

SEO-Optimized Title:

"Step in Martinique: Immersive Art and Music Experience Brings Caribbean Culture to London"

SEO-Optimized 20-Word Summary:

Interactive London event combines Martinique photographers, live music, and painting, offering audiences authentic cultural co-creation with Caribbean artists and musicians.

By Lauren Boniface

I frequent exhibitions and art galleries. Whenever I discover a work I like and hear the inspiration or story behind it, I have an "aha!" moment. I am awed. At times I feel frustrated. There is so much to tell and to share. Every work of art expresses deep experience. Putting a painting on a white wall in a gallery doesn't give the viewer enough to truly experience the artist's vision.

I do digital marketing for the arts and for creative people. The trained advertising expert in me says, "Create an experience telling the story of the artists, bringing the art to life."

So when my friend wanted to create a collaborative music masterclass, we connected the dots and et voilà! We created an immersive and collaborative experience, where guests not only witness a creative experience but also get to cocreate with the artists. In the center of London, guests could "step in" and be in the midst of the Martinique creative scene. Here's how we described to:

Step in Martinique: Live Art | Live Music | Art Exhibition

- The culture in Martinique is unique, with influences from France, Africa, India, and South America.
- The painter Paul Gauguin did significant work in residence in Martinique, where he is said to "have found his true self."
- Our "Step in Martinique" event invites guests to experience the fusion of cultures in Martinique through our art and our music.

We held the event in Old Street Records, a cozy, intimate venue in the center of London. Guests stepped through the curtain into Martinique. They were welcomed by the amazing artwork of three photographers from Martinique: Mr. Geez, Aurelie Chantelly, and Indigochromia.

The public participated and created a song live with E.sy Kennenga, while Moera was creating a painting live, also inspired by the public. We created a song talking about what makes you feel at home when you are away from home.

It was magic!

As you can tell by the pictures, this one-night event was a true success, better than I hoped for, and there will definitely be a second edition as the most-asked question toward the end was: "When is the next one?"

This is how I want art to be "lived," with a connection to the artists themselves. Successful promotion for artists, musicians, and creative people aims to bring the audience closer to the core of their being. This event was a successful experiment enabling artists and guests to share the creative experience together.