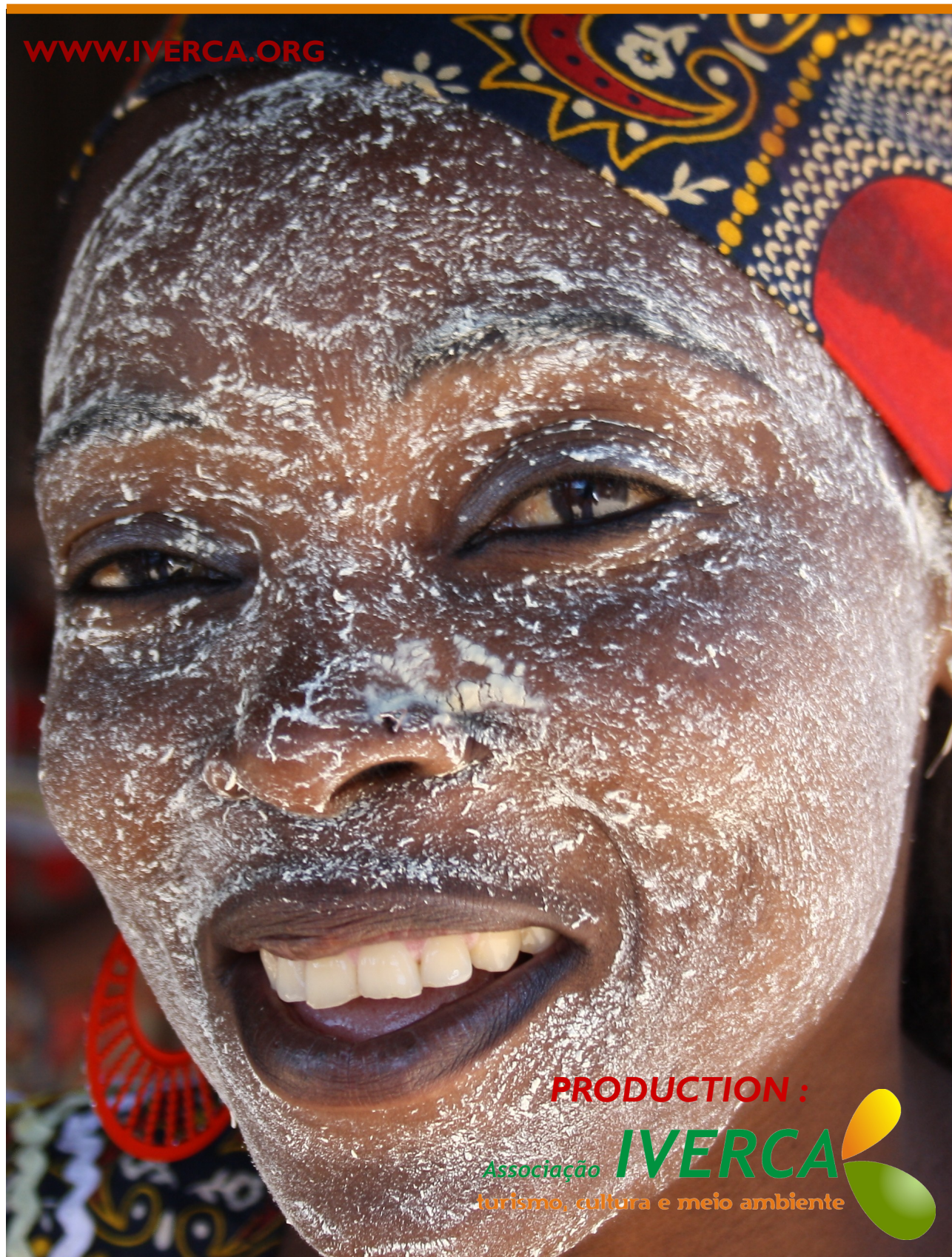


**FESTIVAL
MAFALALA
2012 EDITION**

**FUND
RAISING
CAMPAIGN**

WWW.IVERCA.ORG



PRODUCTION :

Associação **IVERCA**
turismo, cultura e meio ambiente



CONCEPT

The Mafalala festival is a community event that is arranged annually in Mafalala. So far, has been arranged four times. It was started by Associação IVERCA in 2010. The festival aims to promote the cultural heritage of Mafalala, to enhance the potential of the artists living in the area, as well as to create a platform for cultural exchange and professional development. In coordination with a community tourism initiative.

Through Art we pretend to democratize and give access to culture to this community and several other people in a multi-disciplinary show that includes:

- > Food and Crafts Faire;
- > Traditional Dance;
- > Poetry;
- > Live Music;
- > Artistic and Historical Workshops;
- > Mafalala Walking Tour (Guided visits through the area).



