

## **"Kibir Le-Tibeb" (Honor for Arts)** **Live Entertainment Show**

### **Background**

*Teferra Promotion & Entertainment, a company named after a renowned Ethiopian pianist, composer, leader of the former famous Ras Band and music teacher, Teferra Mekonnen, started operation in September 2001.*

*With its main office in Addis Ababa, close to Bole International Airport, Teferra Promotion is engaged in providing general promotional services, such as pre-press, audiovisual production, event organization, related services and most of all, promotion of Ethiopian art/artists and culture.*

### **Among Teferra Promotion's various involvements in cultural & arts promotion:**

- *took prime initiative to represent Ethiopia at the All African Music Awards (KORA) in South Africa for the first time in 2003 by presenting lawyer /composer Tewodros Mossissa. The managing director has travelled to Johannesburg, contacted S. African media personnel to hand over 25 music CDs with Ethiopian songs, has given interview to Kaya FM about Ethiopian music & artists.*
- *organized a gala dinner in honor of all Ethiopian artists in November, 2001 under the theme "Kibir Letibeb" (Honor for Arts) with poetry recitals, short plays, comedy, traditional/modern music and a mini-painting exhibition by six painters at Ghion Hotel's Saba Hall.*
- *regularly supports and takes part the Women Writers' Club, participates at the club's poetry recitals and other events.*
- *sponsored a week-long music festival to honor 12 deceased musicians of the Yared School of Music in June, 2003.*
- *sponsored a workshop organized to discuss Ethiopian music yesterday & today organized by the Association of former AAU-Yared School of Music in December, 2002.*
- *has launched "Kibir Le-tibeb" at Ras Hotel, where Pianist Teferra Mekonnen and his famous Ras Band used to perform over four-decades ago. The show, formally launched by the State Minister of Ministry of Culture & Sports on July 23, 2005, has been open for public since July 27, 2005 at Ras Hotel's former Night Club.*

### **Initiation:**

*"Kibir Le-tibeb" was initiated by Helina Teferra (Ms), Managing Director of Teferra Promotion & Entertainment, the major reasons being the following:*

- *The company was named after one of Ethiopia's renowned musicians, reputed pianist and composer of the one-time famous songs of Bahita Gebre Hiwot, such as "Degmo Indemin Allesh?", "Hallo Hallo", "Wedde Harer Guzo" etc., the late Teferra Mekonnen*
- *The company is owned by Pianist Teferra Mekonnen's two daughters, i.e.*

*Dr. Timkihit Teferra - the first Ethiopian female music ethnologist, who resides in Germany and soon will be an associate professor in the same field*

*W/O Helina Teferra - an art enthusiast, poet and public relations expert, with "BIG DREAMS" in art/ cultural promotion*

- *After the first "Kibir Letibeb" Gala Dinner at the Ghion Hotel, numerous requests came from the invitees to hold such a show on a regular basis, which, of course, requires a lot of energy, money, coordination etc.*
- *Having realized that despite the numerous entertainment places and night clubs in Addis Ababa, there is no place, where people of all age groups can go to enjoy themselves, and have the opportunity to admire Ethiopian culture music, poetry handicrafts and the like, combined together under one roof, we finally decided to launch this show and permanently hold it on a regular basis.*

### **"Kibir Le-tibeb's prime objectives**

- *Teferra Promotion & Entertainment targets at honoring Ethiopia's veteran people of arts (vocalists, musicians composers, dancers, painters, poets, playwrights etc.) by giving them the opportunity to perform on the show and share their memories to the audience through our "Yetibebegnoch Tizita" program.*
- *In addition, we have deliberately chosen the one-time famous hot spot of Addis Ababa, Ras Hotel as the venue of "Kibir Letibeb", because we believe it is equally important to give due attention to one of our ancient hotels.*
- *With the performance hall professionally decorated with Ethiopian traditional handicrafts, i.e. hand-woven "shemma" materials, pottery, basketry, and others, "Kibir-Letibeb Show" is destined to promote Ethiopian art, culture and tradition, coupled with entertaining performances on that very stage.*

