



الملتقى الثقافي للموسيقى و الفنون ♦ Cultural Forum for Music & Arts

“Art is the expression of the soul”

---

## VISION

Enhance and revive the image and outreach of music and arts in Palestine and Hebron specifically, as an element of Palestinian heritage, identity and culture that creates bonds and strengthens the resilience and social cohesion of the community.

---

## MISSION

Strengthen the capacity development, knowledge exchange and heritage preservation in the field of music and arts to increase the space and demand for music within Hebron’s community and Palestine more broadly.

---

## TARGET GROUP

SOUL offers a place for everyone interested in music and arts. The forum targets specifically children and youth and ensures a broad outreach by visiting schools and introducing music and arts to students. Moreover, SOUL targets adults, such as musicians and teachers who seek to develop their talents and strive to further enhance their skills. Awareness raising measures for the community aim at increasing the acceptance of music and arts within the local culture. The forum strives to support those who are marginalised and have less access to long-term and sustainable music education, such as individuals with financial hardships, girls, women and people with disabilities.

## OBJECTIVES

### > Short-term

- ❖ Training of Trainers: Professionally capacitate musical talents and artists who in turn will be able to teach children and youth
- ❖ Develop young talents: Enable children and youth to discover music and arts as a hobby and train them to become professionals
- ❖ Offer a diverse range of courses in the field of music (instruments, dancing, singing) and pilot courses in other artistic fields based on needs of the community
- ❖ Offer workshops at public and private schools to introduce music to students
- ❖ Strengthen local knowledge exchange between professional musicians, artists, experts and organisations
- ❖ Offer events, such as concerts, and workshops to raise awareness on the importance of music in the community

### > Long-term

- ❖ Scale-up SOUL's successful activities to reach a bigger target group and thereby further increase the musical space in Hebron governorate
- ❖ Based on lessons learned, diversify SOUL's activities to cover more branches of arts (such as painting, embroidery, poetry, theatre)
- ❖ Continue training young talents to become professional music and arts teachers
- ❖ Create a choir and instrumental band representing SOUL and its values
- ❖ Establish a music archive to capture traditional Palestinian songs and thereby support in the preservation Palestinian cultural heritage
- ❖ Organise festivals and music competitions to encourage professionalism in the sector
- ❖ Strengthen international and regional knowledge exchange between professionals and organisations in the field of music and arts

# SWOT ANALYSIS



## STRENGTHS

SOUL fills an important gap as it is the first place in the governorate of Hebron specialised in music and arts. It is a social, non-profit and benevolent forum that brings together professionals and non-professionals locally, regionally and internationally.



## WEAKNESS

Due to the lack of opportunities mainstreamed music and arts education and openness in the governorate, there is a low number of professionals in the field. Achieving the objectives of SOUL will mean high personal investments in the beginning phase.



## OPPORTUNITIES

Being based in Hebron means a high outreach to a community of 800,000 citizens in 20 villages and 2 refugee camps in the long-term. SOUL will be able to increase the demand in music and arts quickly, also given the lack of competition in the field. SOUL's approaches are in alignment with policies and strategies of the Ministry of Culture and Ministry of Education.



## THREATS

Hebron is still highly influenced by traditional, conservative structures opposing the expansion of music and arts. Thereby, community sensitization and awareness raising plays a major role in SOUL's activities.

## PROJECT DESCRIPTION

Located in the South, Hebron is Palestine's second largest city with a population of 800,000 inhabitants. While there are 550 schools, only 15 teachers are specialised in music, as music is not part of the standardised public-school curricula. Despite having 83 cultural centres, none of them focuses on sustainable music projects. In Hebron's community, music is often perceived as a taboo, leading to a shrinking space for musical self-expression and heritage preservation.

Against this background, **SOUL** fills an evident and important gap as the first social non-profit forum in Hebron that puts music at the heart of its mission and vision. Placed in this strategically and economically important centre of Palestine's South, **SOUL** offers a space that will enhance the outreach and expansion of music in the region. In the context of the persistent Israeli military occupation, music, and arts more broadly, offers the chance to increase social cohesion and resilience among the population, allows individuals to seek refuge and relief in a safe space and to find meaning and belonging in the frame of Palestinian music culture and heritage.

With its broad target group, **SOUL** brings together diverse segments of society that aim to learn more about and increase their capacities in music and arts. Different activities, including instrumental workshops and training courses, deliver high quality music education in a peer-to-peer learning approach. The musical spectrum ranges from traditional and classic Oriental to local and regional folk music as well as classic and Western elements. Marginalised children and youth that face higher risks of being left behind have the chance to get to know music and arts as a hobby and develop their talents sustainably in the centre through long-term projects. Professional teachers and musicians are trained to enhance and pass on their skills.

Apart from activities in the centre itself, **SOUL** reaches out to the community to change mindsets by raising awareness on the importance and role of music and arts for social cohesion, resilience and psycho-social support. Workshops at schools offer students the chance to learn more about music culture and compensate the lack of music education in schools.

**SOUL** is a place that brings together artists and music professionals locally, regionally, and internationally to enable knowledge exchange and collaboration. Cooperating with other music and cultural organisations in Palestine and beyond allows to find synergies in this field. The creation of a music archive symbolises the bridge between the past and the present, as it will allow to capture, record, preserve and catalogue the rich variety of historical, traditional Palestinian pieces of music that face a threat of getting lost.

At the core of **SOUL**'s activities lies an inclusive, accessible and gender-sensitive approach to welcome everyone who has an interest in music with open arms.