

DZFEST



IMPACT REPORT

2024



PRODUCED BY



Culturama

LETTER FROM THE FOUNDER



RACHIDA LAMRI

Founder & CEO Dzfest

As DzFest concludes, I feel immense pride in our growth and success, with over 1,700 attendees at our sold-out event celebrating Algerian culture. This year's festival featured diverse activities, from theatre to music, creating a vibrant experience reminiscent of the Casbah's streets. The energy was palpable, as families and friends gathered to share in the joy of our rich heritage. I am grateful to our volunteers, sponsors, artists, and attendees for their unwavering support, which made this event possible.

Reflecting on the festival, it's clear that we have built a community that values and cherishes its roots. The performances captivated audiences, while the art exhibitions showcased the incredible talent within our community. Looking ahead, we aim to expand our reach and enhance our programming to further elevate Algerian culture globally. We envision workshops that delve deeper into our traditions, culinary experiences that tantalize the taste buds, and more collaborative events that unite diverse voices.

Join us in continuing this vibrant celebration of our shared heritage. Together, we can ensure that Algerian culture thrives and resonates with future generations. The journey doesn't end here; it's just the beginning, and we welcome everyone to be part of this exciting adventure.
our shared story.

Rachida Lamri





ABOUT

CULTURAMA

VISION

Founded in 2013 with the mission to promote and preserve the wealth of Algerian culture. There always has been a need to highlight the uniquely rich Algerian traditions and arts, which have been underrepresented on the global stage.

We are driven by our unending passion for culture and cultural exchanges.

MISSION

CREATE A COHESIVE COMMUNITY

Culture is essential for avoiding conflicts and for conflict resolution. It is an ideal means of communicating across language barriers, empowering people and facilitating social cohesion,

CATALYSE CHANGE

Modify the cultural narratives surrounding smaller and ethnic minorities to enact a change in visions, attitudes and help to solve intractable social and economic problems

DEVELOP COLLABORATIONS

Collaborate with emerging and leading cultural, educational and social organisations to widen the impact of our offerings and reach wider audiences

PROMOTE ALGERIAN CULTURE

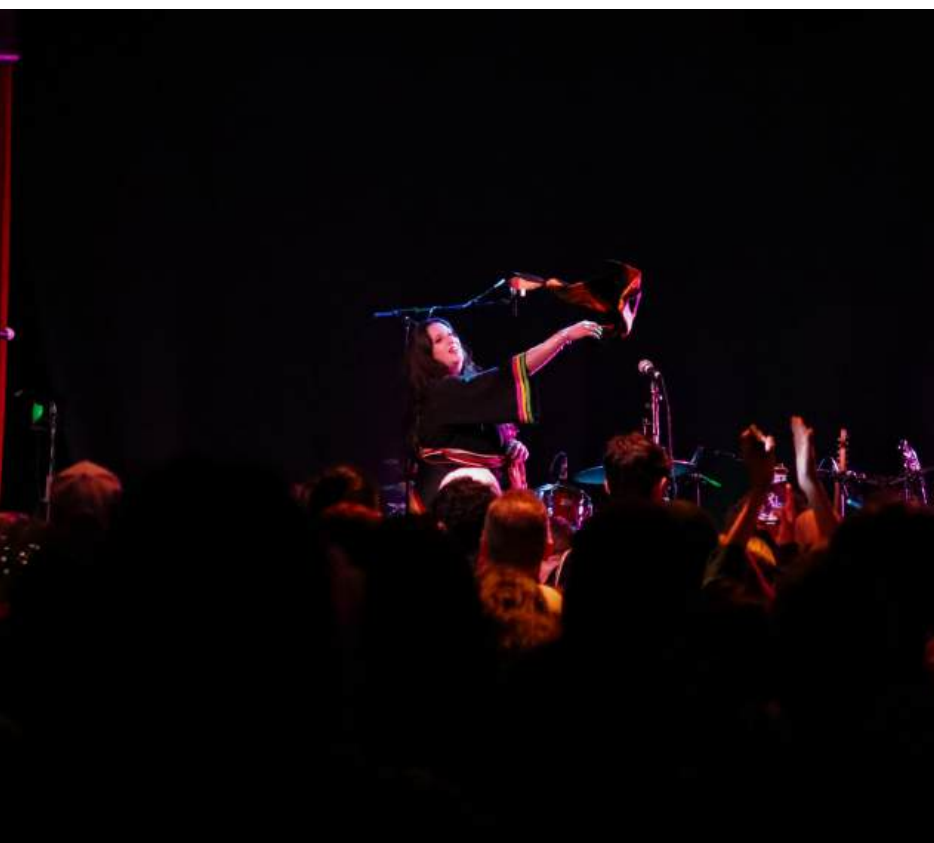
Through our events, we join the effort alongside other artists, individuals and organisation in the promotion of the understated Algerian culture.



