

JAMAICA HIDDEN HISTORIES



FREE

JAMAICAN BUSINESS LANGUAGE & MARKETING WORKSHOPS & EVENING SHOWCASE

7 - 17 April 2014 - RICH MIX, 35-47 Bethnal Green Road, LONDON E1 6LA



This decade has seen an increase in the use of 'Jamaican style' patois, music and cultural images in marketing and advertising.

No-one mek a better patty... you done know!
The taste of Jamaican sunshine

Full Spectrum Productions is looking for enthusiastic volunteers 18-25 to take part in this exciting activity at Rich Mix, in creating their own unique Jamaican brand!



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JAMAICA HIDDEN HISTORIES is an educational project by Full Spectrum Productions, supported by the Heritage Lottery Fund.

**5 - DAY
SPOKEN WORD WORKSHOP
7 - 8 - 9 - 10 - 11 APRIL 2014**
Spoken Word Workshop: exploring Jamaican patois, imagery & music used in business promotion & marketing

**4 - DAY
GRAPHIC DESIGN & VIDEO WORKSHOP
7 - 14 - 15 - 16 APRIL 2014**
Learn techniques for creating a successful brand & marketing inspired by Jamaican products through the production of short promo videos, posters & leaflet designs.

IF YOU WANT TO LEARN PRACTICAL SKILLS and get the chance to see your work showcased at a live event at Rich Mix, then this project is for you.

Volunteers will be entitled to £18 per day towards travel and subsistence.

All Workshops are from 10.00AM - 3.30PM

PLACES ARE LIMITED - RESERVE AS SOON AS POSSIBLE

The project will explore how Jamaican culture has become a recognisable & global brand.

**17 APRIL 2014
FROM 7:30pm**



**EVENING
SHOWCASE**

by young people of promotional videos and Spoken Word performances, based on Jamaican dialect, and imagery for business marketing and promotions.

**SPECIAL GUEST PERFORMANCE
FREDDIE NOTES**

will take us through a musical journey spanning 70 years!



Supported by
The National Lottery
through the Heritage Lottery Fund



Full Spectrum Productions

