

Museums and Communities Collaborations Abroad (MCCA)  
Application Checklist/Template

Post: Lima, Peru

Title: Afro-Peruvian Community Development

Host Country Cultural Institution:

**Museo Afro-Peruano**

Embassy Lima strongly supports the application of the Zaña Afro-Peruvian Museum for the *Museum and Communities Collaboration Abroad Program*. This museum serves an underprivileged community of Afro-Peruvians in the town of Zaña (province of Lambayeque) which the Embassy has supported over the years through various Black History Month activities. This unique museum is the result of the community's efforts to highlight their rich cultural heritage and strengthen the identity and leadership opportunities for their youth. This program will promote the dynamic cultural contributions of Afro Descendants to the multicultural fabric of Peru and the larger hemispheric Diaspora.

Last year during an intercultural workshop, Zaña museum staff, Peruvian community leaders, and cultural representatives from Ecuador and Mexico developed an innovative agreement known as the Declaration of Zaña. This declaration recognizes the important contributions of Afro-Descendant and Indigenous communities throughout the hemisphere and the need to strengthen their intercultural networks by promoting cultural and academic exchange. Building on the Declaration's goals, this program will strengthen children's self-concept, build interpersonal relationships, and introduce children to cultural resources and institutions in and beyond Peru.

American Counterpart Cultural Institution Proposed:

An African American Museum like the Black Arts National Diaspora Museum in New Orleans, The Schomburg Center for Research in Black Culture in New York, Anacostia Community Museum in Washington D.C., or another up and coming, community-based, Diaspora-focused museum. Embassy Lima defers to the AAM's U.S. museum expertise.

Theme of Project:

Community outreach and participation, education, promotion and preservation of Afro-Descendant culture nationally and beyond.

Estimated In-country Cost of Project:

US\$35,000 (1 year), \$70,000 (2 years)

Proposed Start Date of Project:

August 2007 (Implementation for 1 or 2 years depending on funding availability)

## Community Outreach Strategy

Created in 2005, the Afro-Peruvian Museum's mission is to investigate, conserve, and promote the African legacy in Peru through an exploration of the history, living conditions, cultural and artistic products of Afro-Peruvians.

Peru is a multicultural society with an estimated 10% Afro-Peruvian population, and the museum stresses the importance of helping children and youth explore their ethno-cultural identity and enhance their creative abilities and intellectual development. This allows the youth to better engage in an intercultural dialogue with the wider community. As a large minority group in a country struggling with social exclusion issues based on race and class the Afro-Peruvian community faces great challenges. The community cohesion that this museum promotes is essential if this marginalized community is to take its rightful place in a modernizing Peru.

To further strengthen the outreach component of the project, the Zaña museum has joined efforts with two very new Afro-Peruvian museums located on the southern coast of Peru. This unique and unprecedented team effort, will allow the museums to reach out to eight different Afro-Peruvian communities in Peru which currently communicate on a limited basis.

## Proposed Educational Program and Project Description:

The project is divided into three major activities, all of which would include the participation and contribution of a representative from an African-American museum.

1. Exchange of experiences: Internships at the Zaña Museum for youth ages 12-18 from eight Afro-Peruvian communities (north, central and south), to learn more about their heritage, increase their self esteem, and fight discrimination by:
  - Investigating shared Diasporic issues and persons of interest to them;
  - Sharing local oral history;
  - Researching traditional music, dance, and cooking;
  - Receiving training on museum exhibition techniques to share the lessons learned, thus multiplying the impact of the program;
  - Learning about African American history, culture, and Diasporic connections from an African American museum professional who would guide discussions and activities (complemented with donated U.S. education materials);

Increasing mutual understanding through "pen pal" relationships with African-American/Afro-Latin youth working with U.S. partner museum

2. Workshops: Various workshops with the community to better engage them with the museum's mission:
  - Ethno-cultural workshops in local schools to discuss the experience of slavery; the legacy of Africans in western culture (both Peruvian and American); and the life of African descendants today.

- Cultural workshops in schools on music, visual arts, theater, and traditional agriculture.
  - Workshop for museum staff on how to attract a large audience and better communicate their message to their constituents.
3. Preservation of musical instruments: Recovering and rediscovering Afro-Peruvian percussion instruments by asking youth in the community to research, find, and construct these instruments. Finally, the museum would organize an exhibition and publish a book with audio and visual materials. Parts of the exhibit would be available to tour the other two museums in southern Peru. During this process, a specialist from the US could come to learn about traditional Afro Peruvian instruments, and help set up the final exhibition.

This project is sustainable and will create a community ripple-effect since its main focus is youth development and encouraging Afro-Peruvian youth to take a more active role in the modern economy and the political and cultural life of Peru. Additionally, it will provide a significant attraction for visitors (both African descendants and other ethnicities), contributing to the economic development of the region.

ESTIMATED BUDGET (one year)

1. Exchange of Experiences	
--Average cost for 10 interns (transportation and per diem x 5 days):	\$5000
--Organizational costs including hiring experts to direct workshops and educational materials:	\$2000
--U.S. professional for 5 days (travel, honorarium, and per diem)	\$3500
2. Workshops	
--Cost for ethno-cultural workshop:	\$2000
--Cost for cultural workshops:	\$2000
--Cost per museography workshop (including a US professional to teach the program):	\$3500
3. Preservation of musical instruments	
--Audio visual, video and photographic equipment (to be kept by the Zaña museum):	\$2500
--Materials for workshops musical instruments:	\$1830
--7 specialists and monitors to direct and support activities:	\$900
--Telephone and internet services:	\$100
--Transportation of materials and professionals:	\$1000
--Publication and editing:	\$1600

--Project director and assistant for 24 weeks:	\$4320
--Transportation and per diem for project	
--Supervisor from Lima:	\$840
--US professional for 5 days	
(travel, honorarium, per diem)	\$3500
GRAND TOTAL:	\$34,590 ~ \$35,000 (1 year)
	\$70,000 (2 years)

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#### Statement of Commitment of Local Museums:

The Afro-Peruvian Museum has expressed their interest in participating in this outreach program and looks forward to strengthening cross-cultural understanding with its future U.S. partners.

#### Statement of Capacity of Local Museums:

The Afro-Peruvian Museum's director is very energetic and she has the capacity to organize important outreach programs. For the past 2 years, the museum staff has co-organized successful activities to celebrate Black History Month, and the referenced workshop, "Intercultural Dialogue: Afro-descendants and Indigenous Peoples."

#### How this project will promote U.S. Foreign Policy Objectives/MPP goals:

MPP Goal: Democratic Systems and Practices

The region of Lambayeque is particularly important to the Embassy for several reasons. Lambayeque is one of the most vibrant economies in northern Peru. Non-traditional agricultural crops for export are expanding. Politically, the region has traditionally favored the APRA center-left party of President Alan García, but last year there were civil disturbances in the region that were linked to corruption in the local government. The city of Chiclayo in Lambayeque also hosts one of the most professional Bi-national Centers in Peru. Finally, Chiclayo has two of the most impressive museums in the country, including the collection from the Lord of Sipan tomb. Therefore, the region's tourism potential is significant. The Ambassador and Embassy staff are enthusiastic about the possibility of strengthening its presence in Lambayeque. The Public Affairs Section will support the program with IRC materials donated by the Ambassador or other USG official, media outreach and publicity, and other Embassy-wide resources.

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