

JOUVAY FEST®



Presented By:
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The Concept ©

The Carnival experience begins with J'ouvert (pronounced-Jew-vay). J'ouvert marks the beginning of the annual Carnival celebrations in many Caribbean islands including Trinidad and Tobago. J'ouvert was started by formerly enslaved Africans in the predominately French speaking colonies, when they were allowed (post-emancipation) to participate in the pre-Lenten festivities of the ruling class. The phrase J'ouvert is French which translates to mean, *I Open or I am opening*, and refers to dawn or daybreak; the point at which the celebrations begin. The day starts before dawn (between the hours of 2:00am and 4:00am) and peaks a few hours after sunrise. It ends at about 10:00am.

This was the time when the Africans had a chance to express themselves and enjoy their own brand of masquerade. They mimicked and caricatured their former masters and mistresses, satirizing their appearance, behaviour, manners, and persona, and included current events into their presentation. The revellers wore old clothes and created their costumes from scraps of fabric, "hand-me-down" garments, found objects and whatever was at hand. It was referred to as "Ole Mas," which means "Old Masquerade," especially because items for the costumes were seldom purchased.

The Africans' entrance into the Carnival celebrations created an opportunity for the presence of "remembered" African masquerade traditions. The Dame Lorraine character for example, though given a French name is really a reproduction of Gelede masquerade from the Yoruba and Benin groups. Even the fact that the masquerade is a female image danced by men, mimics the African original. Yet another character, Pierrot Grenade "borrows" its' costume from the West African original of Egungun (Yoruba); little strips of cloth sewn onto a gown, he wears a webbed facemask, wields a stick or baton is boldly reminiscent of the ones seen in Nigeria.

An integral part of the J'ouvert is the music. The music consisted of percussion instruments, bottle & spoon, drums, pitch oil tins, shakers, bells, graters, tire irons, steel drums, call and response.



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A Glimpse from the Street ©

The streets will never be the same as the vibrant masquerade band, costumed revellers, pulsating music, and engaging movement to bring in the dawn of the day...J'ouvert is here!!

Something Positive & Pagwah Mas' from the USA/Trinidad, together with Bands and Artist in cultural exchange are dancing- mirroring-showing their power in exchange with each other-one moves-another moves- like a conversation- all using their own movement language - you hear pulsating music- the communication, now in sound and movement continues as if awakening the great powers. All embrace the different energies in "the arms" of sound and dance. A stunning spectacle, the street procession will be an explosion of communal colour, music, revelry, and creativity. The sounds will be of rhythms combined, directed and orchestrated by Dane Gulston, master percussionist, steel panist extraordinaire from Trinidad & Tobago, and musical director of Pagwah Mas' (NYC).



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THE IMPACT ©

This innovative collaborative project harnesses the historical and contemporary aspects of masquerade/carnival, and showcases a richness of creativity from across the four continents of Africa, North America, South America and Europe. The intercultural experiences will create opportunities for enhanced future development by way of exploring the constructing and documenting of the knowledge of carnival between different African/Caribbean diaspora communities, which is very much needed.

In addition to the J'ouvert experience, the project will also produce videos, blogs, social media updates and diaries which will be permanent mementoes, and will be used as publicity aids to raise awareness and increase the global visibility of participating groups.

The project provides networking opportunities that will allow for sustained engagement of the partners. This will enhance cultural diversity, and has the potential to positively impact on the social, economic and entrepreneurial opportunities available in the various countries.

The true extent of impact will be captured and measured by way of an end of project evaluation and the results used in the development of future productions.



“Play Mas 2018” © is a fusion of the Caribbean Diaspora and West African masquerade traditions via music, dance, art, and costume through the lens of “J’ouvert.”

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The Project Partners:

Pagwah Mas' is Brooklyn's number one J'ouvert band. The Band is famous for bringing fashion and pageantry to their revelers costumes every year. The meaning of Pagwah or Holi, is a Renewal, the Hindu festival of colors and love. **Pagwah Mas** has been at the forefront of the J'ouvert celebrations in New York City for the past nine years. Each Carnival season, the band presents Mas' (masquerade) and movement messages that are meant to unite people of all cultures under one positive vibration, to evoke a conscious global awareness. The presentations, which have put the Band in first place in both the Mas and Music categories are "One Blood" (2011), "De Weddin" (2014), "Afrika" (2015), "Black D'Art of J'ouvert" (2016) and "Kritical Mas" (2017). The group insists on maintaining the true essence of J'ouvert, with character portrayal accompanied by acoustic music i.e. steel pan, iron percussion, drums, and brass bands. **Pagwah Mas** has set the tone for inclusiveness, welcoming everyone. *"We want to establish a movement that will embrace and welcome the expression of our Caribbean culture"*. The Producing & Creative Team are Richard Pacific, Rosanne Baptiste, and Donna Done.



