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Instrumental Group and Chorus Andes Music Embassy, Tilcara *Argentina*

Good Practice

New for 2002

- Categories:**
- Children and Youth:
 - recreational/ cultural programming
 - Social Services:
 - education
 - recreation
 - Civic Engagement and Cultural Vitality:
 - community participation
 - expression and animation
 - social and cultural vitality

Level of Activity: Regional (international)

Ecosystem: Coastal

Summary

The Embajada Musical Andina (EMA) is an instrumental group and chorus formed by children and youth from Antofagasta (chile), Tilcara y San Salvador de Jujuy (Argentina) and Cochabamba (Bolivia) that has been working for cultural integration through music since 1993.

The methodology for work has been the following: The Director selects the repertoire that should be practised throughout the year in each local workshop, together with musical co-ordinator. This repertoire is assembled in bi-annual get-togethers in Tilcara. This get-together awakens and models the huge range of feelings particular to adolescents, accentuated by the different cultures.

In its nine-year life, the EMA has presented its message of peace and integration in the most prestigious concert halls of Argentina, Chile, Bolivia, Venezuela and Francia, among which it is worth mentioning "Col?n" and "Cervantes" Theatres in Buenos Aires; and the UNESCO and "Opera de la Bastilla" in Paris. Besides these presentations, the EMA never abandons the task of taking the music where it cannot reach, institutions such as prisons, hospitals and homes for the elderly.

The EMA was named by the UNESCO in 1998: "Embajadora de paz ante la juventud" (Peace Ambassador to the Youth) and in 2001, it was chosen as the only South-American chorus member of the EU International Federation of Choruses, and was named "Cultural Ambassador".

Since 1999, the EMA uses the profits made by a Restaurant to support financially the working and continuity of its pedagogical tasks, due to the lack of any other external financial support.

Narrative

SITUATION BEFORE THE INITIATIVE BEGAN

As a consequence of a process of cultural, social and economic dislocation in the towns of Los Andes, the children and youth do not find mediums for the development of their creative and artistic capabilities, which puts in risk their capacity to face the challenge of a shared and sustainable development.

ESTABLISHMENT OF PRIORITIES

? To revalorize the music and all its genres, as a way of encouraging understanding, respect, peace, communication and solidarity among nations.

? To provide a place where young people can be welcomed, listened to and comforted through artistic activities related to their own goals.

? To encourage among the youth interpersonal and inter-communal experiences of Latin-American integration.

These priorities were established by the Director of Música Esperanza - Tilcara in a joint work with a team of assessors and the Founder of Música Esperanza, the pianist Miguel Angel Estrella from Tucum?

FORMULATION OF OBJECTIVES AND STRATEGIES

? To encourage among the youth, interpersonal experiences of Latin-American integration through the bi-annual get-togethers. With that purpose in mind, and with the help of donations, a house was bought to accommodate the youth during the meetings.

? To take profits from the music as a tool for cultural integration, on the basis of the knowledge of other music genres that can be taught by the children and youth themselves.

? To get in touch with entities interested in providing support to this activity. Up to the present, the institutions that have helped are, among others: the UNESCO, the Ministry of Education and Culture, the ISO, the local authorities of the four cities, Música Esperanza Internacional, and volunteers from all over the world.

These objectives were established by the Director and the young people themselves.

MOBILISATION OF RESOURCES

The resources came from two different sources:

The financial, technical and human resources obtained on our own.

? Bar and Restaurant of Música Esperanza, which provides presently almost %100 of the financial support necessary for each meeting;

? Communal Women's Bakery;

? Female agro-alimentary plant for the dehydration and preservation of fruit and vegetables;

? Volunteer teachers in Tilcara, Bolivia, Chile and France that take part with their knowledge in different technical, artistic and social fields.

With external financial support.

? In 1998 a house of 300 m² and a land of 2500 m² was bought in Tilcara, thanks to "Un Monde Par

Tous" Foundation and private donations, which provided an opportunity for the systematisation of the experience of the EMA, creating the "Centro Andino para la Educaci?n y la Cultura" (CapEC) [Andes Centre for Education and Culture];

? Financial support from the UNESCO for the music tours and the organisatin of the music workshops in Chile, Bolivia y Argentina;

? Donations from French and Argentinian friends;

? Financial support from the Ministry of Culture and Education Provincial and National;

? Financial support the Ibero-American States Organisation and the Air France Group for the tours in Venezuela and France respectively.

PROCESS

Problems:

In these times of economic crisis, almost no governmental or private organisation invests money in artistic activities. In 1999, the financial support that made the activities of M?sica Esperanza - Tilcara possible stopped.

For that reason, a restaurant was created, which provides the self-sustained resources necessary for the three annual meetings of the 50 Bolivian, Chilean and Argentinian young people that form the Embajada Musical Andina (EMA).

However, the profits from the restaurant help to continue with the activities of the EMA, but do not let the enlargement of the infrastructure to accommodate more people, nor finance national or international tours.

At present, there exists the intention to record two CD albums in January 2002 with two objectives in mind:

To register the work done since 1997 up to the present.

