

DIRECTORATE OF INFORMATION & COMMUNICATION

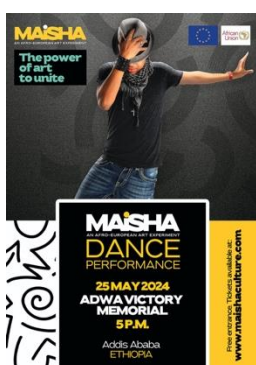
Media Advisory

Date: 25th May, 2024

Venue: Addis Ababa, Ethiopia

The Power of Art to Unite: Dance Festival Celebrating Africa Day and EU Day

What: The Maisha Dance festival, "The Power of Art to Unite," will celebrate the vibrant cultures of Africa and the European Union through the universal language of dance. This event is a unique opportunity to honor both **Africa Day** and **EU Day**, highlighting the shared values of unity, diversity, and cultural exchange.



When: Saturday 25th May 2024

Time: 17:00hrs (GMT+3)

Where: Adwa Victory Memorial, Addis Ababa

[Register to attend here](https://www.maishadance.com)

Why Attend:

- Join us in celebrating the power of art to bridge cultural divides and bring people together through dance.
- Enjoy a dynamic exchange of artistic expressions that reflect the unique and shared experiences of Africa and Europe.
- Be inspired by the creativity and passion of dancers from different backgrounds, coming together to create a memorable experience.

Experience an array of dance performances from across Africa and Europe, showcasing traditional, contemporary, and fusion styles. **Eight dancers (four from Africa and four from Europe)**, along with two mixed choreographers and one artistic director, have been selected to join MAISHA DANCE, an Afro-European Art Experiment developed by the European Union Delegation to the African Union in line with Agenda 2063.

Chosen from over 1,300 applicants, these talented individuals will become dance partners through a three-week artistic residency in Addis Ababa, running from May 4 to May 24, 2024. During this residency, they will collaborate and co-create new and exciting choreographies that incorporate elements of their skills, diverse styles, and backgrounds.

They dancers are: Aïda Colmenero Díaz (**Spain**), Brian Otieno Oloo (**Kenya**), Dalanda Diall (**Slovenia/Guinea**), Deborah Lotti (**Luxembourg**), Gustaf Kobus



(Germany), Paulin Aby(France/ Ethiopia), Refiloe Mogoje(South Africa), Rubina Suzeth (Angola), Serge Aimé Coulibaly (Belgium/Burkina Faso), Yao Tchinvier Quentin(Cote D'Ivoire) and Yasmine Lindskog (Sweden)

Background Information

MAISHA is an African Union (AU)-European Union (EU) joint initiative, showcasing the power of collaboration and co-creation. It exemplifies Africa-Europe cross-border cooperation and intercultural dialogue, spreading shared values of coexistence and humanity. Initially launched in 2019 in Addis Ababa, Ethiopia, as a musical journey, MAISHA has evolved into a dynamic cultural movement uniting diverse art forms to celebrate human expression.

The Afro-European cultural experiment began with 12 talented musicians selected from 300 applicants to participate in a two-week residency in Addis Ababa. The ensemble, featuring artists from Ethiopia, Mali, Morocco, South Africa, Tanzania, Zimbabwe, France, Italy, Poland, and Hungary/Tanzania, created 12 original pieces, blending crossover Jazz and Worldbeat. The project culminated in a 12-track album and performances in Addis Ababa, Kigali, and Brussels.

Building on its success, MAISHA continues with a new focus on **Dance this year**, and will continue to embrace various art forms such as fashion, street art, painting, photography, cuisine, cinema, and theatre in the coming years. Each edition will start in Addis Ababa and be replicated in different African and European cities, reflecting the true spirit of the Africa-Europe partnership, co-creation, and cultural cooperation.

Join us in celebrating the rich African and European cultures, and witness the transformative power of art to unite and inspire. [Register to attend here](#)

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