

Empowering Emerging Artists and Creatives - TUI Care Foundation launches new TUI Colourful Cultures programme in Morocco

- *The initiative engages youth in a comprehensive arts programme and offers residencies for artists from across the country*
- *20 scholarships are awarded as part of the programme to support programme participants into launching entrepreneurial projects based on their creative talents*
- *The renovated Les Étoiles Jamaâ El Fna cultural centre hosts the training programme as well as a vibrant events schedule, attracting 35,000 visitors and enriching the local cultural landscape*

TUI Care Foundation
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Berlin, 27th December 2024. *Whilst Marrakech's hospitality sector thrives and offers a growing number of employment opportunities, industries such as the arts struggle to attract and retain talent. To address this, TUI Colourful Cultures Morocco aims to preserve cultural heritage and empower creatives by offering artist residencies for creators from across the country and engaging young people in a comprehensive arts programme.*

The initiative is launched in partnership with the Ali Zaoua Foundation and has already been implemented in several other Moroccan cities. It blends modern disciplines such as contemporary dance and street art with traditional Moroccan cultural elements such as traditional music, dance and Arabic calligraphy. Seven local organisations collaborate to deliver the programme, which combines eight diverse disciplines. Students will explore dance, vocal, and street performance which promote traditional cultural heritage but also encourage the evolution of Moroccan arts through modern influences. The programme bridges the gap between tradition and modernity, ensuring that Morocco's cultural legacy continues to inspire and resonate for years to come.

The programme's top performing students have access to a scholarship, in which twenty of the most promising participants will receive support to launch their entrepreneurial arts projects and be able to turn their creative vocations into their actual livelihoods. TUI Colourful Cultures Morocco not only diversifies Marrakech's cultural offerings but also provides local youth with professional opportunities in the arts. By addressing the undervaluation and low remuneration associated with artistic jobs, the initiative fosters an environment in which aspiring artists can thrive and secure viable means to support their families.

The programme is hosted at the Ali Zaoua Foundation's Les Étoiles Jamaâ El Fna cultural centre in the heart of Marrakech. It involves the renovation of the historical riad with infrastructural add-ons that support the delivery of the arts programme and the artistic residencies. This includes a brand-new sound studio for professional recordings.

In addition to the arts programme, the centre will create links with the tourism industry by hosting events which include live performances, exhibitions, festivals and guided tours, welcoming 35,000 visitors across 50 events.

The project is part of the global TUI Colourful Cultures programme, which includes projects in destinations like Mexico, Peru, Croatia, or Zanzibar, and empowers artists and artisans to gain access to new income opportunities and promote their cultural heritage through tourism.

About the TUI Care Foundation

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates projects which create new opportunities and contribute to thriving communities in tourism destinations all over the world. Connecting holidaymakers to good causes, it supports education and training opportunities for young people; drives the protection of natural habitats and the marine environment; and helps local communities to thrive sustainably and benefit from tourism. The TUI Care Foundation builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The independent charitable organisation was founded by TUI, one of the world's leading tourism businesses, and is based in the Netherlands. www.tuicarefoundation.com

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About Ali Zaoua Foundation

Ali Zaoua Foundation is a Foundation working to improve the psychosocial and economic integration of Moroccan youth from disadvantaged backgrounds through artistic and cultural practice. The Foundation spearheads the first national network of community cultural centres across Morocco, welcoming hundreds of children and young people from all social backgrounds daily. These centres provide a variety of artistic workshops and professional training courses in the cultural and creative industries (ICC), as well as foreign language classes. <https://fondationalizaoua.org/>

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