

Ciné Guimbi

A cultural, educative, social and solidary hub



Ministère de la Culture
du BURKINA FASO



UNION EUROPÉENNE

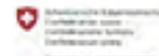
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Les Films de
NABABJAI

THE CONTEXT

Location - Bobo-Dioulasso

In 2013, the “Association de soutien du Cinéma au Burkina Faso” launched in Bobo-Dioulasso an initiative to rescue and rehabilitate the mythical Cine Guimbi opened in 1957 and closed in 2005. The aim is to create an urban, popular, integrated and accessible place of life, designed by architect Jean-Marc Lalo, artisans and local entrepreneurs.

Participating in the establishment of the Cultural Hub of Guimbi is taking part in an initiative whose vocation is the defense of Culture and Peace; a real bulwark against all forms of religious, political and intellectual fundamentalism.

The first phase of the project including one indoor cinema (174 seats), an open-air cinema (250 seats), a café / restaurant (120 seats), a resource room and offices will be operational by mid 2020.

The entire mini-plex will be functional end 2021.

THE ASSOCIATION

The “Association de soutien du Cinéma au Burkina Faso” (ASCBF, non-profit association,) was created in 2013. It owns the plot of 1400 m2 housing the Cine Guimbi.

Its objective is the safeguard, the support to the distribution and the promotion of the cinema in Burkina Faso, by allowing the diffusion of the films in movie theater, in particular those produced in the country, but also to highlight other artistic and cultural forms from Burkina and elsewhere.

The Association can also organize festivals, training workshops, exhibitions, educational programs and many other events.

It is made up of 25 active members, an executive committee and 350 benefactor members around the world.



The city of Bobo-Dioulasso is located in Burkina Faso in south of the Sahara. The official language is French. The city is located 365 kilometres from Ouagadougou, in the centre of West Africa, in a region bordering Côte d'Ivoire, Ghana, Togo, Benin, Niger and Mali. It is therefore placed at a cultural and economic crossroads. Second city of the country, it was consecrated by the state of Burkina Faso, cultural capital and in this capacity hosts the National Week of Culture (SNC)¹. The population of this city is estimated today at 1,100,000 inhabitants (source of the DDEE2 2014, Municipality of Bobo-Dioulasso).

Burkina Faso (formerly Upper Volta) has an area of 274,000 km² and a population of just over 17 million inhabitants, 50% of whom are under 15 years old. Due to the weakness of its economy³, it is ranked among the poorest countries in the World.

THE CINEMA in Burkina Faso

In contrast to this first negative view, Burkina Faso is characterized by a great cultural dynamism. In particular, since 1969, this country has organised the Panafrican Festival of Cinema and Television of Ouagadougou (FESPACO) which is the most important event dedicated to the cinemas of the continent.

¹National Week of the Culture

²Economic Development and Employment Department

In terms of production, Burkina has a long tradition of world-renowned filmmakers, such as Idrissa Ouédraogo (Tiláí, Le Choix, Yaaba, etc.), Gaston Kaboré (WendKuuni, Buud Yam, etc.), or Pierre Yaméogo (Delwendé, Silmandé, etc.).

A policy of building movie theaters in the provincial capitals and the popular neighborhoods of Ouagadougou from 1983 has made it possible for Burkinabè to enjoy a hobby that is already very popular and which is part of the habits of several generations of city-dwellers. However, with the successive economic crises of African countries in the 1990s, the pressure exerted on African states by the World Bank and the IMF (Structural

Adjustment Programs), burkinabè's film production experiences a drying up of its funding.

Many movie theaters have closed, others have survived, and today, the experience shows that in Ouagadougou, whether it is the Cine Neerwaya, the Cine Burkina, Cine CENASA, Canal Olympia in the center city or movie theaters in popular neighborhoods, managers are making their business profitable despite a difficult competitive environment.

To support these initiatives, it was set up in 2011, an associative support fund called "Success cinema Burkina Faso" which helps to finance film production. To receive a grant, each filmmaker must justify at least 10,000 entries in five reference movie theaters for his latest film.

