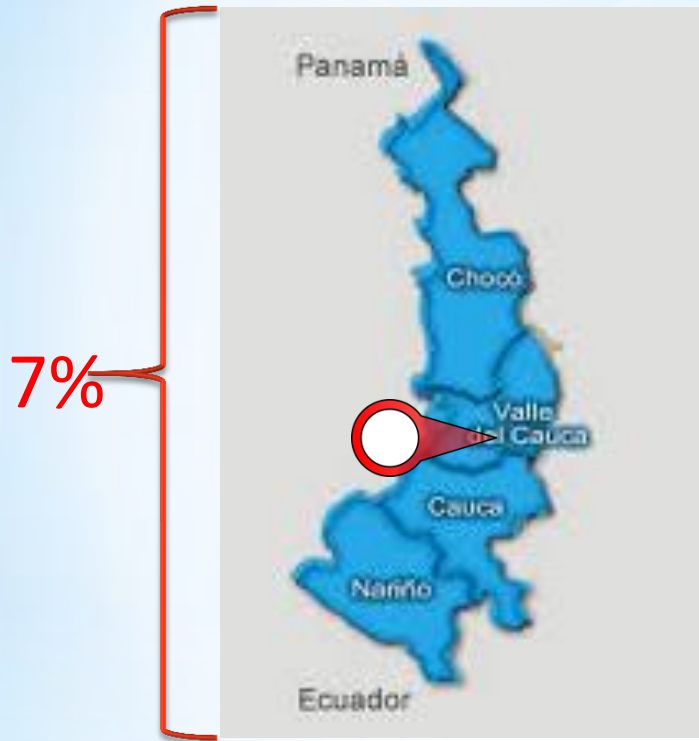


# “Musical territory in the Colombian Pacific Coast”



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# The Pacific Region-Santiago de Cali



Cali Population	2,394,925
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Black Population	"26%" - 60%
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# Pacific Music Festival Petronio Álvarez

In August 1997, the first Pacific Musical Festival “Petronio Álvarez” was held in Cali, Colombia. This cultural event had the purpose of linking the identities of the peoples living in the Valle del Cauca region and the Pacific coast.

**2016**

- ✓ 245.000 attenders
- ✓ 530 Guest artists
- ✓ 44 selected groups to participate = 484 artist

## Early findings

- ✓ Provide the environment to make dialogue throughout all cultures around the Pacific region
- ✓ Made possible cultural plurality
- ✓ Strengthen the traits of Pacific's local identities
- ✓ Social recognition and new ways to be inserted in the national concept
- ✓ Social integration for people through cultural identities



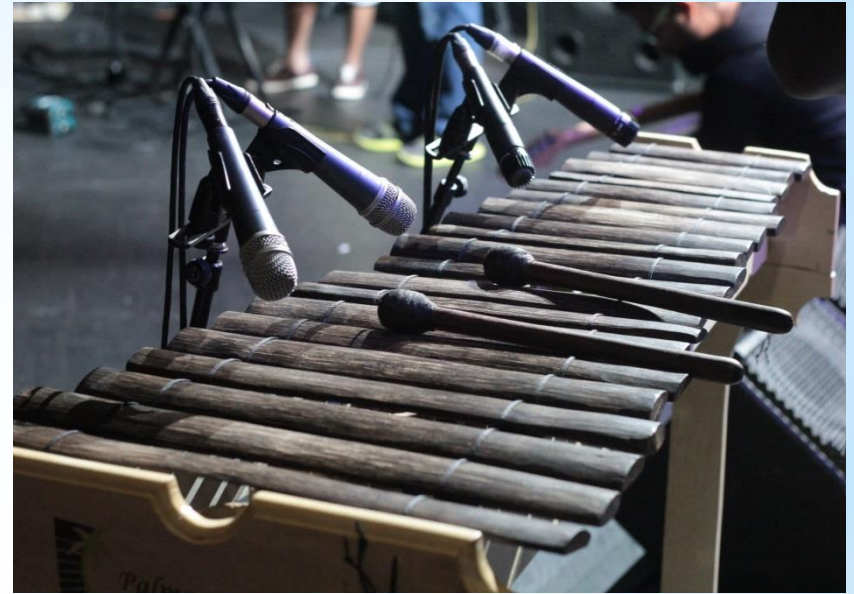
# Early findings

- ✓ Territorial recognition
- ✓ Visibility of black communities from the Pacific region
- ✓ Setting up new musical referents



