



JAMBULANCE MOVEMENT RECORDS



PROJECT BRIEF

Jambulance Movement Records is a brand new initiative to bring about a free mobile recording studio in Africa, with the project starting in Guinea Conakry. The Jambulance label will release the recorded music with the profits divided between the artists and the construction of static studios in Guinea.



The music studio will be built in a van and will be driven across Guinea's four cultural regions, providing hidden talents with free access to a professional studio equipped with a wide array of instruments.

The Jambulance will have an international team of professional sound engineers and musicians on board who will train young producers to record live music. After the music is released and static studios are built in each region, young people will be offered courses in sound engineering and the music industry.

All activities (recording, jam sessions, and concerts) will be filmed and published on social media. Project ambassadors will be employed to reach out to women to ensure gender parity in all activities of the label. The project will also involve national cultural actors in Guinea.

Guinea is the first step for the Jambulance. The aim is to drive the studio across Africa to lift the lid on the vast wealth of musical talent that have never had access to studios or labels to record and market their music.



OPERATIONS

PHASE 1: RECORDING

- **32 weeks (8 weeks per region)**
- **Week 1:** Free concerts to detect hidden talents, making contact with artists, signing contracts
- **Weeks 2 to 7:** Recording, mixing and shooting video content
- **Week 8:** Paid regional concerts featuring local talent

18 - 20 artists per region

PHASE 2: PUBLICATION

Finalisation of phonograms

4 compilation albums (1 per region)

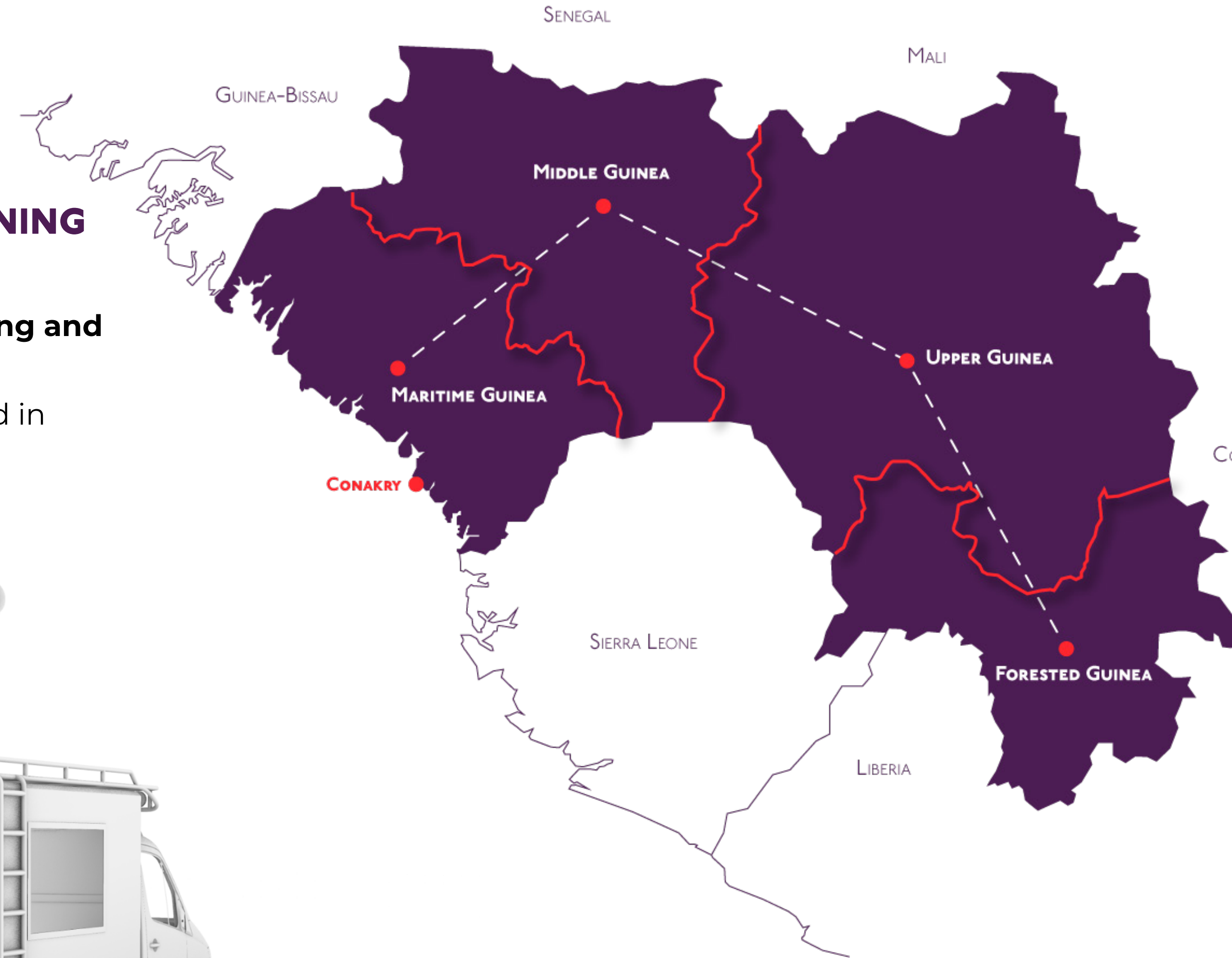
Distribute the phonograms on all major streaming services, including African and Guinean platforms

Work with electronic artists on a remix album and create limited edition vinyl

PHASE 3: STUDIOS AND TRAINING

2-week training in studio engineering and the music industry

10 young people aged 10 to 30 trained in each studio





OUR OBJECTIVES

- Showcase previously unrecorded hidden talents of all genders and ages to a global audience.
- Promote cultural exchange through music, while preserving Guinea's musical heritage.
- Facilitate musicians playing and recording live music in collaboration with other people.
- Transport equipment across the country, allowing musicians to develop their careers without having to leave.
- Improve mental health and confidence through creative expression.

IMPACT

The Jambulance will measure success against the following metrics using studio data and questionnaires, sent to all artists three months after recording:

- Number of recorded artists
- Percentage of female artists
- Percentage of artists' total income from music
- Audience on social media
- Radio play
- Number of concerts performed after Jambulance recording and income obtained
- Rating scale questions from 1 to 10 covering the usefulness of the project, public reception of artists' music, mental well-being, financial situation etc.
- Review of the benefits of the training programme
- Streaming data (once music is published)





WHY GUINEA?

Guinea is immensely rich in musical talent, but young people haven't had the opportunity to realise their true potential and release their music to a global audience.

Many Guinean musicians have had to leave the country or give up music due to the lack of income-generating opportunities.

Each of Guinea's four regions has unique music and dance, yet this art has not received the international recognition it deserves.

Many instruments that are played all over the world such as the djembe, kora and balafon originate from the Guinea-Mali region, but instruments are scarce in the country due to their cost.

Guinea has one of the youngest populations in the world, which makes it perfect as the first country of the Jambulance project.





THANK YOU

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