Bobo-Dioulasso

Important trade and cultural crossroads of West Africa since the 18th century, Bobo-Dioulasso welcomes a cosmopolitan population from all over Burkina Faso and West African countries. This interpenetration of communities has shaped a Bobolais identity and citizenship that transcends ethnic groups. Bobo-Dioulasso is therefore a city that favours multicultural encounters and the arts. It also develops many cultural initiatives that make it one of the country's main tourist destinations. It hosts since 2016 the Regional Center for the Living Arts in Africa (CERAV / Africa), category 2 center of UNESCO.

The short story of cinema in Bobo-Dioulasso

As everywhere in Africa, the advent of cinema in Bobo-Dioulasso is linked to the colonial fact.

In this African agglomeration opening up to Western culture, cinema was, for generations, the object of a great passion. It helped to shape minds, to create new habits and behaviors that profoundly influenced people's traditional ways of life.

The special case of Cine Guimbi

Princess Guimbi Ouattara is an emblematic figure in the history of Bobo-Dioulasso. Thus, in addition to the cinema, she gives her name to a street, a maternity ward and a high school in the city.

From its origin in 1957, the Guimbi has had a popular vocation favored by its location in the old district of Koko. Behind it was the district market.

"The Guimbi" is a **place of memory** whose evocation provokes nostalgia and regret in several generations of bobolais for whom this cinema is a particular space of their youth.



Le Ciné Guimbi quartier de Koko

THE HUB OF THE GUIMBI

Over time, Cine Guimbi's initiative has been enriched by several structural axes that have become priorities. More than a cinema, it is a real cultural hub with two screening rooms, a multipurpose room, a resource center and a café-restaurant. It has certain advantages, namely :

The safeguarding of an element of the city's cultural heritage that will perpetuate the urban tradition of going to the cinema.

The creation of a company integrated into the local economy.

The creation of permanent jobs assumed by local staff.

The creation of a multidimensional space capable to accommodate various cultural events.

A new pedagogical framework implementing an image education component especially for young people.

The establishment of training for film professionals and technical support for cultural structures and enterprises.

The creation of a film festival proper to Bobo-Dioulasso.

The creation of inclusive programming with promotional actions directed towards tradeswomen and women's associations.

The welcome and support of neighborhood initiatives in a synergy of cultural animation of the city.

The contribution of a new clientele positively impacting the surrounding activities (those of the market, parking, shops and small informal trade).

The contribution to the social reinforcement of culture.

Promoting environmental and peace values.

As part of the Cine Guimbi HUB, we will develop projects in parallel with the daily programming of films, in three priority areas:

- Education
- The expression of women and vulnerable groups
- Training and capacity building of cultural actors



Cinema programming

The seven years of struggle for the renaissance of Cine Guimbi have notably enabled the creation of a formidable network of festivals, producers, distributors and moviemakers from all over the world. In particular, we will rely on this network to establish our film programming. The goal is to eventually offer more than 60% of African content.

Cine Guimbi will offer weekly broadcasts of live football matches. Football is very popular in Burkina Faso with all age groups of the population. The Champions League matches as well as those of the African Nations Cup will be on the program. Special theme parties will be organized at Cine Guimbi depending on the teams involved and the nature of the competition.

The development of youth programs with a high social impact

Image education



In the current context of a reopening of movie theaters in Africa, the aim of image education is to promote the meeting of the young audience with cinematographic works and to forge links between generations, film professionals and teachers. It constitutes the bases of a common cinematographic culture, in particular through an accompaniment work of the films (interventions in the schools, images analysis, workshops, etc.).

This is why in Burkina Faso, as in other countries, we understand the importance of working to encourage and strengthen image education for young people who are able to move to the movie theater, or for others, geographically distant, to whom screenings can be offered through a mobile projection system.

Cine Guimbi will develop this program in Bobo-Dioulasso, and also in the three provinces of the Houët Region in partnership with the Regional

Council of Hauts-Bassins and the Cinomade Association, which has a solid experience in mobile projection and awareness raising.

Partnerships have already been initiated with several structures offering film education activities, such as The Magic Lantern (CH), The Black Movie Festival (CH), The FIFF Namur Festival (BE), The Grignoux (BE), The Film library of Tangier (Morocco).

Cine Guimbi wishes to make this practice emerge with the first objective being an average of 50,000 students per year. Trained local animators will be in charge of the Cine Guimbi sessions and the students in the schools.