ABOUT

DZFEST

The Festival for Algerian Arts & Culture in the UK



"The first British-Algerian Festival for Arts & Culture in the UK. A culmination and result of continuous efforts by the Algerian diaspora and the Algerian community in the UK to promote and celebrate its culture & heritage. To celebrate the British-Algerian and other hybrid cultures between two identities through the Algerian diaspora. To bring & share the much vibrant & hugely diverse yet unknown Algerian culture to all UK & international Audiences, to promote engagement & raise awareness, but also bring the Algerian communities together at a time where social isolation is increasingly becoming a reality.

Our Theme



2024 saw the second edition of DzFest, after a frank success with the 1st edition in 2022

On this this second edition

We focused on the theme of **contemporary Algerian culture**, a culture so widely consumed yet so little known.

One of our objectives is to bridge this gap and bring more representation to the UK.

This edition is another stepping-stone in an ongoing effort to make this culture ubiquitous and more mainstream.

We celebrated Raï, celebrate Algerian culture, and bring films, debates, talks, dance, songs, performances and various events around this theme.

Algerian contemporary music has a story to tell, carried by generations, this genre bridges race, faith, society and age gaps. This festival speaks to everyone!

#ExploreAlgeria



DZFEST 2024 HIGHLIGHTS



2030

ATTENDEES

72

ARTISTS

17

PROGRAMS

5

VENUES

20

VOLUNTEERS

>1m

DIGITAL FOOTPRINT



DZFEST - THEORY OF CHANGE

OUR THEORY OF CHANGE IS BUILT TO BRIDGE CULTURES

IMPACT



For the Algerian diaspora:

Increased visibility, representation, and opportunities for success within the UK and globally.



For the broader British society:

A more nuanced, positive understanding of Algerian culture, dissolving stereotypes, and fostering cultural appreciation.

OUTCOMES

FOR THE ALGERIAN DIASPORA:

- Access for Algerian artists and creators to showcase their work internationally.
- Increased sense of pride, belonging, and engagement with British society.

FOR THE NON ALGERIAN DIASPORA:

- Greater awareness of the rich artistic, culinary, and cultural contributions of Algeria.
- Enhanced intercultural dialogue, reducing stereotypes about Algeria (especially the focus on illegal immigration).

OUTPUTS

- A large-scale, **high-quality events** showcasing Algerian arts, music, theatre, film, food, and culture.
- **Collaborative projects** between **Algerian and British artists**
- **Networking spaces** and opportunities for **Algerian diaspora members to connect with global arts communities**
- Campaigns that share stories of Algerian contributions to culture and society.

AUDIENCE

- Underrepresented Artists preserving Algerian culture
- Algerian Diaspora in the UK and Europe
- Arts and Culture enthusiasts of all ages, backgrounds and gender
- Art collectors, brands, philanthropies
- Dance professionals and enthusiasts
- Students, youths

INPUTS

- **Partnerships** with cultural institutions, artists, and media platforms
- **Support from both Algerian and British community leaders**
- Access to space and audience, support for execution



THE RAÏ-NAISSANCE

The second edition of DzFest embraced the **theme of contemporary Algerian culture**. Vibrant, widely admired, yet often underrepresented on the global stage. Through the festival, we aimed to bridge this gap, bringing a deeper and more vivid representation of Algerian heritage to the UK.

This year's festival celebrated **Raï music** and Algerian culture, harking back to a time before the 90s Algerian civil war and pre-9/11, **when Algerian music flourished on the international scene**.

It was a period when Raï, with global successes like Sting and Cheb Mami's Desert Rose and artists like Cheb Khaled and Rachid Taha, brought the essence of Algeria to audiences worldwide. Yet, over the years, Algeria's cultural presence on the global stage waned, leaving a gap in awareness and representation. With this edition of DzFest, we honoured **Raï's resilience and legacy**, which has not only survived but thrived across generations and borders. Recognized by **UNESCO in 2022** as an Intangible Cultural Heritage of Humanity, **Raï, meaning "opinion"** in the Algerian dialect, has tackled taboos and societal issues while remaining contemporary, evolving as a symbol of Maghreb and North African identity.