# Early findings

- ✓ New aesthetics has been established
- ✓ Pacific population feels proud for their hometown, culture and way of living together (“modo de convivencia”)
- ✓ Has triggered a social structure which supports the production, experimentation and exchange of cultural products and experiences



# Productive chain of the Pacific Music subsector

## Organizational Environment

Sayco; Acimpro; Superintendency of Industry and Commerce; National Bureau of Copyright; National Cultural Information System; National Network of Traditional Colombian Music Festivals; Latin American Copyright Observatory; Ministry of Commerce, Industry and Tourism; Ministry of Culture; Municipal Secretariat for Culture and Tourism (Cali); Ministry of Social Protection; Universities; Music academies; (PRANA); Culture and Economics Observatory; Artists foundations and associations; Joint Fund for the Promotion of Arts and Culture in the Valle del Cauca; Cultural development centres; Cultural Managers Network; Female Folksingers Network; Cultural Industries Project -BID; OMC; Association of Performing Arts Presenters (APAP); Colombian Network of Universities with Cultural Management Programmes; Technical Committee on the Competitiveness of the Cultural Industries; Entrepreneurship Group; Colciencias; Bancoldex; Proexport; UNESCO, ONUDI and UNCTAD.

### Standard instruments

- Keyboards
- Electrophones
- Idiophones
- Aerophones
- Chordophones
- Membranophones

### Traditional instruments

- Idiophones
- Rhythmic Percussion
- Melodic percussion

### Inputs

- Folk masters
- Authors
- Composers
- Singers
- Arrangers
- Musician
- Directors
- Technicians
- Producers
- Luthiers\*
- Managers
- Cult. Heritage

### Artistic creation

- Composition
- Musical Scores

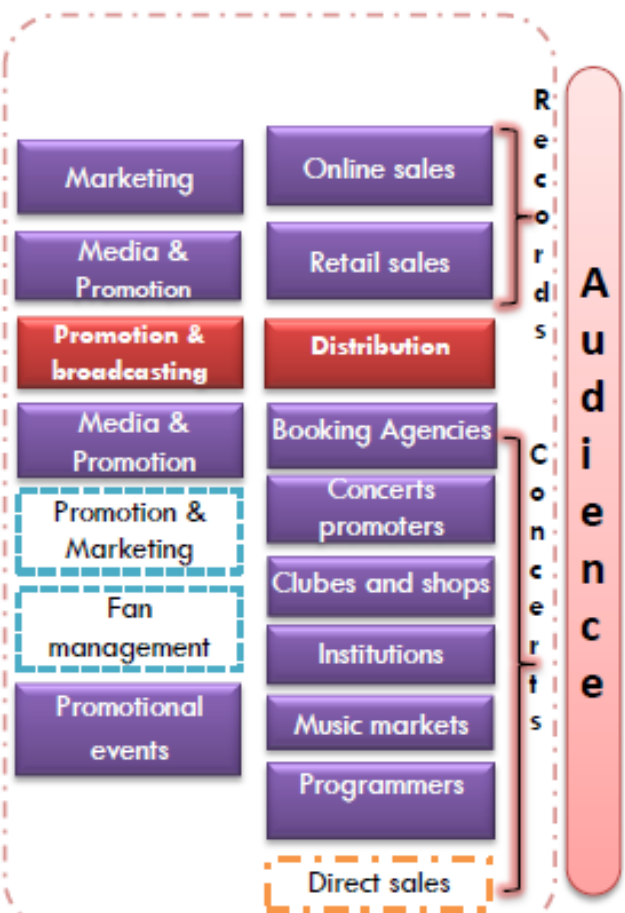
### Phonographic pre-production

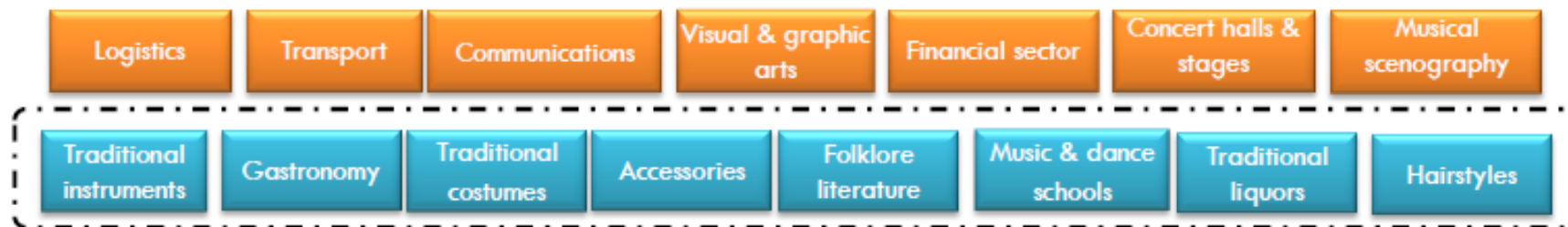
- Rhythms
- Harmonies
- Melodies
- Artistic repertoires