Specific programs for women and vulnerable groups

Workshop for Girls and Women in the Kombougou district - MOUSSO POP UP FILM

Women and girls in Bobo-Dioulasso and more specifically in the Kombougou district certainly have access to the image through mobile phones, TV and many others. Consumers of these images and not knowing how they are constructed or what effects they have on them and their children, they undergo them without necessarily understanding their impact.

Offering them to participate in film creation events will help to provide them a platform for expression and also a necessary basis for a good understanding of the image.

These short films (about 5 minutes capsules) will be presented as episodes of life in the neighbourhood, in preview of the films projected at Cine Guimbi.

Training & support program for cultural and artistic enterprises

Cultural business incubator

In partnership with "La Fabrique" (incubator of social enterprises in Burkina Faso (www.lafabrique-bf.com), Cine Guimbi aims to become a social and cultural innovation hub in Bobo-Dioulasso that will support some social and cultural entrepreneurs and thus facilitate the emergence of these growth entrepreneurs.

Despite a strong entrepreneurial spirit, high-growth local enterprises are poorly represented. A study conducted by La Fabrique has shown that Bobo-Dioulasso still has a very immature entrepreneurial ecosystem despite

its great economic potential. In cultural entrepreneurship, the same phenomenon is observed.

We will propose innovative and significant events around social and cultural entrepreneurship. These events will reveal both the entrepreneurial and cultural ecosystem of Bobo-Dioulasso, while allowing La Fabrique's teams to meet, observe and discover the needs of these actors. Thus, this exploratory phase will make it possible to imagine support methodologies adapted to the needs of social and cultural entrepreneurs. Following this first step, social and cultural entrepreneurs will be supported by the provision of an incubation service.

FESPACO in Bobo

Every two years, the city of Ouagadougou hosts FESPACO. The "FESPACO in Bobo" takes place a few days later. Before there was no place that represents it in Bobo-Dioulasso. Over the years, several scattered places have hosted it, but local coordination was lacking. For the FESPACO, early support and treaty partner with Cine Guimbi, it is natural that the "Fespaco Bobo" finds its official and nerve center at Cine Guimbi.

The visibility of FESPACO will be increased, the Bobolais public will be able to fully participate in this pan-African event.

Meeting within the framework of the African Operators and Distributors Network, REDA

The African Operators and Distributors Network (REDA) was created during the 26th Fespaco, at the initiative of professionals from 6 countries (Senegal, Burkina Faso, Chad, Ivory Coast, Mali, Niger). It already has 18 adjoining movie theaters. Its home office is in Dakar, Senegal. It responds to a lack of a common strategy for film distribution and coordination between movie theaters, which makes access to films difficult.

Its mission is to promote the diffusion of films in movie theater in Africa. Its fields of activity are: distribution and film exhibition, training and professionalization of the distribution and film exhibition.

An annual REDA meeting will be held at Cine Guimbi. It will make it possible to define a common strategy for film distribution, joint programming planning and the pooling of common interests.

Training of African Operators and Distributors, REDA

The profession of distributor and operator is a weak link in the film industry in sub-Saharan Africa. It is therefore imperative to work towards quality distribution through training in the distribution and exhibition professions. Cine Guimbi and the REDA Association will organize an annual training course contributing to the professionalization of these professions, a guarantee of the sustainability of the actions undertaken for improved access to African cinematographic works.

Organization of a round table on the access of films to Burkinabè's movie theaters

To overcome the enormous problems of rights holders in scheduling their films in movie theaters in Burkina Faso, a round table for Burkinabè operators and rights holders will be used to reflect on the necessary common bases for film programming and on the essential formalization of relations between rights holders and movie theater operators. The Ministry of Culture, Arts and Tourism as well as State televisions will also be invited.

This joint strategy for the promotion of burkinabè films aims at a better visibility of burkinabè films in movie theater and a better collaboration between movie theater operators and rights holders.

Residency for documentary films writing

A regional documentary films writing residency is held each year in Bobo-Dioulasso, Burkina Faso. From 2020, the Cine Guimbi Hub will take over this activity on its own.

How to move from an idea to a project, from a project to a film writing, from a dreamed film to a real film? These are some of the essential questions in any filmmaker's approach that writing must at first solve or at least enlighten.