Something Positive Inc. is a not-for-profit, arts and education organization dedicated to the art and culture of the African Diaspora and its cross-cultural influences through performance and education: Specializing in Afro-Caribbean music, dance theatre & storytelling. Utilizing a unique blend of poetry, storytelling, theater, music and dance, **Something Positive** presents multi-media performance art presentations. Founded by Cheryl Byron, the ensemble of dancers, singers, and musicians, has been performing for over three decades a repertoire of original material at venues such as the Kumble Theater (LIU), American Museum of Natural History, Jamaica Center for Arts & Learning, Brooklyn Children's Museum, West Indian American Day Carnival Association(WIADCA), Lincoln Center, African Burial Ground National Monument, The Schomburg Center for Research in Black Culture, Brooklyn Academy of Music and Aaron Davis Hall. The company collaborates with several organizations including the Caribbean Cultural Center, Brooklyn Arts Council (BAC) and the West Indian American Day Carnival Association (WIADCA). **Something Positive** believes that "culture is our finest resource" and we have been continuously praised for "successfully incorporating culture and education with entertainment." The Producing & Creative Team are Michael Manswell, Shaun Rasmussen, Cynthia Salandy, Jamal George and Sandra A. M Bell.



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Fundraising Strategy and Sponsors:

Carnivals enhance the creative industries, by creating employment for artists, set and costume designers, musicians, technicians and others in the creative industry. It is a great advertising tool for companies and a major attraction for tourists.

The Carnival will promote the participating countries, placing them on the world's cultural/tourism and business maps.

Fundraising

We will be requesting Businesses, Art Councils and Foundations where applicable to facilitate artist participation through grants.

The Strategy for fundraising will be based on the concept of Commercial Partnership (C.P.) which is a concept offering 3 P.R areas for the commercial partner to buy into;

- 1) Contact-value: The value for the C.P. and its clients, future clients, employees as in direct contact with the Project and its artists in order to inspire and boost the energy and interest in/for the C.P
- 2) Concept-value: The rights of the partner to use the concept of the Project in their own P.R. campaigns such as slogans, photos, video-clips (Concept-value can be used long after the Project's "real" time, according to agreed terms in contract)
- 3) Exposure-value: The value of exposure in the media (news-papers, TV, radio, IT and printed materials during and after the process of the Project).

The Commercial Partners can choose to be a small, medium or main Partner. The Contract Agreements will clearly state the size of the partnership, which will directly relate to the size of Contact Value, Concept Value, and Exposure Value to be received by C.P. The Commercial Partners may be found in business areas directly related to the Project's practical needs such as, international and national travel, hotels, IT and communication, insurance, publicity and public relations, fees, administration costs and other areas.



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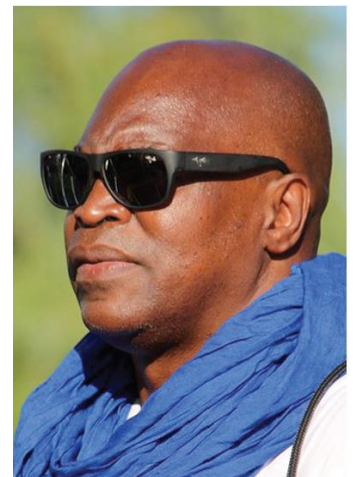
Biographies Project Partners :

Sandra A. M Bell, Producer, Production Stage Manager, CEO of JourneyAgents, Inc

an artist booking and special event Production Company, specializing in world music and performance art. She is a third generation Carnival Costume Designer from the talented Morris Family of Belmont, Port of Spain, Trinidad. She has worked with numerous major cultural venues and festival organizations in the United States and abroad. Some of her enduring clients are The Apollo Theatre, New Jersey Performing Arts Center, International African Arts Festival, Caribbean Cultural Center African Diaspora Institute, Central Park Summerstage, Lincoln Center Out- of- Doors, FEMI, The Africa Center, Los Pleneros del 21, among others. As a teaching artist, consultant in schools, museums & community centers, Ms. Bell assists students in creating visionary and inspiring art. She is a New York Foundation of the Arts Fellow and has earned numerous grants & awards. Her latest award is 2016 J'ouvert Individual of Year her costume design "The Counting." The Ms. Bell has a BA in Arts Administration from NYU & certificates in Film & Television production. Please go to www.journeyagentsinc.com & www.sandraambell.com.



