



HUB

OF EXPRESSION
AND EXPERIENCE

PROJECT REPORT

(2019 - 2020)

PROJECT DEVELOPER:
HENI MAATAR

HUB?

The HUB *of expression and experience* is a creative project that aims at engaging youth into didactic and interactive activities around music, lyricism and artistic expression.

The project is composed of a series of workshops (didactic) and open stage events (interactive).



HEMGÅRDEN

Kiliansgatan 11, Lund



November 2019 - Ongoing

BACKGROUND

There is a big step between the rehearsal room and the stage. A wide psychological gap between the lab of rough creative process and the stage of “no mistakes”, stage-fright, expectations and pressure.

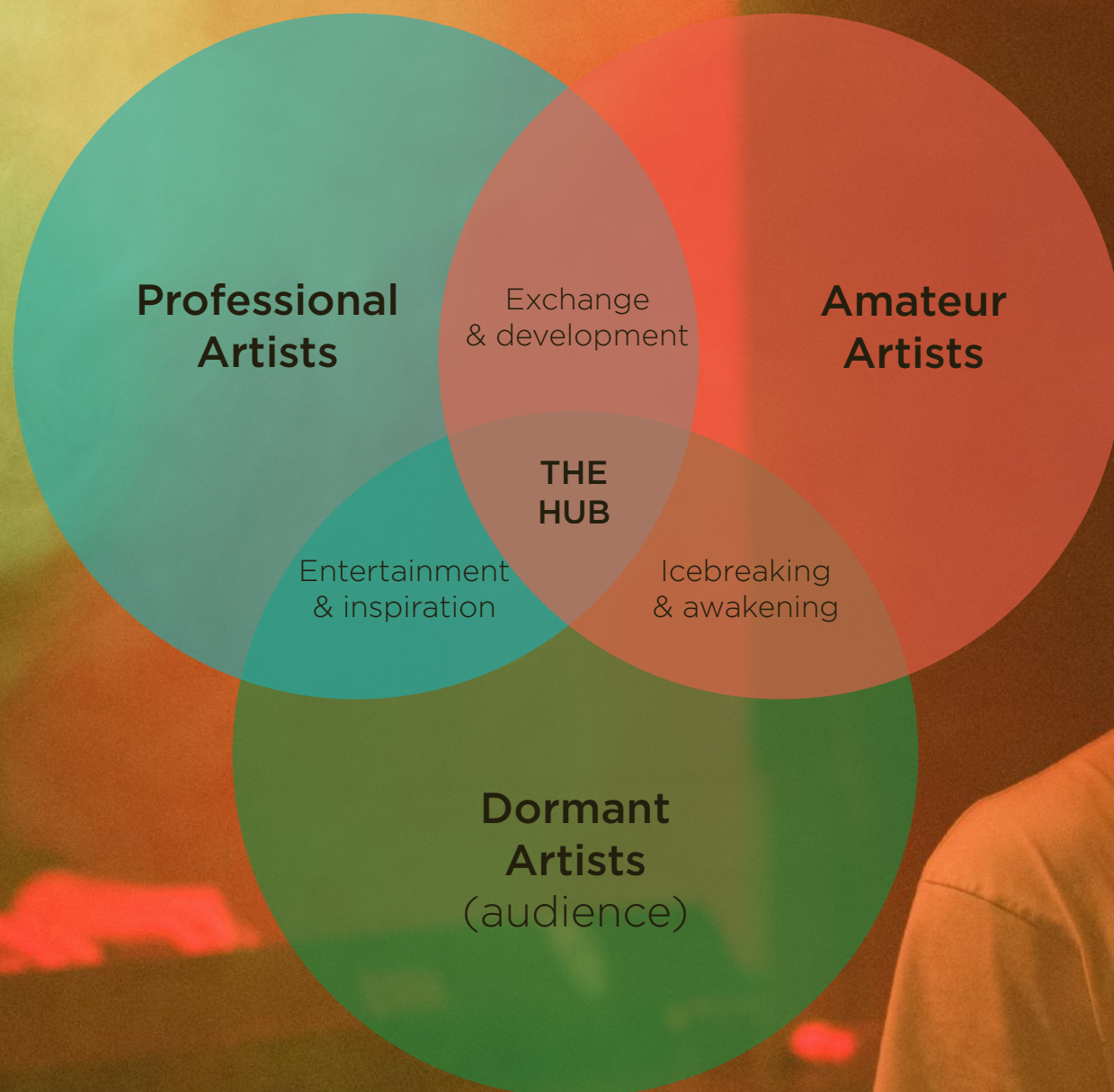
Stemming from this realization, the HUB was developed to bridge both of these worlds and create an intimate interactive space of musical and lyrical expression with no strings attached within a scenical setup. A sort of rehearsal, jam session and open mic session yet in the frame of a concert.