With the success of DzFest, we are delighted to have showcased Raï music alongside a broader array of Algerian arts and experiences: cinematic retrospectives, engaging talks and debates, dance and music workshops, and live performances.

The festival **brought together Algerian artists across mediums**, from visual arts to fashion, literature, culinary showcases, and children's activities. creating the **first Algerian art fair in the UK**.

DzFest 2024 brought people together **across generations, nationalities, and communities**, strengthening cultural connections and creating new memories. This successful edition is a **stepping stone toward mainstreaming Algerian culture and celebrating its boundless creativity and history**.



OUR APPROACH

DzFest 2024 has laid a strong foundation in celebrating Algerian culture abroad, establishing itself as a cultural landmark. As DzFest continues, each future edition can deepen its influence, further bridging the cultural gap between Algeria and the UK.

CULTURAL REPRESENTATION AND AWARENESS

DzFest aims to build a comprehensive awareness of Algerian culture in the UK, offering authentic and interactive experiences that span music, art, literature, and history.

COMMUNITY ENGAGEMENT

Through workshops, talks, and interactive events, the festival is dedicated to community building within the Algerian diaspora and beyond, fostering an inclusive environment for cultural exchange.

LEGACY AND GROWTH:

As DzFest continues to grow, each edition aims to set a foundation for long-term cultural presence in the UK, establishing a sustained interest and platform for Algerian artists and heritage.

INTERNATIONAL COLLABORATION AND INFLUENCE:

By showcasing premier Algerian talents and art forms in the UK, DzFest strengthens cross-cultural ties and positions Algeria as an integral part of the global arts scene, inspiring future collaborations.

CULTURAL REPRESENTATION & AWARENESS

DzFest fostered a broad understanding of Algerian culture in the UK by offering authentic and interactive experiences across various mediums.

- **Music Performances:** Highlighting the roots and evolution of Algerian music, including Raï music with the UK premiere of the iconic band Raina Rai.
- **The Art Fest:** A pop-up mini-festival showcasing multidisciplinary art forms, including visual arts, fashion, and performances, offering insights into Algeria's creative landscape. There was something for every age group at this event!
- **Culinary Experiences:** Sharing traditional Algerian flavors to engage and educate the UK audience on Algerian culinary heritage.
- **"The Mirage" Theatre Performance:** A play about migration, reflecting the dreams, challenges, and cultural identity experienced by Algerians abroad.



COMMUNITY ENGAGEMENT

DzFest's committed to building a sense of community within the Algerian diaspora and the UK at large, facilitating cultural exchange and inclusion.

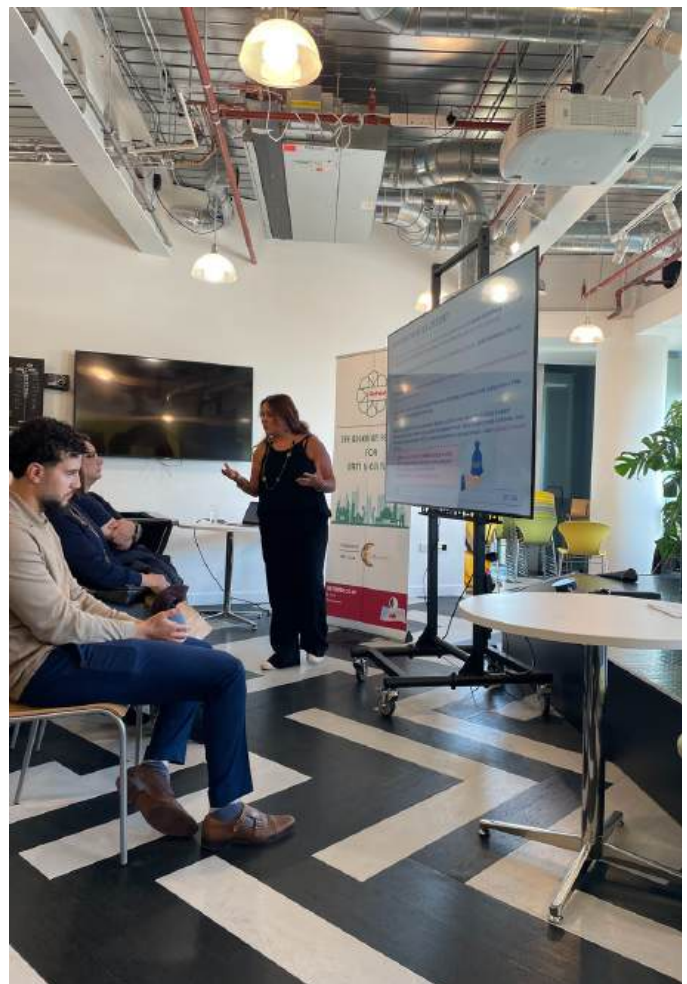
- **Arts for All Workshop:** Interactive sessions co-hosted with PACT, aimed at aspiring artists and professionals to explore the UK's arts scene and access funding.
- **Dance Workshops** with Hayet Amar: Learning traditional dances (Chaoui, Naili, Kabyle, and Allaoui) that connect participants with Algeria's cultural roots and folklore.
- **Interactive Sessions:** Bled Musique allows participants to explore Algerian music through nostalgic 90s & 2000s music videos, bridging generations and communities. Featuring a DJ set with Cheb Mimo
- **Singing Workshop** by Yaz Fentazi, An introduction to Arabo-Andalusian music, connecting historical roots to Algeria's classical sounds for deeper cultural appreciation.



