



Sefrou Association for Multidisciplinary Arts جمعية صفرو للفنون متعددة المناهل +⋮⊙⋮:|+ | ⓄⓂⓄ: | +⋈:ⓆⓁⓁⓁⓁⓁⓁ Ⓞ: +:Ⓜ+ | +⋈ⓂⓂ.ⓆⓁⓁ

Statement of Purpose

SAMA believes in the power of art to connect people and build a sense of belonging. As an organization, we trust in creativity, inspiration, and entrepreneurship as our strengths and as opportunities, all the while partnering with global collaborators and local communities to shape Sefrous potential.

Sefrou Museum of Multiculturalism (SMM) acts as a catalyst for projects and a location for community building. By creating an art walk in and around the old medina, we increment visitor numbers and ignite dialogue around Sefrous Multicultural heritage. SAMA digs back to the past to build Sefrous future.



Community Interviews at SAMAs Sefrou Museum of Multiculturalism

Aims & Objectives - 1, 3, and 10-year projections

*2023

*Established in December 2021, SAMA co-presents an arts and culture program in Sefrous Medina to **foster inspiration** and **highlight multiculturalism** in the region, all the while **co-developing** the old city, **socially, economically,** and **environmentally.***

Aims

2024 – SAMA will build our human resources and a program of activities contributing to a Sefrou-centric public art and academic portfolio, highlighting regional Multicultural heritage, all the while *co-developing pockets of the medina and building relationships locally, nationally and internationally. In addition, we propose to gather, upskill and build confidence for a cultural entrepreneur community.

SAMA will develop its portfolio, building local and national partnerships and civic communities. Alongside the Medina community members, potential partnerships include

- Local Associations (eg *Masque, *DABATek)
- Local Government (*Sefrou Council)
- Local Businesses (*Culture Vultures)
- Regional, national and international Universities (*USMBA, Fez and BYU, USA)
- National offices for International Organizations (eg. *USAID, Drossos)
- National Foundations (*HAF, INDH)

*Previous collaborations

Over the 12 months, SAMA will build stable financial resources for

- Ongoing running costs = rent and facilitates and a full-time project/office manager. (donations via fundraising)
- 2 – 3 small to medium (10,000 – 30, 000 euro) grants for projects.

Nurturing relations locally, regionally, and nationally for SAMA / Sefrou project participation, project partners and funders will be kept at a sustainable, incremental level as we build SAMA capacity.

SAMAs will assess how our portfolio can address the needs of the medina, socially, and environmentally whilst increasing the sense of belonging and pride of the medina.

Objectives

Association Development

- I. · To develop, launch, and run a communication strategy that informs community members (local and global) connected to our activities and cause. · ·

Human resources

- II. · A 5-member (*2 or 3) employed / (**2) interns

Project Manager, Communications Manager, and / or Community Outreach Manager

Research and Archive Assistant and Project Assistant



Financial

- III. Build a sustainable financial base for SAMA salaries, running costs and emergency reserve
 - A. Develop and launch a fundraising strategy
 - B. One-off donations
 - C. Monthly/annual subscriptions
 - D. In 12 months SAMA will have a financial reserve
- IV. Apply for 2 – 3 small to medium grants to fund SAMA programs and projects.

Museum

- V. · Launch an archive of articles and photos on Sefrous' heritage previously collated.
 - VI. · To launch and run a communication strategy that informs community members (local and global) connected to our activities and cause.
 - VII. · A project to present a cultural manager training program for 12 – 15 community members.
 - VIII. The launch of a cultural entrepreneur hub in the medina which includes a co-working space and a place for SAMA community training and meet-ups.
 - IX. · Deliver 2 / 3 additional public art and academic projects. * 1 permanent/public piece & 2 **temporary or ***academic (see table in the footnote)
 - X. · Continue the community dialogue and create content based around Sefrous's multicultural heritage increasing connection and belonging. Through -
 - Community-engaging presentations of Museum (SMM) content and research projects
 - SMM Open days and program of visits
 - A public art intervention
 - Social media platforms
- ix. Revisit 1 public space and collectively clean up. (Sunshine Sq)



Community clean up at Sunshine Square, Sefrou medina

2024 - 2026 (incl)

Aims

In our 3-year vision, SAMA will develop the community-led coworking space and community of Sefrouian cultural managers delivering a program of public art and academic presentations on the multicultural heritage of Sefrou.

In addition, the association will develop Sefrou Museum of Multiculturalism (SMM) acting as a resource for well-informed projects and tools to gather communities – further building on a sense of belonging.