Alex Boicel – President of Afromondo Productions, Inc, Booking Agent, Consultant, and Producer is one of the world's leading independent promoters and the creative force behind many well-known festivals worldwide. Over the years Alex has gained a wealth of experience and ingenuity which he infuses into all of his productions including, Africa Mondo Festival in Brooklyn which became wildly popular, attracting thousands people for nine years; a successful music television show, 'Soul of Africa', which ran for three years on the American cable channel BET J. 'Soul of Africa' featured music videos from the African Diaspora and was syndicated on VH1. He is an artistic director, talent buyer, booking agent and consultant for numerous global festivals including, the St Lucia Jazz Festival, Heineken Kalalu World Music Festival, St Lucia, the World Creole Music Festival, Dominica, Terre de Blues, Marie-Galante, Guadeloupe, the Anguilla Jazz Festival, Brooklyn Celebrates, Harlem's Apollo Theatre, FESMAN Festival in Senegal and Kayenn Jazz in French Guiana where he served as program director; and the Festival del Caribe in Colombia where he served as executive programming director (and greatly influenced the evolution of Champeta music by introducing Congolese artists to Colombian Champeta artists); as well as numerous festivals in the United States, Canada, Belgium, Morocco, Cote d'Ivoire, Martinique and St Bart's. He continues to serve as artistic director, innovator and consultant for several international festivals. www.afromondo.com



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Michael Manswell -Artistic Director of Something Positive Inc,

Dancer, Singer, Choreographer, Teaching Artist, Michael Manswell began his artistic life as a storyteller at arts festivals winning many prizes and awards. He studied music with Lindy-Anne Bodden-Ritch and at Brooklyn College (CUNY) with Tom Cultice. As a singer he has toured Europe, the UK, and the Caribbean and has performed as a soloist in many productions of opera and oratorio including Dido & Aeneas, Le Nozze di Figaro, Die Fledermaus, Beethoven's 9th Symphony, Messiah, Missa Criola and Missa Luba. He studied dance at the Trinidad Dance Theater with Eugene Joseph training in Modern, Ballet, Jazz, Ballroom, and Folkloric styles. Michael worked with Geoffrey Holder on "Dougla II" and "La Valse des Bakas" for TDT and toured with the company in the USA and the Caribbean. A prolific choreographer he has created many works currently in the repertoire of Something Positive as well as "Once Upon This Island" (Packer Collegiate Inst.), and "Belle" (Brooklyn College). An orisha devotee in the Yoruba religion (Trinidad & Tobago) Mr. Manswell presents lectures and workshops in dance, music, and the traditional religious practice and has worked closely with the Interfaith Center and the Caribbean Cultural Center in their programs. Mr. Manswell was named one of "Brooklyn's Black Men of Distinction 2000" and "Brooklyn's Black Dance Kings 2010". He is currently teaching for Something Positive Inc. Purelements-An Evolution in Dance, EM Techniques, and is an Adjunct Professor of Dance at Lehman College (CUNY).



RoseAnn Baptiste – President of KZUNDJ Apparel LLC Services ~

Production Coordinator – PAGWAH Mas

is a forward-thinker and driven leader with twenty plus years of experience in Apparel Design and Manufacturing. Her knowledge ranges from but not limited to technical design, pattern making, product development, quality assurance, and factory development. Ms. Baptiste career resume reads Director of Technical Design, Quality Assurance Controller, Assistant Patternmaker and Consultant for fashion brands and specialty retail companies within the United States from, Ralph Lauren, Kate Spade, Isaac Mizrahi, Elie Tahari, Calypso, Macy's, GAP, J. Crew, and Ann Taylor, along with private label companies. Ms. Baptiste is recognized in the garment industry as a "change agent". Her professional expertise and keen eye for detail supports established brands and independent designers throughout the garment life cycle, from development into production. She has traveled to international offices in India, Turkey and China, to work directly with vendors, manufacturers, and pattern makers to ensure that the overall fit and quality standards are being upheld to the brand's standards and that they convey a clear understanding of design concept and/or aesthetics. Ms. Baptiste serves also as the Production Coordinator for a PAGWAH Mas and Production Manager Liaison for JourneyAgents Inc.



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Donna Dove, Creative Director, Designer – PAGWAH Mas ~ Donna Dove Co.

