

Cultureclan

Cultureclan is an initiative for sustainable community development through creative exchange and cultural endeavour.

Why Goa?

Goa, the next cultural hub: where museums, cultural organisations, festivals and events are developing extensively. Residencies, artists' hostels and photography based programs and workshops have gained huge popularity.

Population influx: of various professionals moving to Goa thus developing the business and industry sector bringing in with them the investments, funds, opportunities and a huge potential audience.

Real estate and education: have had direct impact and seen a sharp rise in their respective sectors.

Current Scenario

Goa suffers from a lack of integration between locals and incoming new residents, with lots of hostility between the two.

Goa as a destination is still largely perceived as the party place.

Education could expand and further include creative exploration and activity.

Creative events and activities are sporadic and focused during the tourism season.

Museums and other creative or cultural enterprises are largely working independently and without much communication and exchange.

Need for sustainable growth

Integration: The existing community has to be integrated with the immigrant community for peaceful coexistence and mutual respect.

Celebrating local talent and culture: Sharing the various crafts and cultural stories of Goa to educate audiences of its social, historical, geographic and cultural fabric.

Community development: Tying up with organisations like Bialancho Ekvott to enable opportunities for undermined local communities. Curating events that local communities are able associate with is also part of the endeavour.

Involving youth: In cultural and creative events and activities that draw them into community development in order to propagate a sustainable future.

Develop year round activity: Tie up various creative organisations with Serendipity Arts Foundation and Cultureclan to conceive round the year activity for community development while also expanding an active cultural audience.

Impact tourism: To run year round art and culture events, workshops and residencies even in the off-season and create a paradigm shift in Goa's perception as a destination. Introduce those traveling to Goa to a completely new range of constructive and creative interventions rather than the 'party, substance use or drinking scene'.

Creative place-making: Ensure the use and allocation of cultural spaces and studios both temporary and permanent in the interest of cultivating a conducive environment for artists and creative professionals in Goa.

Fostering creative networking: Building relationships, networking events, talks and gatherings among the creative community and among organisations to facilitate their own working and connectivity in Goa. Alongside build a rapport with the local governance for gaining their empathy towards art and culture.

Build a volunteer base: Inculcate capacity building, leadership and volunteer based groups for social welfare and converting citizens into advocates for art, culture and volunteering.

Nature of events

- Showcasing and promoting local, national and international talent in unique events.
- Promoting local creative businesses.
- Having media coverage for events.
- Networking with the local governance.
- Increasing the use and value of cultural space.
- Education, youth and volunteer centric programmes.
- Small scale events with 25-30 beneficiaries or participants each intervention.
- 12 events a year covering various geographical and strategic locations in Goa and various art forms or mediums.

Expectations

Collaboration and support as a partner company.

Enable further networking and contacts for small and regular events in Goa.

Financial aid for logistics and operations.

Founder Bio

Tanya Dutt is an Arts and Culture manager, curator and consultant for creative industries. Her fascination for cultural exchange, heritage and tribes drives her to promote creative and sustainable practices in remote parts of the world. She has lived and worked in Japan, Italy, Cambodia, Australia, UK and remote parts of India. She focuses on crafts and community development which earned her the 2017 ATSA Fellowship.