PARTIAL REPORT OF THE PROCESS DEVELOPED WITHIN THE FRAMEWORK OF THE INTEGRAL PROJECT FOR SOCIAL, ARTISTIC-CULTURAL AND ECONOMIC DEVELOPMENT AMONG YOUNG HIP HOP ARTISTS IN EAST CALI, COLOMBIA

In the effort to make sense of the overall goal of this project - to promote the social, cultural, and economic development of vulnerable youth in eastern Cali who are part of the social and community processes promoted by the Hip Hop Peña Foundation - each of the proposed activities was developed to achieve the creation of a sustainable musical, artistic, and entrepreneurial ecosystem. This commitment is in line with the Hip Hop Peña Foundation's mission and vision to promote inclusion, empowerment, and positive transformation in our territories, while increasing the development opportunities and opportunities for people in our communities.



As we proposed from the beginning, the intention was to strengthen the entrepreneurial commitment we have always had in Hip Hop with the company Sensei Producciones S.A.S., the Rap group Zona Marginal, the Ciudad Hip Hop Festival, and the Hip Hop Peña Foundation, while simultaneously guiding emerging artistic proposals in that direction.

The project has been executed under the 3 conceptual lines proposed at the beginning;

Vindication, ethnic inclusion, and diversity
Leadership development and political empowerment
Strengthening artistic and musical skills for the popular creative industries



The work developed with this project has contributed to AMT's objectives:

- Develop the capacities and skills of members of socially and economically disadvantaged communities.
- Support disadvantaged communities to identify and meet their own needs.
- Promote inclusion and participation, especially among young people and those who experience racism.
- Raise public awareness about issues affecting disadvantaged communities.

Of the proposed components, the following actions have been developed so far:

Market research and creative marketing development:

The initial effort was to forge alliances with organizations and individuals to consolidate our position. To that end, we set about forming a team called the creative team, which would allow us to broaden our vision of the hip-hop scene. This team consisted of:

César Ortiz, Hip Hop Historian; Vanessa Guanga, Photographer; Daniel Fernández, University Professor and Market Researcher; Angie Caicedo, Financial Advisor; Julio Cesar Uribe, Entrepreneur, Social Communicator and Artist Promoter; Larry Escobar, Publicist; Eli Mosquera, Merchandiser; Yia Cabezas, Fashion Designer; María Angélica Narváez, Cultural Manager; Netzarí Zambrano, Visual Arts Student; and Ingrid Paola Quiñones, Social Worker. Initial partnerships have also been established with the following companies and entities: Nueve Producciones, Elemental Music, and the Cultural Center of Comuna 13.



In general terms, the plan is to strengthen the business side without neglecting the social side. To this end, the domains and hosting services for the respective websites of the artistic projects we are seeking to strengthen have already been purchased: Festival Ciudad Hip Hop, Ander Zekel, Zona Marginal, and that of the company Sensei Producciones. The design has also been finalized, although the websites are not yet public. In general, we are conducting a basic market study based on the experience of the Medellín rap

group Alcolirykoz to try to identify what is lacking in Cali so we can also pursue similar projects. Likewise, we are partnering closely with local people and companies that share our commitment, and this will help us consolidate the design of a great business plan. We are in the process of designing it; once it's ready, it's time to launch it.

Political and social training:

We have held training spaces and meetings at the Hip Hop Peña Foundation headquarters and in conjunction with other cultural and social spaces such as Casa Mae Kiwe and Casa Freire. All proposed topics have been addressed: Human Rights, Ethnic Vindication, Nonviolent Masculinities, Gender Equality, and Sexual Diversity. Connections have also been established with Hip Hop collectives and social organizations in the cities of Buenaventura, Medellín, and Bogotá, with the goal of arranging national exchanges of experiences before the end of the process. What remains to be done is to establish relationships in the cities of Tumaco and San Basilio de Palenque.



Artistic and creative qualification:

While the DJ School project has not been able to materialize, it must be said that progress has been made in designing the academic curriculum, and it is expected that by the end of the process, the schedule will at least be set for implementation in the second half of the year. Meanwhile, the Artistic Projection Laboratory project has been providing support to the artists involved in developing technical and expressive skills in music, project management strategies, and business information in the cultural and creative industry, among other practical aspects.



Without a doubt, the most significant project has been that of the artist **Ander Zekel,** which we have taken on as a pilot project. It's a complete promotional strategy where everything is connected: media, social media, and the material produced, including the recorded song, which will be distributed by a music aggregator called Ditto Music on all digital platforms. This negotiation was made through this project, which is a great achievement, as it will go from being solely on YouTube to all possible platforms. Now, we will enter the complementary phase of this venture, which involves marketing and advertising. It's also worth highlighting that the artist Ander Zekel has been able to access National Artistic Circulation by participating as a featured guest

at the Ni Un Paso Atrás Festival in Bucaramanga. Also noteworthy is the possibility of Zona Marginal formally partnering with Ditto Music and releasing all of his music on all digital platforms.



But not only Ander has benefited from this project, a small group of emerging rappers (Mc Beto, Cata, Morfina, Zkr) has also been strengthened and they are being given a series of advice on the issue of artistic projection, we have made an initial diagnosis of needs, but then the training seminars follow to give them the tools to solve these needs, but the idea is that in a next phase of this project we can involve other people in these seminars.