To Transform the Festival into an international reference of the African Arts. Through cultural exchange focused on the development of artistic and cultural practices, an adequate training, local history and tourism based in the community cultural heritage.

OBJECTIVO

HELP & PARTICIPE WITH DONATIONS AND SPONSORSHIP

To help come true this years Edition individual donations and contributions can be made to the bank accounts on the side and through the following crowd funding link:

<http://www.rockethub.com/projects/10722-mafalala-festival>

BANK DETAILS

Bank: Standard Bank (Mozambique)
Account Name: Associação IVERCA
Bank Account #: 1013-5103-41013
NIB: 0003-0101-0351-0341-0133-8
Currency: US Dollars



LIVE MUSIC

Mafalala became famous in the 40s and 50s with Comorian emigrants Balls that gave space to the birth of **MARRABENTA** (Mozambican Popular Music).

At present, Mafalala positions itself as one of the Maputo neighbourhood with a high concentration of Musicians and Artists.

To keep honest to its tradition, live music, the discovery of new local talents and the presentation of re-knowned bands with a special focus on this musical genre is definitely the main attractive of **MAFALALA FESTIVAL**.





DANCE, CRAFT & LOCAL CUISINE

The cultural diversity tolerance is one of Mafalala's realities that is proved by the peaceful sharing and living of the different Mozambican ethnics (Emakhuwa, Shangane, Nronga, Makonde), emigrants from Zanzibar and Comores Islands.

This situation reflects on the artistic and cultural way of dressing, cooking and crafts designs of this very same community.

These are very good reasons to taste the typical Mafalala in the food & Craft faire as well as in the traditional dance performances brought by MAFALALA FESTIVAL.





TOURISM (Guided Tours in Mafalala)

Tourism presents itself as a way of potentialize, exploiting and preserving the existent cultural heritage in the area of Mafalala.

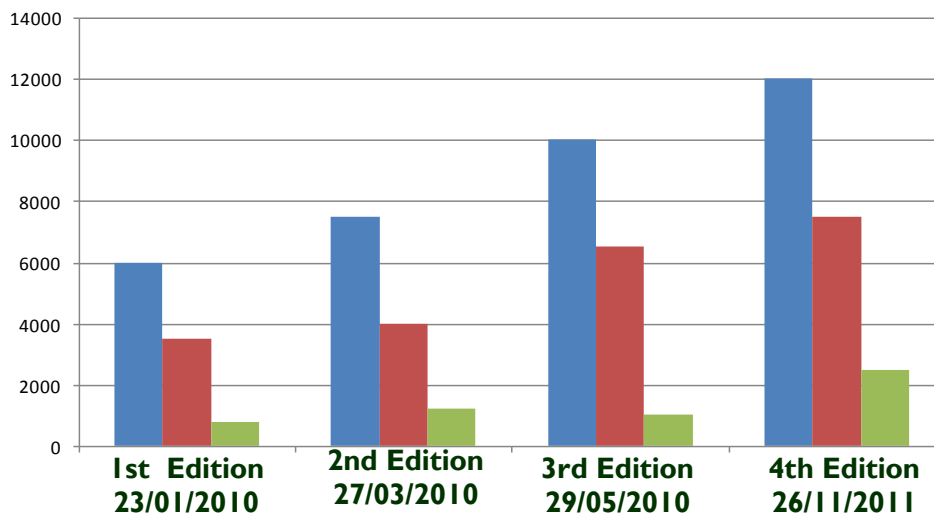
This activity represents an alternative tourism that contemplates the human factor, essential for the memories of any trip and adjusts into the mutual cultural exchange experience that enrich the tourists and communities point of view about culture, history and identity of the Mozambican People.



MAFALALA FESTIVAL | FUND RAISING CAMPAIGN: 2012 EDITION



■ **MAFALALA COMMUNITY**
■ **MAPUTO INHABITANTS**
■ **TOURISTS**



The four Edition of Mafalala Festival have had a Total of:

63.500
Audience



STAFF

245
People

Participate in the production of Mafalala Festival the number is represented by Artists, Volunteers, technicians and Staff.



INOVATIONS: 2012 EDITION

ARTISTIC & CULTURAL WORKSHOPS

- > Training is one of the priorities of the Festival and takes into consideration the sustainability of it. The target for this training are the local artists and producers participating in the event;
- > **The Recording of the Memory of Mafalala** through the organization of seminars with focus on the huge cultural heritage and lifestories of innumeros famous personalities will take place during **Mafalala Festival**.