LEGACY & GROWTH

Each edition of DzFest aims to establish a lasting Algerian cultural presence in the UK, creating a continuous interest and platform for artists and heritage.

- **Literature Discussions & Book Signings:** Engaging conversations with authors like Hamza Koudri, exploring works such as *Sand Roses* that highlight Algerian historical and cultural narratives.
- **Networking Opportunities:** Pre and post-event gatherings with artists, professionals, and like-minded individuals, designed to foster a network for ongoing cultural initiatives.
- **Theatre:** A 12-member crew presented a relevant and impactful play that illuminated important issues surrounding immigration for British audiences.
- **Dance in Liverpool:** Enriching the cultural landscape of the UK through our dance workshops held in Liverpool.



INTERNATIONAL COLLABORATION & INFLUENCE

By introducing Algerian arts to the UK, DzFest aspires to enhance cross-cultural connections and establish Algeria as a significant contributor to the global arts landscape.

- **Film Q&A with Brita Landoff:** Engaged in discussions about rare documentaries such as "A Little for My Heart and A Little for My God," promoting dialogue on overlooked cultural narratives.
- **Talks and Debates:** The Orient Express: Next Stop, Algeria, presented by Nada Kureish, delved into decolonial narratives and the intercultural impact of Algerian identity.
- A showcase featuring creations from our exhibiting Algerian French fashion label, **BADROUNY**, based in Paris.



IMPACT INSIGHTS



90%

attendees reported feeling **more connected to Algerian artists & cultural representatives** after attending DzFest.



75%

reported that DzFest significantly **influenced their understanding of Algeria** beyond common **stereotypes** or associations with **immigration**.



98%

likely to **recommended** Dzfest to others in the community.



60%

responded DzFest helped **challenge previous assumptions**, moving beyond **limited media portrayals** associated with Algeria.

Thank you so much for organising such a special event! From the fashion show, singing workshop to the Sand Roses book talk. I have had exposure to Algerian businesses and people that I would have never had outside of DZ Fest. Finally a huge thank you for bringing Raïna Rai to London. So many special memories were made with family and friends (old and new!) and it is truly something I will hold in my heart forever! I cannot wait for the next events in the DZ Fest calendar!

Amazing experience and I am very excited for next year!! :)

It was **my first time attending a cultural event where Algeria took centre stage**, and it was truly enlightening to witness their progression in various creative fields, such as art, film, and fashion. The **blend of cultures and the opportunity to learn more about Algeria's contributions in these areas was a unique and positive experience**.
I would certainly attend similar events in the future and look forward to seeing more.
Thank you to the organizers for all the hard work in putting together such an enjoyable and enriching event.



IMPACT STORIES

FOR BUSINESS

Djamel AIT-IDIR

KHAMSA RESTAURANT OWNER



Being part of DzFest felt like **reconnecting with family I hadn't seen in ages**; there was a strong sense of familial connection. **From a business perspective**, my participation was not solely focused on selling my confections; it was also an **opportunity to showcase Algerian culinary art** as a whole, particularly to those who may not be familiar with it.

Witnessing people buying my cakes, especially those not from Algeria, **brought me immense joy**. The experience was even more intriguing when they inquired about the origins of the cake names –questions I was well-prepared to answer, as it is my speciality. It was **truly heartwarming** to see **so many individuals interested in Algerian cuisine**.

CHALLENGING STEREOTYPES

A few Algerian women **asked if the lady with me had made the cakes**, they were surprised to learn it was me.

I welcome constructive criticism as it is essential for the success of any business. I put a lot of love & passion into what I create, whether it's food or cakes. I don't cut corners and avoid using anything artificial, and **I am proud to promote Algerian cuisine here in the UK**.

