

5th Edition: January 2008

NIGERIAN ARTS AND CULTURE DIRECTORY PROJECT



Newsletter

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The Nigerian Arts and Culture Directory Project is an initiative of the Presidency in collaboration with the National Gallery of Art, Nigerian Export Promotion Council, the Nigerian Investment Promotion Commission and UNESCO-Nigeria, among others. Its main focus is to produce an all-encompassing document and medium that covers all gamut of the art, culture and tourism sub-sector, which would in turn create the enabling environment for the diversification of Nigeria's economic base from oil and gas.

The Directory, being the first of its kind is anticipated to be a comprehensive listing of all

works of art, artists, writers, musicians, art centres, tourist sites, museums and monuments, festivals, films, indigenous games, fashion, languages, cuisines and culinary, traditional institutions, practitioners and stakeholders of arts, culture and tourism in Nigeria in three formats namely; Print, CD and Internet versions.

The Project will act as a regenerative seed that will in addition to other benefits strengthen our local cultural industry in the short run and in the long run, bring about its meaningful contribution to the elimination of poverty and sustainable socio-economic development.



A typical work day at NACD Project Secretariat

The Year 2007 in Focus

The past year in particular has seen the NACD Project taking giant strides towards its set objectives as outlined above. It can be said to be a year in which the Project's mandate began to manifest, especially to stakeholders in the sector. Throughout the year, the Project's Secretariat remained a beehive of activity as management worked hard to carry out this huge and diverse mandate.

In January, 2007, a major re-organisation took place at the Project's Secretariat that saw the reassignment of Project staff to their areas of specialization. A new Department was created to

take care of the Research and Documentation of the Directory proper, bringing the number of departments in the Project into three, namely; Administration & Strategy, Research & Documentation and Marketing. A Head was assigned to each of these departments and schedules of duty specifically assigned to staff under them. The Office of the Project Director was created to oversee the activities of management, which schedule in time past had been the duty of the National Coordinator. This situation was necessitated by the fact of the National Coordinator of the Project, Chief Joe Musa NMA, FPA being appointed the Director-General of the National Gallery of Art.

STATE VISITS AND COURTESY CALLS

In its spirit of collaboration and joint partnership, the Project Management and the Research team had cause to embark on courtesy calls and working visits to some States in Nigeria on invitation of the States, Ministries of Culture and Tourism, Communities and cultural; Organisations. During working visit, the Project's Research team; mainly staff of the Research and Documentation Department embarked on 5-day tours in the States that involved

presentations and sensitization of stakeholders on the activities of the Project; Courtesy calls on Chief Executives; visits to art centres, artists, tourist sites, monuments; coverage of cultural festivals and events. Materials thus gathered from such visits are then uploaded onto the Project website, upon verification and authentication.

Akwa Ibom and Anambra State came under this category in the year 2007. In the same vein, the Project's management paid courtesy calls on collaborators and stakeholders in the sector including the National Gallery

NACD's participation was for the obvious reason of presenting the Internet Version of the directory and sensitizing members of the council on the work being done. This received wide acclaim and encouragement as the Project Director took time to outline and explain what the Project was all about. As a result, the Project has been recognized as an important tool for propagation of everything that the sub-sector hopes to achieve in the near future.

THE DIRECTORY'S WEB VERSION
www.nacdonline.net

The internet version of the three-format directory is the most developed so far. This is for obvious reasons. Any website can be developed in stages, meaning that information can be uploaded as they come in, edited as well as updated at anytime. This is not true of print and CD productions which must necessarily be produced when all information needed are available. On the other hand, gradual development of the web version allows that both the print and CD versions are equally being developed in the process, just waiting to be downloaded from the site and putting to print and CDs.

The year 2007 therefore focused on the internet and a lot of data was collected, researched and added to already existing ones. The site was redesigned at the beginning of 2007 and columns created for the Federal Ministry of Tourism, Culture and National Orientation



The Hon. Commissioner, Perm.Sec; Ministry of Culture and Tourism Akwa Ibom State with the Project Director and members of his Research Team at Ibom Resort and Golf Course.

of Art, the Nigerian Investment Promotion Commission, CBAAC, National Orientation Agency, Nigerian Tourism Development Commission, National Institute for Cultural Orientation, Bauchi State Ministry of Culture and Tourism, UNESCO-Nigeria among others. At these courtesy visits, agreements were reached and areas of collaboration specified as each partner was given its role in the overall scheme of things. Another giant step taken by the Project's management in later part of the year 2007 was the presentation of the Project its concept and

mandate at the meeting of the National Council on Culture and Tourism, a body made up of all major government agencies in the sector. They are in charge of policies and empowerment of different departments and parastatals

under the Ministry of Culture and Tourism at both Federal and State levels. Its meetings come up annually and in the year 2007, it was hosted by the Rivers State Ministry of Culture and Tourism, in Port-Harcourt, the Rivers State Capital.

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Windows were created for every State in the federation and the Federal Capital Territory (FCT) with their links on a map of Nigeria which takes pride of place on the home page of the site. This map is an indicator of the level of development that each State has attained.

