

Makan Aamm

Pitch Deck

2023





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About Makan Aamm

Makan Aamm is an arts and culture satellite social enterprise with the aim of extending the reach of art, especially music, beyond the Cairo and Alexandria metropolitan areas. Our mission also includes fostering opportunities for young, aspiring artists to collaborate with peers and showcase their musical talents. Additionally, we seek to facilitate the intersection of various social causes, such as art and gender, art and the environment, and more. Our goal is to utilize art and entertainment as vehicles for raising awareness and promoting solidarity with other social causes.





| Our Vision

Be the changing agent of the arts and culture scene in Egypt bringing different forms of art outside Cairo and Alexandria Metropolitan Areas.

| Our Mission

Providing holistic and affordable artistic experiences to different spaces in Egypt by cultivating meaningful partnerships with different organizations.

Our Goals

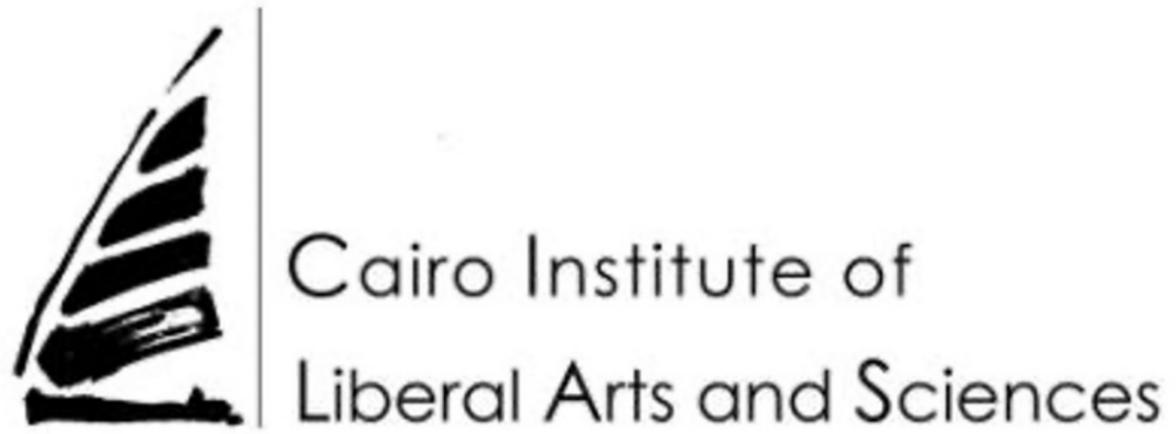
Decentralizing and democratizing art production and consumption by taking art outside of Cairo and Alexandria Metropolitan Areas

Creating quality productions that are hosted in unconventional spaces through meaningful partnerships

Giving space to artist to collaborate and create new musical or artistic productions together

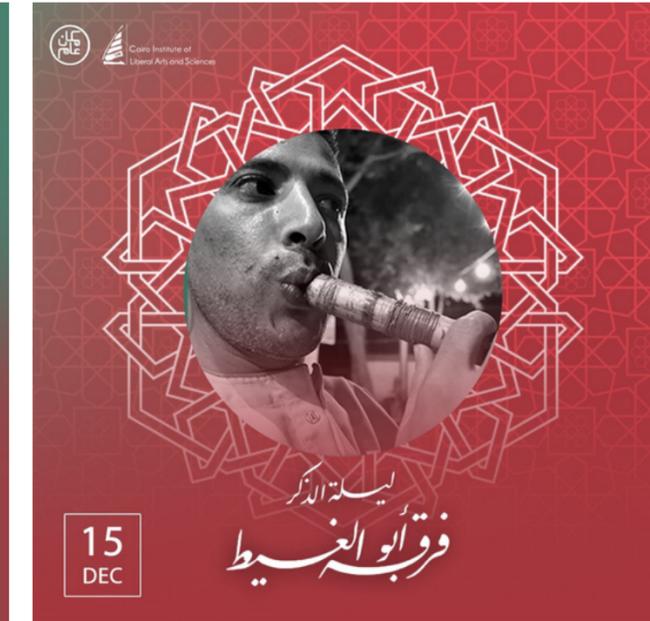
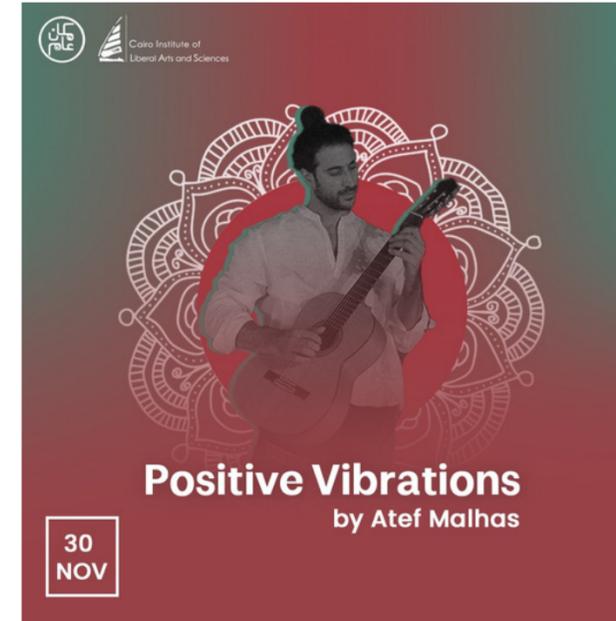