The **feedback I received was overwhelmingly positive**. people initially bought just one cake. However, within a few minutes, I noticed them returning with larger orders, and some even took my number to place future order.

As an established business, DzFest allowed me to meet my customers in a new setting. This **safe environment facilitated detailed discussions about future orders and possible collaborations**. Some festival attendees were pleasantly surprised to discover that my restaurant offers not only **food** but also **traditional Algerian cakes**. Platforms like Dzfest have been instrumental in raising awareness about my business and my work.



SALES

100%



IMPACT STORIES

FOR ARTISTS

IMENE MENAD

CO-FOUNDER BAHATA THEATRE



Being part of DzFest means **joining a supportive community** that **celebrates and empowers various aspects of Algerian culture**, both personally and professionally.

DZFest supported us not only by **providing financial backing**, and **marketing**, but also by **trusting our creative process** and giving us the freedom to bring our vision to life.

DZFest **shines a spotlight on Algerian culture in the UK**, attracting a diverse audience. It allows us to share our heritage, enriching the cultural landscape and connecting different communities through shared humanity.

DZFest **gave me the confidence to pursue my artistic journey** further, while also opening up **opportunities to connect with other professional** in the field to build stronger **foundations for future projects**.

Beyond our own performance, it was inspiring to **discover other Algerian artists** and explore our culture through workshops and talks.

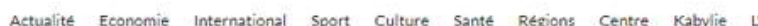
Platforms such as DzFest are **essential for emerging artists** as they offer **exposure, collaboration**, and a **deeper connection to our heritage**.



SOLD OUT

100%





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Du 14 au 29 septembre courant, les organisateurs de cet événement tenteront de faire connaître davantage le patrimoine national à travers une «célébration immersive de la culture algérienne contemporaine». Pour cette année, lit-on dans un communiqué de DzFest, le thème choisi est «Une



NEWS WHAT'S ON OUR WORK THOUGHTS ABOUT CONTACT US



In these interactive dance workshops, explore Algerian Folk dance with Hayet Amar - a specialist in North African traditional dance forms - and Liverpool Arab Arts Festival.


Cheol (sha-wi) Dance Workshop

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IT'S A WRAP!

 This edition of DzFest marked a significant milestone in the broader effort to establish a platform for Algerian voices and heritage in the UK and beyond.

As we progress, DzFest will keep evolving, uniting various expressions of Algerian art, music, and culture, while presenting them to audiences who are keen to delve into Algeria's distinctive cultural narrative.

Our goal is to guarantee that Algerian artists and culture remain integral to the conversation, enhancing the cultural landscape in the UK.



TEAM

RACHIDA LAMRI

Creative Director



Founder and Creative Director Rachida works as a Finance professional but is an artist at heart and so, she is a writer, blogger and a musician, she was a member of the Arabo-Andalusian London-based orchestra "Al Andalus Caravan" and she regularly performs with British-Algerian band El Andaluz. Rachida's main objective has always been to promote Algerian culture.

KARIM DELLALI

Executive Director



Executive Director - A veteran of Algerian and world music, Karim is a founding member of Culturama and a member of El Andaluz band and Fentazia bands, as a musician, percussionist and drummer, Karim performed all over the world with various big names. Karim always strives to promote Algerian culture and music through all of his multiple and successful projects. He always Dj's and plays as DJ Afrokazbah

POOJA RAVINDRA

Project Manager



An Impact Investing professional and seasoned Intrapreneur, with diverse experience across multiple sectors. Driven by a desire to propel the cause to new heights, Pooja joined DzFest to craft a robust Theory of Change and fortify its impact footprint. As a program manager, she also navigates day-to-day activities and facilitates seamless coordination, to ensure the smooth execution of the program and its overarching objectives.

SALIHA SEMAR

Press Officer



As Journalist and press correspondent for several years, Saliha accumulated great knowledge of Algeria, its history, culture and arts. She is always heard saying "I am proud to be part of this beautiful cultural and artistic patchwork" She works at the NHS, where she developed excellent communication skills.

**and our wonderful volunteers
we wouldn't have been able to do it without them**



ABOUT OUR

SPONSORS & Partners!

A HUGE THANKS TO OUR FUNDERS & PARTNERS FOR MAKING OUR WORK POSSIBLE!



PARTNERS & VENUES



RICH MIX



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CULTURAMA | DZFEST

Email/

info@culturama.co.uk

Website/

www.culturama.co.uk



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