In addition, the democratization of art has brought to the world generations of creative individuals that seldom find a chance to perform on a stage or in front of an audience. The Hub is a non-formal stage that helps new artists contextualize their artistic efforts.

TARGET GROUPS

- Amateur artists
- “Dormant” artists
- Professional artists
- All ages and all cultural and musical background

DYNAMICS



ROLES:

During the open stage event 3 youth leaders assist each other to conduct the activity. Roles spread as follows:

- 1. Receptionist:** welcome participants and potential participants, make sure they become members at Hemgården and motivate the shy and hesitant audience to take part in the event. The receptionist is at the frontline of the event, he/she stirs the attendees and drives them towards the stage.
- 2. Coordinator:** animate the session, break the ice with the participants, arrange and program the different sessions and participants list, come up with thematics and initiate ideas around which a jam could evolve. DJ and play instruments.
- 3. Technician:** sound and light control and adjustments, co-animating the session, filming, recording and broadcasting live on social media if possible.

Roles are interchangeable between staff during breaks.

WORKSHOPS

WORKSHOP	QUANTITY	PARTICIPANTS
Beatmaking	17	73
Djaying	12	34
Sound technique in live context	4	8



WATCH TRAILER ON YOUTUBE

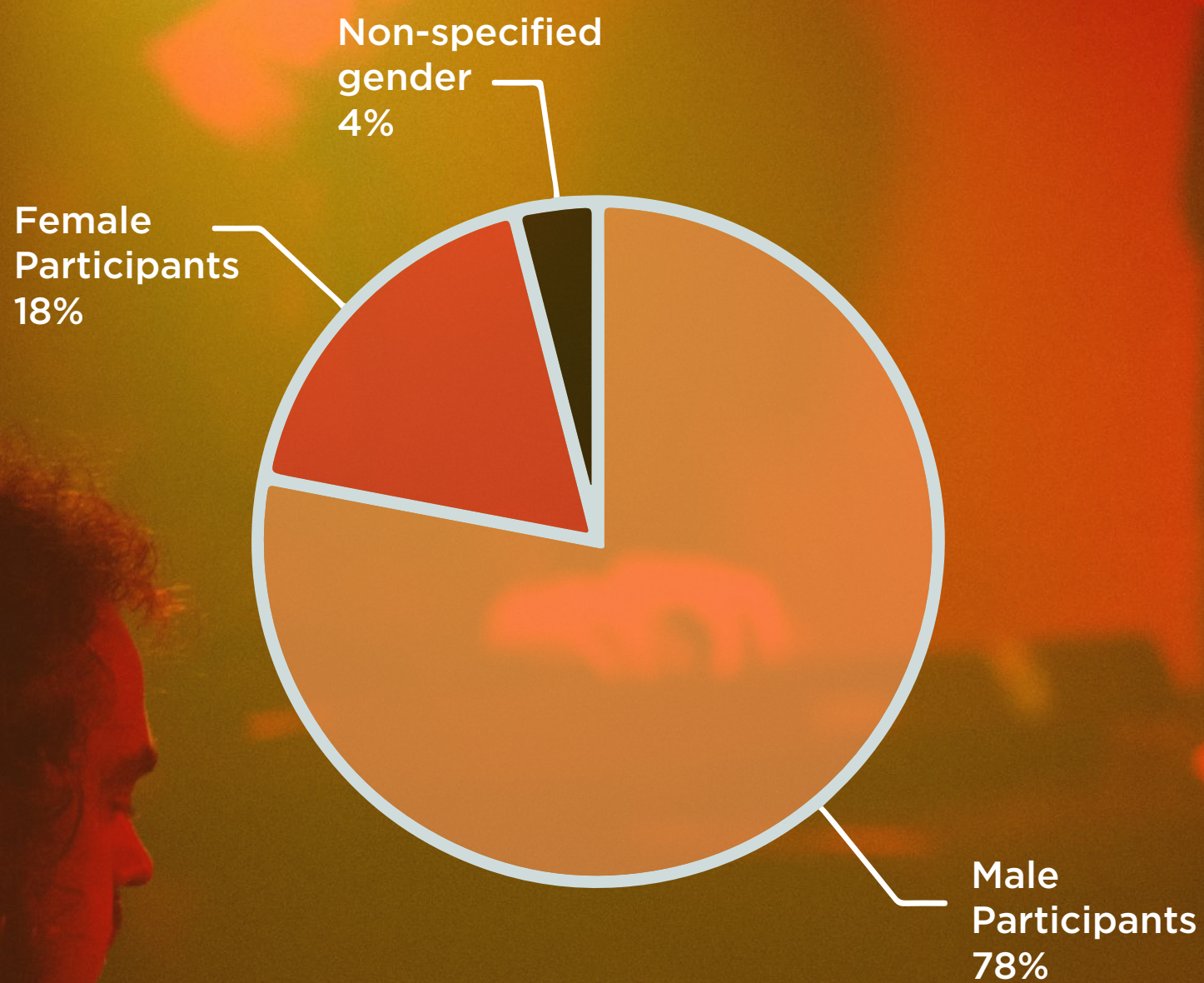
OPEN STAGE

	DATE	PARTICIPANTS
HUB#1	22/11/2019	250
HUB#2	06/12/2019	240
HUB#3	21/02/2020	280
HUB#4	28/08/2020	42
HUB#5	25/09/2020	60
HUB#6	23/10/2020	80



WATCH TRAILERS ON YOUTUBE

CHARTS



This chart points out the future challenges of attracting a more balanced palette of participants in terms of gender to the project.

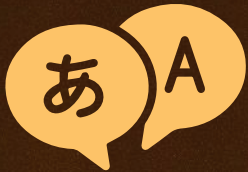