To use the profits from the marketing of the album to enlarge the infrastructure in order to accommodate more young people, since the existing infrastructure makes it impossible to meet the demands of the three countries.

The major obstacle for the realisation of these plans is finding a source of financial support for said recording.

Participation:

Since 1993 more than 200 teenagers have taken part in the EMA. The project has done, from the beginnings, a joint work with the family of each member. At present, the people involved in the initiative are:

? 50 young people and their families;

? 10 members of the staff of the CAPEC and the Restaurant;

? 50 children and young people from other music workshops of the CAPEC that take part in the rehearsals;

? 25 people in Argentina, Chile, Bolivia and France that voluntarily co-operate with the EMA.

RESULTS ACHIEVED

Thanks to the success with the experience of the EMA, M?sica Esperanza - Tilcara was able to buy a house, which lets us keep the music as a tool for integration, strengthening the identity and the creativity in two concrete programmes:

Stimulation through art for children 3 to 8 years old. Financially supported by the foundations Antorcha and Arcor.

Socio-Musical promoters. Associated with the Swiss Foundation AVINA, the Socio-Musical Promoters project was established, by means of which 30 young people will be trained to expand the

experience of Música Esperanza and the EMA in different communities on the basis of a perspective of human development through culture and music.

The global development strategy that is being implemented in Jujuy by different foundations led by the leading partners of the Foundation AVINA (FUJUNDES, CONDOR, FORINIS, etc.) and in which Música Esperanza - Tilcara takes part, involves working in different towns and communities of the province on the basis of the diversity and complementation of the actions taken by multidisciplinary agents.

The work of the AVINA network promises a change in the policies towards a top-down development model that regards everyday life also as culture. In this sense, we are heading towards a strengthening of the institutions at a provincial level.

Have there been any changes in people's attitudes and behaviour?

School authorities and many families have become aware of and have been persuaded into regarding education through the arts in the creativity of the children and youth as an important issue.

Most of the young people who have taken part in the EMA have internalised this experience and transferred it to their own lives, which multiplies the experience.

SUSTAINABILITY

? Financial:

The EMA needs \$15.000 for its three annual gatherings. The profit made by the Restaurant Música Esperanza in 2001 and used for those gatherings was \$12.500. The rest of the money was obtained by means of performances carried out through an agreement with the Secretary of Culture of the province and different local authorities.

? Social and economic:

The issues of the prevention and handling of the conflicts (of gender, equality and social inclusion) constitute a key element. Regarding this, the following themes are part of the strategy and pedagogy of Paz de Música Esperanza - Tilcara since 1986:

? the practice of permanent dialogue

? tolerance for differences (cultural, in opinions, etc.)

? the avoidance of discrimination in all its forms

? the revision of past conflicts and the possibilities of eventual conflicts in the future.

? Cultural:

The identification of local potentialities, the respect for other cultures is crucial. The concern for social improvement makes us not only take into account the objectives presently macro-related to the stability but mainly think of the micro, of the potentialities of the people, of the capacity of the mass to provide intelligent responses from within their technological threshold and of the capacity of the policies to generate the conditions necessary for the creation of innovating, intelligent and democratic alternatives. In other words, to start to work mainly on local developments; in the recognisance of the cultural potentialities and the mass pluralities; to start to think of development no longer as an arrow but as fireworks.

LESSONS LEARNED

The information must be the basis for every social experience. Regarding this, the creation of a database - strategic information - is essential to be used not only at an academic level, but also at a communal one.

To redefine the concept of "quality of life". The life quality measurement should be based on the

cultural components of a territory through the identification of the needs of the population in a specific territory.

It is essential to become an organisation flexible to its context. Since the context is constantly changing, the organisation should be ready to provide new responses for the problems of the context.

It is essential to become an organisation flexible inside. It should be flexible inside so that the actions are joint and not bureaucratic. A good technique is the FODA analysis, which measures the strengths, opportunities, weaknesses and threats within an organisation.

The ultimate aim of our project was to generate social processes, not products. In other words, the objectives are simple raw materials.

TRANSFERABILITY

M?sica esperanza from Argentina has adopted many initiatives from the EMA and M?sica Esperanza - Tilcara.

See the five points listed above under the heading "Lessons Learned".

References

Excerpts from some comments in foreign and local newspapers about the "Embajada Musical Andina"

Title of the article: "Embajada musical Andina, un mensaje de Esperanza" [EMA, a message of hope)
"Quixotic but not messianic task, the concrete objective is to give a message of integration peace and hope to those people who can listen to them and create a mutual objective so that the public can leave, for a couple of hours, their hates and selfishness aside, and finally make them feel that not everything is lost, that human beings hide wanders that glorify and elevate them."

Source: "Opinion", Cochabamba, Wednesday January 13th 1999, page 6B.

Title of the article: "J?venes de tres pa?s lanzaron la Embajada Musical Andina" [Teenagers from three countries have launched the EMA]

Author: Gabriel Giubellino

"They perform for free and do not talk about political parties nor symbolic or real wars. Theirs is love and peace."