Born in Trinidad, West Indies, Donna Dove migrated to the United States in the 1970s. Donna's education in Trinidad and Tobago helped develop her skills in fine arts and design. In New York, she studied fashion design at Fashion Institute of Technology and crafted a successful career that has allowed her to work with top designers, editors, photographers and a wide range of industry professionals. As a fashion designer, Donna's creations are uniquely outstanding because she incorporates illustration and fashion predominantly through hand-drawing her artwork into the clothing. Her illustrations also distinguish her home furnishing collections, greeting cards, and painting on traditional and found surfaces. Dove has drawn inspiration from her travel experiences, and Trinidad Carnival has a strong influence on the direction of her visual and wearable art. Donna Dove has been the curator of two wearable art showcases in New York City, at the Apollo Theatre and the P.C.O.G Gallery. She has shown her collection in numerous fashion events including Guyana and Trinidad Fashion Week; has exhibited her visual art at RFA Gallery, Chashama Gallery in New York; and has a permanent outdoor installation at The Artist Cove in Harlem. Donna Dove has been the Creative Director for PAGWAH Mas. She sites her self-admitted "colorful lifestyle as another source of inspiration: "I have lots of interesting and creative people around me."



Dane Gulston- Panist ~ Musical Director – Caribbean Fusezion Rhythmology

Panist, Arranger, Composer, Percussionist, and Teaching Artist.

Born in Port-of-Spain, Trinidad - Dane began his musical career at the age of seven at his grandmother's home. Dane practiced on the steel pan with his uncle every evening after school, and in 1982 earned his place in the Trinidad All Stars Steel Orchestra. Dane has partnered with young, premier artists in Trinidad and Tobago like Machel Montano, Bunji Garlin & Faye Ann Lyons, and Sherwayne Winchester. A seasoned performer with the celebrated Trinidad and Tobago All Stars Steel Orchestra, Dane performed as a front man with the band the year when they became the first pan orchestra to walk away with the one million dollar first prize. Dane formed part of a contingent of performers proudly representing Trinidad and Tobago making their debut at the 2006 FIFA World Cup in Germany. He has performed with artists such as George Benson, Nestor Torres, Arturo Toppin, Maxi Priest and Roberta Flack, thrilling audiences throughout the world. He is regarded as one of the most skillful, entertaining and sought-after pan men of the 21st century.



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Dr. Yansie Rolston – Director Ubele Initiative is a Systems Change Advisor, Trainer

and Facilitator who designs and delivers innovative change processes, and implements and evaluates actionable strategies on social inclusion and community cohesion. She has considerable experience and skills providing technical advice and strengthening organizational capacity, and has been an advisor at various levels of government, business, and civil society both nationally and internationally. She has worked in a fundraising and project development capacity for a number of NGOs enabling them to deliver community empowerment programmes. Yansie has worked as the project manager for a number of culturally specific events including Black History Month festivals, World AIDS day workshops, Disability Awareness Community Consultations. She is an academic, practitioner and skilled facilitator creating, affecting and sustaining change to improve life chances and wellbeing. She has considerable expertise in working with and empowering people from disadvantaged and diverse communities. She has delivered empowerment workshops and presented her work internationally at conferences in the Caribbean, UK, Europe and Iceland, and has published handbooks, manuals and articles. Yansie is a founding member of the Ubele Initiative and is a Fellow of the Royal Society of the Arts.



Korkor Amarteifio - Consulting Producer entered the art scene in the early 80's in Canada as an art presenter. Her fascination with the interrelationship between the cultures led her to create a platform for artists and musicians from Africa, the Caribbean and the Americas, presenting their works to Canadian and North American audiences. The international Montreal festival 'Rythme Du Monde', which she then created and produced, succeeded in placing world music on the map of Canada and North America. Korkor Amarteifio assisted the City of Montreal to incorporate artists of diverse backgrounds into their programs. This includes the programs presented for the 350th Anniversary of Montreal and the Canada Council for the Arts to establish policies and programmes to enable all Canadian artists, regardless of their cultural backgrounds to have access to Council support. Korkor Amarteifio returned to Ghana in the early nineties and was Director of Programmes and Operations at the then newly established National Theatre of Ghana. She was instrumental in creating a concept, mission and structure for the theatre, turning it into one of greater benefit and appeal to the employees and stakeholders. She also created programs which succeeded in making the National Theatre of Ghana, a home for all artists and audiences of different ages, cultures and social backgrounds. She is the Director of the production house, World Rhythms Inc, and Associate Director of the Institute for Music and Development.