- *Honoring deceased Ethiopian artists, i.e. poets, musicians (traditional & modern), dancers, vocalists, playwrights, actors, painters etc. by presenting their works on stage and giving them credit for their positive contribution to the growth of Ethiopian arts*
- *Encouraging upcoming young Ethiopians and give them a chance to reveal their respective talents to the public through "Kibir Letibeb".*
- *Promoting Ethiopia's beautiful culture/tradition, combined with music, poems etc; for e.g. traditional costumes, old jewelery, traditional household and artifacts*
- *By decorating the interior of the performance hall with Ethiopian pottery, basketry, wooden and leather handicrafts, weaved materials, "Kibir Letibeb" aims at giving due attention to our cultural & traditional heritages etc.*

### **Contents of "Kibir Letibeb" Show**

*"Kibir Letibeb" Live show is open two days a week, i.e. Thursdays and Saturdays from 7:00 pm til midnight, with the following program details, believed to represent the different art units, poetry, music, theatre, comedy.*

*Thursdays: Cultural night with only traditional music instruments, like "Begna", Masinko/Azmari, Krar, four-man traditional band, traditional dancers, singers, poetry, "Kine", short entertaining play (up to 25 min.) and related performances.*

*Saturdays: Modern mini-band (keyboard/saxophone clarinet), modern Amharic songs, poetry, short episodes, "Kine", memories of senior artists (Yetibebegnoch Tizita) etc.*

### **"Kibir Letibeb's" short-term plans**

*In order to encourage citizens to regularly attend these kind of shows and based on opinion from the audience, we plan to start:*

- *"Kine" competition*
- *Traditional dance (mainly, the well-known shoulder dance "Isskista") competition.*
- *Modern dance (boogie, cha,cha, twist etc.) with famous and favourite oldies played from CD.*

*We plan to hold each competition at least once a week, where gifts like T-shirts, medals or any other small token, on which the show's theme or logo/name or of the sponsoring organization is printed and can be handed over to the winners.*

### **"Kibir Letibeb's" long-term plans**

*We, the initiators of this show, the first of its kind in Addis Ababa and the whole of Ethiopia, have a much bigger dream in the near future. To mention few:*

- *we've plans to hold similar shows at a higher level by organizing gala dinners in connection with special holidays, religious festivities, major events like AU annual conferences or others*
- *we've plans to hold the "Kibir Letibeb" show in other regional cities, like Bahir Dar, Dessie, Mekele, Nazareth (Adama) etc, for a few days only, provided that potential sponsors are found*
- *we've plans to record the current and future shows at Ras Hotel with good broadcast quality and document it for posterity as well as produce DVD's for sale locally and to millions of Ethiopians in the Diaspora, if we find institutions, willing to support us financially*
- *we've plans to produce poetry reading and comedy on audio (good sound quality), mainly for sale on CDs*
- *we've plans to travel to African countries, Europe & USA with the "Kibir Le-tibeb" team and perform live to Ethiopians living abroad.*

### **Project Costs**

*In order to realize the "Kibir Letibeb" Project, Teferra Promotion & Entertainment has faced numerous challenges, the major one being the huge cost, incurred to launch the show (promotional costs, professional fee to interior decorators, purchase of music instruments such as microphones, amplifiers, mixer, TV/Radio commercials' production cost, air time fee and many others.*

*In addition, the company effects professional fees to each artist performing on stage, project coordinators, project accountant, sound man etc, on a monthly basis an estimated sum of Birr 25,000 (Twenty Five Thousand), which is an extremely huge cost to manage single-handedly.*

*The entrance ticket of Birr 20 per head and Birr 30 for couple is a drop in the ocean compared to the abovementioned overhead cost of this ambitious project.*

**Search for potential sponsors**

*It is due to this very fact that the company is desperately looking for institutions who, based on negotiations between the two parties, will be willing to support this noble cause of promoting the beautiful cultural, artistic and traditional heritages of Ethiopia, along with music, poetry and comedy works, thus enabling the audience to entertain themselves, admire talents, learn a lot about their culture and be proud of it.*

*It will, in the process, be a profitable project, if we manage to keep its sustainability now.*

**Contacts:**

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