- Contracts
- Licences
- Registers
- Copyright
- Licenses
- Registers

- Musicalization, phonograms and jingles®
- Record replication

- Mastering
- Audio Mixing
- Professional recording
- Production
- Staging formats

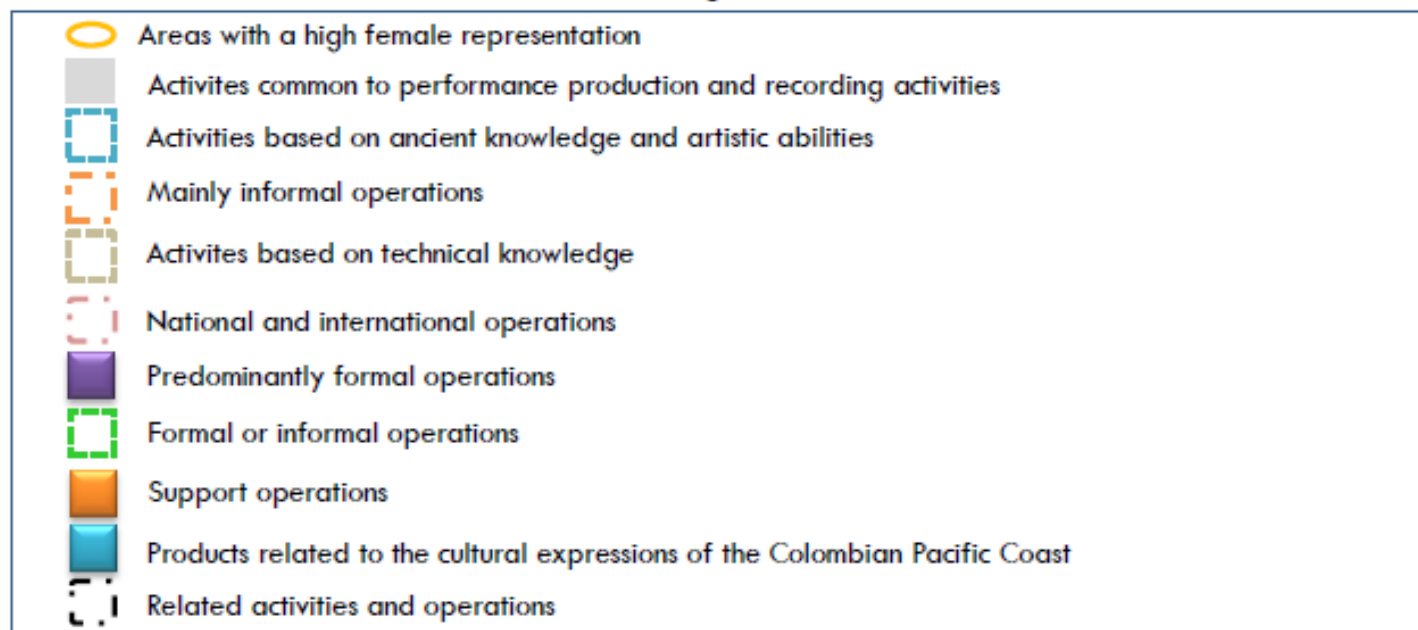




### Normative-Institutional environment

Entrepreneurship support and promotion laws; Copyright Law (Law 44 of 1993, Law 23 of 1982); Conpes 3659; Law 1472 (which declared the Petronio Álvarez Pacific Music Festival part of Colombia's cultural heritage); Cultural policy; Policy for the management and protection of cultural heritage; Policy for the protection of immaterial cultural heritage; Citizen's Pact for Culture (municipal); General Law on Culture (Law 397 of 1997; Cultural Tourism Policy; Policy for entrepreneurship and Cultural Industries; Music policy; Artistic education policy; Cultural infrastructures policy; policy on cultural diversity and the peoples and communities of African descent; UNESCO Universal Declaration on Cultural Diversity; UNESCO convention of the measures that have to be adopted to prohibit and prevent the illicit trafficking of cultural goods; UNESCO convention on the protection and promotion of diversity in cultural expressions; World conference on cultural policies.

### Legend





# Thank you!