Our Past Partnerships



We hosted 3 interactive musical events on CILAS Roof featuring Atef Malhas and Abu El Gheit Ensemble and author Fayrouz Karawya. This partnership highlighted that music can exist in academic spaces.

Cairo Institute of Liberal Arts & Sciences (CILAS)



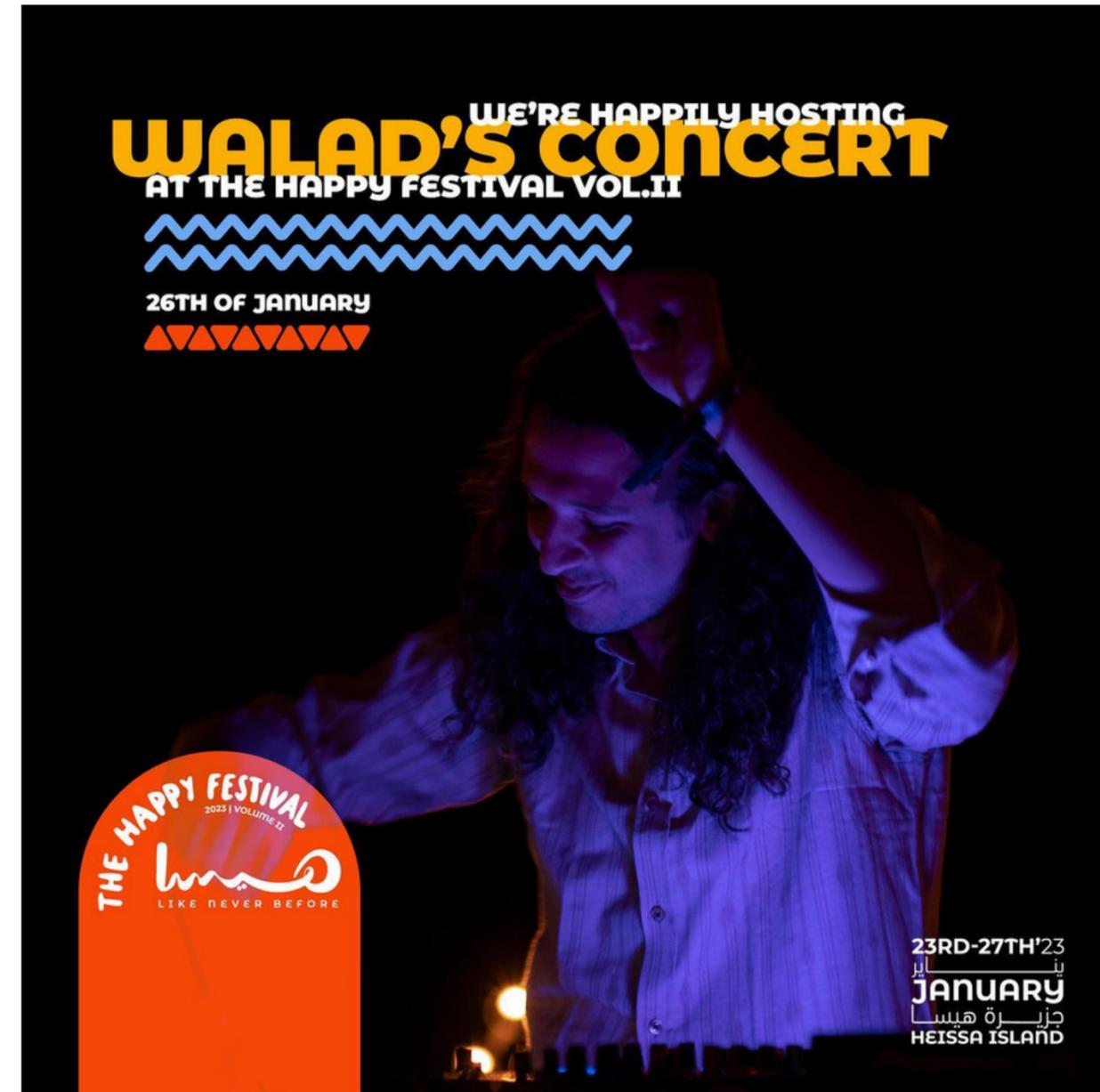


Our Past Partnerships



We partnered with Mashrou' Al Saada to organize a music concert in Heissa Island, Nubia, Aswan during their 5-day Happy Festival in January 2023. This partnership facilitated the execution of our first concert outside Cairo and in a rural area.

Mashrou' Al Saada



Our Past Partnerships



We partnered with Rawabet Art Space to host Abo Sahar and Gouda Bar By Aly Eissa. This partnership was our first artist booking opportunity where we booked the artists and rawabet provided the venue.

Rawabet Art Space

ساحة روابط RAWABET ART SPACE

كانام

TicketsMarche.com

Abo Sahar
أبو سهر

Gouda Bar by Aly Eissa
حانة جودة لصاحبها علي عيسى

حفل اطلاق البوم "حانة جودة"
"Gouda Bar" Album Release

01
يونيو
June

8:00 PM
٨ مساءً
200 EGP
٢٠٠ جنيه

Milestones



Makan Aamm co-organized the Grün Fete de la Musique (The Green Music Festival) with Orient Productions and Greenish in 22,23,24 June 2023 in Al Azhar Park powered by the French Institute and Goethe Institute. We were responsible of booking the artists in the line up and organizing the sound, the light and the stage.



Main Services



Organizing
Music Concerts
& Residences



Artist Booking



Sound, Light and
Stage Contracting



Artists in Our Network

Grün Fête de La Musique Line Up



Other Artists in Our Network



YUNIS



ZAID KHALID



KASSAR



YOUSRA AL HAWARY



MASHROU3 ROU7



SO7BET SEMSMYA



ABO AL ANWAR



LUKA



What the future hold for us



الفن قنال .. Art Canal