Source: "Clar?", Buenos Aires, Sunday July 19th 1998, page 44.

Title of the article: "Forjar el esp?tu con el canto" [Strengthening the spirit with music]

"I think that many of the problems of the culture is that it locks itself up and dies. The key of this lack of openness affects mainly the children. It is them with whom we must work, because a nation that is smashed is one that does not to express itself."

Source: "La Naci?n", Buenos Aires, Sunday November 19th 2000. Section 9 /page 5.

"(...) The group of South-American teenagers from Bolivia, Argentina and Chile that are presently on a tour in France under an initiative from the Fondaci?n M?sica Esperanza have been welcomed in the Town Hall. The local authorities have been able to congratulate and thank them for the quality of the show performed in the theatre on Sunday. (...) The citizens have also been able to notice the spontaneity and richness of these young people that sang "a capella" and with a very professional attitude a Renaissance melody in the Notre Dame de Fontenay Church (...)

Source: "Ouest France" Newspaper, December 21st 1993, Fontenay, France.

"(...) Music has no frontiers, it became evident again on Thursday in the hall of "La Maison du Peuple", where an extraordinary atmosphere prevailed for three hours during a concert given by the teenagers of M?sica Esperanza. The local authorities of the city emphasised the quality of the interpretation and the joyfulness of the teenagers..."

Source: "The Journal de Millau" Newspaper, Thursday 30th December 1993.

Title of the article: "Recepci?n llena de emoci?n por el coro M?sica Esperanza" [Welcoming full of emotion with the chorus M?sica Esperanza]

"(...) The music fills and circulates through the corridors of the "Hotel de Ville". Thirty teenagers, under the direction of Susana Mureau, are showing the beauty and the strength of their voices. The assistants are startled, fascinated. And when the performance is over, the people are "speechless", before they acclaim these young people that have come especially from the American continent..."

Source: "Midi Libre" Newspaper, 25-12-93

Title of the article: "Un espect?lo de gran belleza" [A show of great beauty]

"What a night! What a pleasure for the ears and for the heart! They were delightful, these teenagers from South-America..."

Source: "Sud Ouest" Newspaper, Dordogne, Concert 6-1-94, Templo de Bergerac.

Title of the article: "Excelente Embajada Musical Andina"

"(...) Music, singing, poetry and a call for integration (...) Candles, poetic texts that talk about the integration of Latin-America and an excellent music accompany the proposal of the Embajada Musical Andina (...) Songs sang "a capella" and others accompanied by a great level Instrumental group from Cochabamba captivated the audience due to the quality of the interpretation and the arrangements made. The enthusiasm of these young people moved the assistants, specially with the national songs."

Source: "Presencia" Newspaper, "Puerta Abierta" Magazine, La Paz, Bolivia. 11-2-1999-11-25

Title of the article: "Con el sello de M?sica Esperanza, impacta desde un primer contacto" [With the seal of M?sica Esperanza, it causes impact with the first CD]

"(...) The CD unites voices and instruments from the Music Workshops of the Andes Integration from M?sica Esperanza Argentina, Chile and Bolivia. (...) The CD is extremely illustrative, both in its presentation (which is accompanied by a very interesting booklet) and in the selection of the songs that vary from a XVIII Century antiphon to the most authentic and popular folk songs. Everything justifies the sponsorship of the UNESCO and the National Secretary of Culture."

Source: "El Preg?n" Newspaper, San Salvador de Jujuy, Wednesday February 10th 1998.

Key Dates

May 1993: Creation of the instrumental group and chorus Embajada Musical Andina.

January 1994: Presentation in the UNESCO in Paris.

July 1997: Recording of the first CD album of the EMA.

July 1998: The EMA is named "Embajadora de paz ante la juventud" (Peace Ambassador to the Youth) by the UNESCO.

April 2001: The EMA is chosen as the only South-American chorus member of the EU International Federation of Choruses, and was named "Cultural Ambassador

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Title of the article: "Forjar el esp?tu con el canto" [Strengthening the spirit with music]

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Type of Organization: Local Authority

Nominating Organization

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Type of Organization: Local Authority

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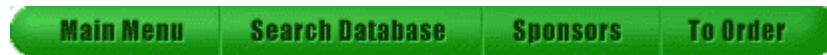
75004 Paris.

Type of Organization: Central Government

Type of Partner Support: Financial Support

Financial Profile

Year: 2001Total Budget (US\$): 15.000Contribution of the M?sica Esperanza Restaurant (% of the budget) 83%Contribution of the Secretary of Culture of the Province and Local Authorities from la Quebrada(% of the budget) 17%Year: 2000Total Budget (US\$): 23.829Contribution of the Ibero-American States Organisation for the Tour in Venezuela (% of the budget) 61%Contribution of the M?sica Esperanza Restaurant(% of the budget) 39%Year: 1999Total Budget (US\$): 21.500Contribution of private companies for the Tour in Bolivia(% of the budget) 60%Contribution of the M?sica Esperanza Restaurant(% of the budget) 40



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