The writing residency allows about ten young African writers to identify, thanks to, and through their writing work, the cinema issues they will be confronted with when carrying out their project.

They carry out an in-depth diagnosis of their projects, their ideas, and develop writing in the sense of the avenue opened up by the critical analysis of the projects and to accompany the elaboration of a real documentary script. Duration: 2 weeks.

At the end of the workshop, the most successful projects are selected to participate in a second writing residency at the Guimbi South-South Co-production Forum.

The Guimbi South-South Co-production Forum

The Guimbi South-South Co-production Forum is an annual event that will allow about ten young African documentary authors to present their film projects to a panel of about twenty African producers and broadcasters. With a duration of 5 days, between pitch sessions, round tables and individual meetings, the objective of the Guimbi Forum is to arrange meetings between authors and future producers and co-producers and broadcasters from the South, thus making possible and real the production of future films. The Forum will promote co-productions between Sub-Saharan African and Maghreb countries.

SENTOO

The Cine Guimbi HUB will host the first step of the annual program of SENTOO 2020, a support for the development of south-south projects,

supported by six States, in order to strengthen African film projects and accompany them, from writing to finding co-producers.

It aims to offer artistic support to African filmmakers with high potential projects, at the writing stage, from the idea to the first treatment.

A structuring and unifying project initiated by the CNCI of Tunisia in partnership with its counterparts (Cinema Centers and equivalent institutions in terms of skills and missions) of 5 other Maghreb, Central and West African countries : Morocco (CCM), Senegal (Cinematography Department, through FOPICA), Mali (CNCM), Burkina Faso (Directorate General of Cinema and Audiovisual at the Ministry of Culture) and Niger (CNCN).

Training in the profession of film production

A workshop specific to film production professions : Producer, production assistants, production manager, stage manager, etc. will be organized at Cine Guimbi with the Beninese producer Faissol Gnonlonfin as trainer. The objective is to participate in the professionalization of this branch of the sector in Francophone Africa.

The Francophone Cinema Awards

A strong partner of Cine Guimbi since its first edition in 2016, the Francophone Cinema Awards will take place in December 2021 in Bobo-Dioulasso. Cine Guimbi will host this important international event that celebrates the best of Francophone cinema on a global scale. In parallel with the Trophies, the annual professional meetings of UNIFRANCE will also take place in Bobo.



THE ARCHITECTURE

It is to Lalo Architecture Workshop, created in 2001, that we entrusted the design of the new Cine Guimbi.

More than his profession as an architect, it is a passion for the city and its inhabitants that leads Jean-Marc Lalo to build spaces wherever the general public could share experiences and emotions. Designer of cultural spaces, but also of hotels or dwellings, he thinks architecture as a crossing of cultures and worlds, modes of inhabiting space, a unique overlay of a place, a memory.

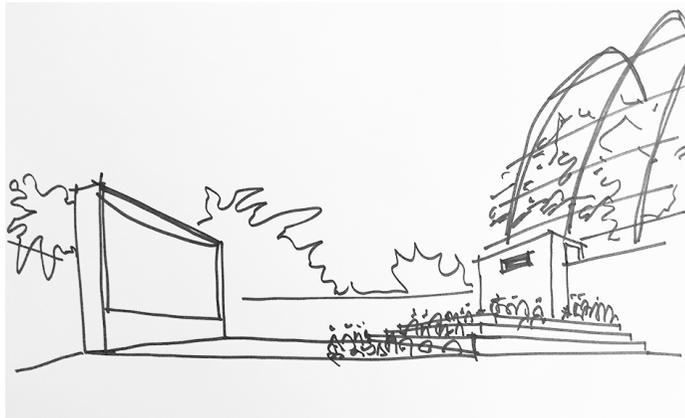
<https://www.atelierlalo.com>



The ephemeral esplanade

In the framework of the fiftieth anniversary of FESPACO 2019, an ephemeral esplanade of 250 outdoor seats was built on the part of the site destined to receive later the big movie theater. This allowed Bobo's audience to participate in the great celebration of African cinema and to attend, for four nights, the screenings of the winning films.

From January 2020, films will gradually be screened there.



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ASSOCIATION DE SOUTIEN DU CINEMA AU BURKINA FASO (ASCBF)
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