CINEMA

- > Through Motion Pictures we pretend to create a platform for debate, cultural consciousness and allow the sharing of different experience across the globe in a social, economic and cultural perspective. In a constant quest for themes and realities that are similar to the local Mafalala context or rather approaching Mafalala personalities and its reality.

PHOTO EXHIBITIONS

- > Through the years Mafalala for varies motives has been the preferable scene/location for fotografers. This is due to the plurality of themes that it holds displaying the multi-ethnicity of Mozambique, its peculiar architecture and complicated social conditions. For as much as this issues been imortalized. The images that portrait Mafalala and its community are rarely exhibited to its inhabitants. The Mafalala Festival proposal is to revert this situation and share the touristic, cultural and social dynamic with its "starring" actors.

MAFALALA FESTIVAL: PROVISORY SCHEDULE

Data			LOCAL	CINEMA	WORKSHOPS	SHOW
Dia		Hora				
01-Nov	5ª Feira	18 Horas	ACAM Rua Eusébio			Inauguração de Exposição Fotográfica
02-Nov	6ª Feira	15 Horas	Escola Primária Unidade 23 Rua da Guiné		"A Mafalala e a Música Urbana" Dr. Rui Laranjeira	
03-Nov	Sáb	22 Horas	GULA'S BAR (Circulo do Bairro da Mafalala)			Show de Música Ao Vivo Marrabenta
07-Nov	4ª Feira	19 Horas	ACAM Rua Eusébio (Entrada p/ Premier Mica)	Marrabentando 52' de Karen Boswall c/ Presença de António Marcos		
09-Nov	6ª Feira	15 Horas	Escola Primária Unidade 23 Rua da Guiné		"Multiculturalidade: A Mafalala, o Espaço e a Memória" Dra. Camila de Sousa	
10-Nov	Sáb	19 Horas	LIMA'S BAR Rua Eusébio (Estrada da Vala, entrada p/ Premier Mica)			Show de Hip-Hop
14-Nov	4ª Feira	19 Horas	ACAM Rua Eusébio (Entrada p/ Premier Mica)	Curtas Moçambicanas: "A Bola" Orlando Mesquita; "I Love You" Rogério Manjate		
16-Nov	6ª Feira	15 Horas	Escola Primária Unidade 23 Rua da Guiné		"A Gênese do Desporto Comunitário na Mafalala" Fofito	
17-Nov	Sáb	10 HORAS	Campinho da Mafalala Rua de Goa			Copa Mafalala
21-Nov	4ª Feira	19 HORAS	ACAM Rua Eusébio (Entrada p/ Premier Mica)	"Wasteland" Vik Muniz		

MAFALALA FESTIVAL: PROVISORY SCHEDULE

Data			LOCAL	CINEMA	WORKSHOPS	SHOW
Dia		Hora				
23-Nov	6ª Feira	15 Horas	Escola Primária Unidade 23 Rua da Guiné		"Turismo Comunitário na Mafalala: Sucessos e Desafios" Associação IVERCA	
24-Nov	Sáb	10 Horas	Escola Primária Unidade 23 Rua da Guiné			Feira de Gastronomia e Artesanato; Dança e Ritmos Tradicionais; Pernas de Pau e Cuspidores de Fogo
28-Nov	4ª Feira	19 Horas	ACAM Rua Eusébio (Entrada p/ Premier Mica)	"Mafalala Blues" 24' com Presença da Realizadora Camila de Sousa		
30-Nov	6ª Feira	20H30	LIMA'S BAR Rua Eusébio (Estrada da Vala, entrada pelo Premier Mica)			Untitled Show: Live Painting e Video Arte DJ Set de Electro Punk Com Nandele
01-Dez	Sáb	16 Horas	Campinho da Mafalala Rua de Goa			Grandioso Show Marra-benta Hip-hop Música e Dança Tradicional



1st EDITION



2nd EDITION



3rd EDITION



4th EDITION

PRODUCTION



Associação IVERCA

We are a Youth led organization composed by students and tourism professional, that aims to promote and develop Tourism, Culture and Environment in Mozambique. Legally registered by the Ministry of Justice with an official publication at the Government Gazette *Boletim da República de 3 de Agosto de 2009, III Série – Número 30*. Ministerial dispatch from July 16th of 2009.

Registered on the Conservatory of legal Entities with NUEL 100 10 97 00 and tax number NUIT 7000 900 27.

OUR VISION

Make Mozambique a competitive tourism destination, an international brand image, using tourism as a vector to eradicate poverty.

Associação IVERCA

Rua de Goa, Mercado da Mafalala
Bairro da Mafalala
Telemóvel: 824 180 314
848 846 825
E-mail: geral@iverca.org
Website: www.iverca.org

SPONSOR



PARTNERS