It remains a challenge to reach out to a specific community and develop a communication strategy that guarantees such results.

Social media marketing allows targeting audience by gender as well as other criteria. However, we have not focused much on online marketing as we relied on local communities to show up. Also, the pandemic hindered us in communicating freely and inciting more/new people to participate.

This next chart displays the unfortunate impact of COVID19 on the open stage events in terms of attendance. We were forced to cancel open events and we had to shift our focus and energy towards pair and individual activities/workshops. At a later stage we managed to develop a “limited edition” of the HUB event which required a serious limitation of participation, hygienic regulations and more staff to be involved.



18



LANGUAGES

Multi-culturalism is one of the strongest aspects of the HUB open stage events. Some of the languages that interacted on stage during the different jam sessions and open mic:

Arabic, English, Spanish, Foula, Bambara, Mandarin, Croatian, French, Dari, Persian, Tigrinya, Amhari, Kurdish, Turkish, Greek, Albanian, Somali, Serbian...



Photo: Yazan Saad



THE #1 HUB
OF EXPRESSION
AND EXPERIENCE

22
NOVEMBER
KL 18:00

OPEN MIC
SLAM - POETRY
JAM SESSION

ESN

THE #2 HUB
OF EXPRESSION
AND EXPERIENCE

06
NOVEMBER
KL 18:00

OPEN MIC
SLAM - POETRY
JAM SESSION

ESN

THE #3 HUB
OF EXPRESSION
AND EXPERIENCE

21
FEBRUARI
KL 18:00

JAM SESSION - OPEN MIC
SPOKEN WORDS - POESI

ESN

THE #4 HUB
OF EXPRESSION
AND EXPERIENCE

28
AUGUSTI
KL 18:00

JAM SESSION - OPEN MIC
SPOKEN WORDS
POETRY

ESN

THE #5 HUB
OF EXPRESSION
AND EXPERIENCE

25
SEPT
KL 18

KREATIVA NKUBATORNS
HAKEEM MARTIN
LIVE SHOWCASE
+ CASH-TILE - AP-S P RE-ORDIN

JAM SESSION - OPEN MIC

ESN

THE #6 HUB
OF EXPRESSION
AND EXPERIENCE

23
OKTOBER
KL 18:00

JAM SESSION - OPEN MIC
SPOKEN WORDS - POESI

ESN