Social research and systematization:

Progress has been made in ongoing reflection with the participants of this process, and allies, on the need to consolidate a research seedbed that will recreate the collective memory of our processes and this cultural movement in the city of Cali, starting with this project. The idea is that, in the final phase of this project, this group will be able to conduct at least one practical exercise using each research technique, such as focus groups, interviews, and data analysis, and, logically, develop the process of systematizing the experience developed in this project.

On the other hand, it has been considered that the commitment to characterize local Hip Hop and publish an academic publication based on this research will be carried out by 2026 or in a second version of this project, given the economic and logistical requirements for conducting research of this magnitude, which will undoubtedly also need to be presented to the city in a high-impact academic event.

In light of the expected results, the following has been consolidated:

Market research and creative marketing development:

In light of the inquiries that have been conducted with the goal of strengthening the company (Sensei Producciones S.A.S and particularly the

record label), key elements have been found that have enabled reflection on where to orient the business venture. These elements are inputs for the research document that will be delivered at the end of the process. The idea is to have a document systematizing the entire process that has been carried out, market research, research that we have done, and a reflection as a kind of roadmap that shows how Cali Hip Hop is doing compared to the Hip Hop scene in Colombia in general, and that will logically be useful to the artists.

Popular and sustainable economies:

Work has begun on designing the artistic projection routes for those who come through the Hip Hop Peña Foundation process (ZM, CRC, Ander Zekel, Zkr, Morfina, Julián Afro, Mc Beto, and Cata Cósmica). Likewise, the route for the Ciudad HH Festival has been discussed and is being worked on. Additionally, the legal aspects of the Sensei Producciones company are being finalized, as we are in the process of reactivating it after it was liquidated by the Chamber of Commerce.

Political and social training:

Various traveling training spaces have been developed in territories connected to musical production and social research processes, thus providing artists with tools to strengthen their projects.

Artistic and creative qualification:

In response to our commitment to economic empowerment and the development of entrepreneurial skills, we were able to revive the Ciudad Hip Hop Festival, taking advantage of seed capital from the Ministry of Culture, which guaranteed technical input. With this project, we guaranteed the participation of emerging artists and held academic events in line with our stated goals. The last time the Ciudad Hip Hop Festival was held was in 2021, in the midst of the pandemic, so it was held virtually. That's why we decided to revive it, with the aim of reviving the event that has been the most important event in Cali's history, as it is the largest in the city. This time, it was held at the Cultural Center of Comuna 20, a vulnerable area in Cali, which we also wanted to highlight.



The strategy to reactivate it was to focus on local artists, for which the following artists were invited: Bboy Shorty, Bboy Kakashi, Bgerl Grillo, Apu Siloé, KFTS, H2O, Crew Feminal Power, Cata Cósmica, Mc Gayan. Ambu ETG, La Voz Mc, DJ D Four, DJ Antony and Fuck Monkeys. In total, more than 40 artists, given that breakdancing battles, graffiti and DJ exhibitions were also held, and prior to the artistic event, workshops and academic days had been held. Although all the money did not come from this project, some was raised to guarantee aspects such as sound, payment to the artists, and materials and logistics.



The following remains to be finalized in the remaining time of the process:

Market research and creative marketing development:
Prepare the research document that is the result of the systematization of this process.

Popular and sustainable economies:
Work is still pending on the reactivation of the Real Urbano clothing store; however, it's worth highlighting that a significant financial investment is planned, and we will strive to achieve this.

Artistic and creative qualification:
To further realize the commitment to economic empowerment and the development of entrepreneurial skills, it is necessary to finalize the implementation of the productive proposal (event production - rental of event facilities). We will try to leave at least the legal structure or projection part for a second phase of execution, given the need for financial resources.

Social research and systematization:
The final phase of this project is expected to consolidate a research seedbed that will document the experience. This seedbed will be comprised of some of the artists involved in the process and the people who have partnered with them. This team will be responsible for delivering a systematized report of the experience at the end of this process.

Conclusions:
Overall, the process was 50% complete as of February, both in terms of actions and budget. The remainder of the budget is committed to activities such as market research, digital marketing, the EPK video, and others. The project is expected to be completed by mid-year, in June.



We can say we have learned a lot, and that there is also still much to learn, and that we are on the right track. In the effort to approach research, it's one thing to propose it, and quite another to be on the ground and understand that what needs to be done is actually more in-depth and more formal or professional research. The goal is to connect large companies and organizations in a project to grow Hip Hop in Cali (Chamber of Commerce, DIAN, Sayco, Culture Secretary, etc.).



There were difficulties, of course, but not significant ones. One of them, and perhaps the biggest, is that young people are not consistent in the process, due to everything that happens in their contexts.

Attached below are links to some of the processes carried out;

https://www.instagram.com/reel/DCqKOQdNlFV/?igsh=MXR0bmE4Y2w5cjM5bA==

https://www.instagram.com/p/DCZYNi7vHez/?igsh=MW1tdTBvbTVlMnBvZQ==

https://www.instagram.com/reel/DCM6bWhJWpf/?igsh=MXJxanp5NXJ4emd4ag==

https://www.instagram.com/reel/DCqPQGOtezk/?igsh=MXV6ZHFvaWU5b3E5OQ==

https://www.instagram.com/reel/DB4j5L2S-kp/?igsh=MWV4bXVrenMwMjlicw==

https://www.instagram.com/reel/DCKONfrJ6S0/?igsh=MXJ6cXJjdm13bTBuaA==

https://www.showcasemusic.net/ipages/flipbook/showcase-magazine-edicion-001-dic-2024

https://drive.google.com/file/d/1v0REUGfk746EgFM9z_OqAePrRSIuMFpF/view?usp=sharing