The most largely developed States appear in green, those under development are in pink while the cream coloured one are yet to be developed. This indicates the amount of information

and level of research that has gone into the State's page. Every State's window begins with a home page which represents that one of State's most popular art, culture or tourism icons. From here onward, there are links that lead one to the Art, culture and tourism pages, and further to other minor sub-headings.

It is a real delight with its mesmerizing script, pictures and classic design. This site has been the basis of every

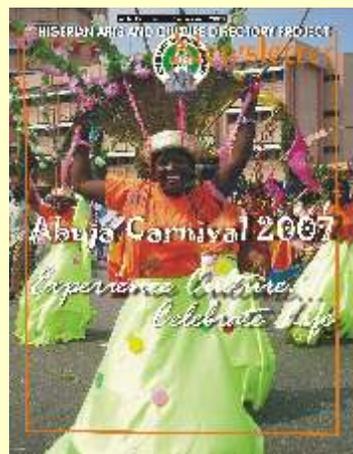
presentation exercise, courtesy call and State visit that the Project embarked on in the year 2007. It has also served as the main tool of marketing the Project in cases where the NACD Marketing team has had need to present tangible proof of efficiency to partners and prospective collaborators. There are other minor columns on the home page of the site for news, discussion forum, registration of indigenous artists and their works for the purpose of publicizing same, and most importantly, the monthly NACD newsletter which in its maiden edition was broadcast via e-mail in September.



The Project's Research Team with the Statue of the first Igbo man at Igbo-Ukwu, Anambra State.



3rd and 4th Editions of the NACD Newsletter.



● **NACD PROJECT NEWSLETTER**

It was sent to members of the Central Working Committee and subsequently to the larger society. Needless to say that it has received positive commendation with some minor modifications that have been effective.

Presently, the NACD newsletter has evolved into a minor magazine, carrying news of the Project's activities, news of

events in the culture and tourism sector, backed up with beautiful pictures and an attractive design by experts. As a concept, the Project's newsletter is unequalled as a means of keeping the public abreast of its activities on momentous events within the sector in general. Its first edition was culled from the New Yam Festival which the Project's research team attended in Igbo-Ukwu, Anambra State in August 2007.

At that event, the National Coordinator of the NACD Chief Joe Musa received a traditional title. The colourful displays by cultural singing and dance troupes, masquerades, traditional wrestlers, instrumentalists and traditional institutions made up the body of the first edition.

The acclaim with which it was received within and outside the sector was a major boost and encouragement for the improvement of subsequent editions.



Executive Director, Kwara State Council for Arts and Culture at the 14th meeting of the CWC.

CENTRAL WORKING COMMITTEE MEETINGS

In the course of year 2007, the meeting of the Central Working Committee of the NACD Project took place once in July. This committee, made up of all stakeholders in the sector is the policy making arm of the Project. There are representatives of State Ministries of Culture & Tourism, Directors-General of parastatals under the Ministry, private sector partners and collaborators. Its Chairman is



The Top-table at the 14th meeting of the CWC which took place at the conference hall of the Institute for Peace and Conflict Resolution.

the veteran broadcaster, Soni Irabor while Chief Joe Musa, the Director-General of the NGA remains its National Coordinator. It is further subdivided into sub-committees headed by Chairmen and Secretaries. It was at this July meeting that the body resolved to meet once every quarter, totaling four times annually. Several States also sent representatives to the meeting for the first time, increasing the already large participation. Members of the

CWC were treated to a visual presentation of the NACD Website and they were amazed at the depth of achievement already recorded by the Project. This gingered them in their roles, especially at the sub-committee levels and raised expectation for the new year to new heights.

EXPECTATIONS FOR YEAR 2008

It is expected that the year 2008 will see a realization of most dreams that were conceived the previous year and an improvement on those already manifested. More constructive partners are expected to collaborate with the Project and any outstanding State will be made to send their representative to the Central Working Committee. Again, States are expected to contribute more constructively this year. Awareness and

general sensitization of the Project and activities will be on the upsurge as all hands will be on deck to promote the Project and all that it stands for. It is hoped that in the course of this year, there will be a formal presentation / ceremony at which the Project will be launched and private sector participation sought for its funding as a compliment to Federal Government's efforts. The NACD is a public - private sector joint effort, which is beneficial to all and therefore a collective responsibility.

The main focus of the present year however, is the web version of the Directory. The Research Department is expected to carry out more working visits to States for documentation exercises. This will enrich the

site and more information available for the two remaining versions of the directory. In summary, the NACD website remains the most viable product the Project has at hand and every effort must be channeled towards making it the best since it carries the Nation's image to the outside world, in projection of our indigenous cultures, artistic endowment and tourism potentials, tourism being the most economically viable sector in the world at the moment, with estimates of a 100% increase in the next ten (10) years.

THE NACD webTV PROJECT

In line with the NACD objective of being a vehicle for showcasing Nigeria's rich and diverse culture and tourism potentials to the global community, the NACD WebTV is making its entry this year. This innovative web television programme which will be on air by the end of the first quarter. Initiated by the project team, the reason for its introduction is to provide an effective medium for faster and

richer information dissemination to the world. We strongly feel that since information technology has become an essential tool to global economic prosperity, the use web television in addition to the Projects documentation formats will further facilitate the Federal Government vision 2020 that targets culture-tourism development as instrument of economic diversification and prosperity.



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