

# Concerts and Media Events

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Visiting staged art events such as theatre, concerts or amusements has becoming a thing consigned to certain sections of most African communities. What is common in recent years are sole performances by single acts comprising comedians and often may not require major logistic challenges or set preparations. The African film industry led by major players such as from Nigeria, Ghana or Southern Africa have seen tremendous growth. Box office impact from the film industry remain consigned to e-media sales and does not necessarily reflect a media culture shift. This is very much a consequence of economic downturn with priorities focused on meeting essential needs by Arts councils which years ago promoted art and culture.

Nigerian colleges and universities have played a tremendous role in training a new crop of artists whose market unfortunately has generally gravitated to the big screen or television. There was a time when Nigeria was awash with choice entertainments and the theatre arts industry was bustling with names like Baba Sala, Ogunde, Chief Zebrudaya, village headmaster and Chief Ajas of Hotel de Jordan fame. This was an era when entertainment had its place and families could visit such places as the state or national theatres in major cities. Local Arts Council had a place in promoting dramatic arts at seasonal events.

Unfortunately this state of affairs means our young talents have little to no opportunity to develop their skills in the arts and media.

Firstbaze in collaboration with local organisations seek to develop this industry by promoting and co-hosting media events - drama, jazz or classical music and indeed radio and TV network series.

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