An innovative project that converges art and environmental consciousness. This project centers around a music residency bringing together two talented artists hailing from the Suez Canal area. Their collaboration will culminate in the creation of a captivating music track in the form of an EP. Simultaneously, the project strives to foster a sustainable ethos through environmental initiatives like beach cleanups and community cleanups.

We are currently working on a pilot for this in Portsaid to be held in October or in November. The pilot will bring together two talented artists: Walad (electronic music) and Semsemya Troop (traditional Suez Canal instrument and music). It will be the first time to have a track that has ElectroSemsemya.





Upper Egypt Art Festival

A vibrant and culturally enriching event that will span three days in one of the cities of Upper Egypt. This festival aims to celebrate diversity and unity through the universal language of music. It will bring together an array of talented artists representing various genres, creating a unique and inclusive experience for both locals and visitors.





KEMET SOUNDS

A exciting online music series that draws inspiration from the beloved NPR Tiny Desk concerts. This project brings local and international musicians to stunning outdoor locations in Egypt, offering viewers an intimate and enchanting musical experience against the backdrop of the country's natural beauty and cultural heritage.





How it all started

Makan Aamm was founded in November 2022 by Mostafa Nageh and Ramah Aleryan. Mostafa has extensive experience in various forms of art, including music, visual arts, and art workshops, gained during his 16-year tenure at Darb 1718 Contemporary Art and Culture Centre. Moustafa and Ramah co-managed the music program at Darb 1718, successfully hosting 23 music concerts in just 4 months. They united with the shared aspiration of reshaping the arts and culture landscape in Egypt.





Our Team



RAMAH ALERYAN

Co-Founder and Managing
Director



MOSTAFA NAGEH

Co-Founder and Artistic
Director



We are always looking for new partners

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