Curate and craft SMM to be of a national standard. SAMA aims to build on our portfolio of public art and academic projects, all the while co-developing pockets of the medina, socially, environmentally, and economically.

We will continue to develop partnerships and our reputation locally, nationally, and globally, all the while building a wider community that engages with SAMAs cause and invests in programs with human resources, content, and financial contributions.

Increase funds for running costs and development with a professional and intern fundraiser SAMA.

Invite incubator groups to brainstorm how SAMA and the local community can develop an economic development strategy.



Community evaluation at Project Sho'las Mural

Objectives

- To undertake a long-term sustainable training program that guides and mentors a predominantly Sefrouian, cultural industry with 12 – 15 members that start to practice the creation and management of a public art and cultural portfolio. Provide mentorship pairing program for cultural managers.
- Develop the community-led co-working space and a *program of activities.
*5 public art programs, (3 *permanents and 3 **temporary pieces/projects).
- *To develop 2 annual academic programs and 2 research projects that create Sefrou-centric content and further contribute to the museum and feed public art projects.
- Expand the museum into medina extensions (such as a photo exhibition in the local teahouse) thus building awareness of the association, developing a sense of belonging, and nurturing local relationships.
- Through research projects, develop a Museum curatorship intern program, and a community program to gather content and stories.
- Develop an archive to share with a Sefrouian diaspora, thus engaging a wider community to SAMAs cause.
- Continue to develop SAMAs communications, engaging the community, locally and globally through social media, presence in the local festivals, and our arts and cultural programming.



Community Mapping Session SAMA

2026 – 2033

Aims

By the time SAMA reaches a decade of existence, we aim at being a full-time, active, Sefrouian-run association that nurtures a Sefrou-centric creative industry, inspiring both Sefrouian youth and newcomers to invest and commit to Sefrou, specifically the medina.

With an active, public art route and cultural program and a high caliber well informed Museum, co-created with Sefrouian community members, SAMA will influence an increase in the visitor-ship to the medina and through our activities raise awareness of the multicultural heritage of the region, all the while collectively developing strategies and training for community employability and entrepreneurship.

The public art route in and around the medina, in addition to Sefrou Museum of Multiculturalism and our online communications, aims to impact the medina, socially, environmentally, and economically.

Objectives

- Through mentorship and a consistent program of workshops, an experienced, professional Sefrouia cultural management community will be supported to raise funds and receive grants for projects investing in Sefrou medina with a strong awareness of Sefrous heritage, strengthening a sense of identity and belonging.
- Strengthen the presence and use of a co-working space to inspire and cohere the above-mentioned community.

- To employ 5-7 SAMA staff members (cultural managers/entrepreneurs, community facilitators, finance, and office manager) that lead our mission and vision.
- To present a Sefrou-centric academic conference that builds on the Museum's content, cultivates a scholarly community, creates publicity, and consolidates our reputation.
- Our team and partners will present a capacity-building program for community members to become Sefrou ambassadors, small business owners, and heritage guides thus engaging and empowering Sefrou's community economically.
- Increasing our public art portfolio with an annual production of 5 public art pieces, each requiring a pitch for the development of their surroundings.
- 3 permanent public art pieces,
- 2 temporary pieces
- 2 academic research projects
- 1 annual public event. (Open doors, conference, community scavenger hunt, concert etc.)
- The substantial rise in the number of visitors to the medina aims to influence Sefrou community members, other local associations and Sefrou authorities, to increase clean-ups, plant green spaces, and provide seating around the public art pieces for visitors and the community.
- One of the benefits of the increased visitor numbers is the income generated for the medina at large by consuming refreshments, accommodation, and experiences as they visit the art walk, Museum and events.
- At this stage in our development SAMA aspires to receive national and international grants on a scale of 50-100, 000 euros a project with an international standard of production and caliber of portfolio content, a strong reputation, locally and globally.
- A group of advisors will be created to address the sustainability of activities and programming that aligns with SAMAs mission. Strategies, models and reports will be publicly available respecting SAMAs pledge of transparency that all contribute to SAMAs legacy.

The nature of artworks and cultural programming is indicated as follows

* A tangible public art piece with a life span of 5 years plus.

**A temporary piece that can include performance, multimedia or visual with a lifespan of a few hours to 3 months.

*** An academic research project that can result in publication or presentation (physical or electronic).



Rehearsals for Sho'la street performance.

Sefrou Museum

التعددية الثقافية



Multiculturalism

متحف سفرو

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Autumn 2023



samasefrou.org