



Maldives Arts School

a proposed idea

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SOCIAL TRENDS LEADING TO THE CREATION OF THE CULTURAL VOID

Level	2003		
	MALE	FEMALE	TOTAL
Pre- Primary School	2081	1998	4079
Primary (Grade 1-7)	6916	6847	13763
Secondary (Grade 8-10)	4343	5460	9803
Higher Secondary (Grade 11-12)	642	597	1239
Special Schools	37		66

There is a steady growth of 63% increase in total number of students going into Higher Secondary (Grade 11 - 12) between 1993 to 2000. The problem lies in the high percentage difference between students in Secondary school (Grade 8-10) and High Secondary (Grade 11-12). The table above shows an 87% difference meaning large proportion of students are not continuing in to Higher Secondary. The Question we need to ask Is why?

WHY?

There is only one Higher Education School, specialising in Science and Commerce. Students have to achieve high grade in Science or Commerce subjects to qualify for entrance to the School

WHY IS THIS A PROBLEM?

The problem with this, is that large proportion of the students are left with no alternative, causing increase unemployment and unskilled young people, with no opportunities or job prospects within the community. Special Schools have been developed for vocational training, which focus on manufacturing industry and public utility services, which doesn't hold great appeal or job opportunity within Male'. This lack of alternatives within Maldives for 16-18 age group to broaden their skill base and knowledge has created a void of disillusioned youths, and increase in delinquency

THE VOID

Maldives like many developing countries has modernise at an increased pace economically. Like many developing countries social and cultural development doesn't necessarily keep up with the economical growth. The VOID is the gap between economical and socio-cultural modernisation, which creates a population of disillusioned youths who have no way of identifying with the land they inhabit and its culture. This cause increased conflict within generations, and community which shows its face as increased juvenile behaviour, substance abuse and other anti-social activities

SOLUTION

The solution lies in providing schooling for alternative subjects which are not in school curriculum at present, but never the less important in broadening students and young peoples horizons. As the world get more integrated and cultures, more homogenised, our own rich identity and heritage is indanger of being lost forever. Society needs to find a firm foundation of cultural and social values in order to absorb these changes. Arts purpose in a society is to provide insight into cultural and social values, through different medium of expression and exploration. A platform where such practices can thrive and be able to sustain itself is important if we are to close the cultural gap imposed by such fast pace modernisation.



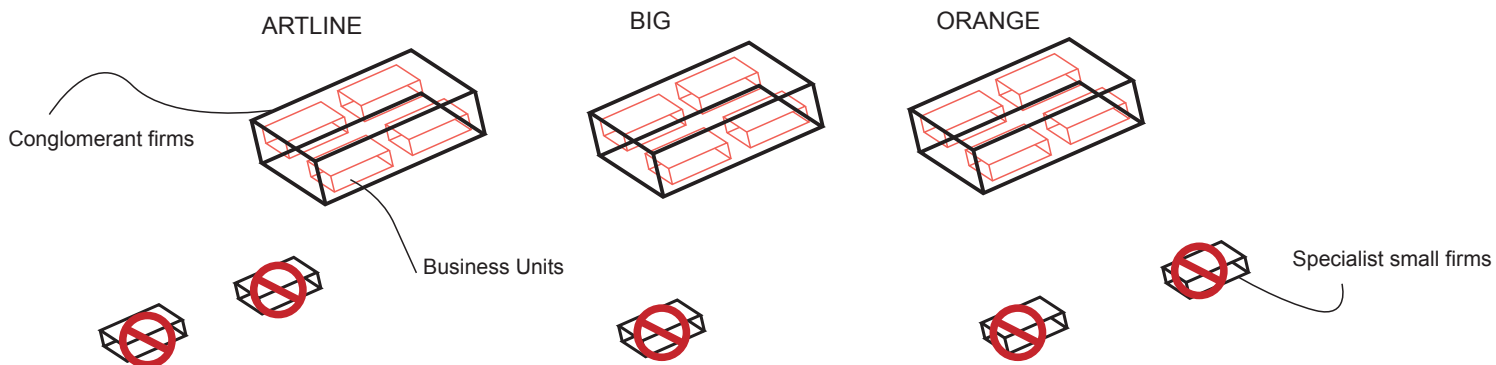
TRENDS WITHIN ARTS RELATED INDUSTRIES

DEFINITION

What is meant by Arts related industries, is any commercial activities, that depends on creative outputs, which includes, Advertising, Music, Film & television, Literature, and other forms of Design ranging from Interior, Fashion to industrial.

PRESENT SITUATION

Many of these industries described above are quite new to the Maldives, i.e. Advertising/ fashion. Although there are more industries, which falls into this category, we have taken just a few as examples. Most of the present companies within the industry, are technical based, with little specialisation. This is more evident in Marketing communication fields of Web Designing, Graphic Arts, and Television Promos. Most of the big companies, who has a large market share within Maldives are extensive marketing firms, like "BIG", "Orange", and "Art Line", who deal with overall marketing and execution within, a vertically integrated management structure, leaving little room for specialisation. Therefore companies have huge overheads and works on a basis of Economies of scale, which negates any creativity, and focus more on technical aspects of design and media execution.

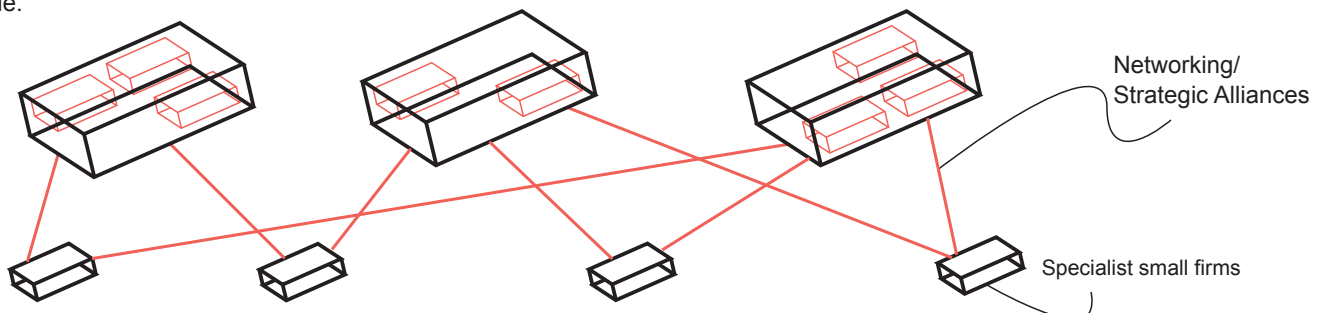


WHAT'S THE PROBLEM

These large studios and companies are virtual monopolies/ oligopolies, working on a strategy of cost reduction, leaving little room for small specialised companies to thrive and develop. Economically specialisation enables efficiency and effectiveness, as all resources are focused on the production of few products enabling more flexibility and hence enhancing creativity within the field. The problem lies with cost and lack of demand, which doesn't allow small companies to compete independently.

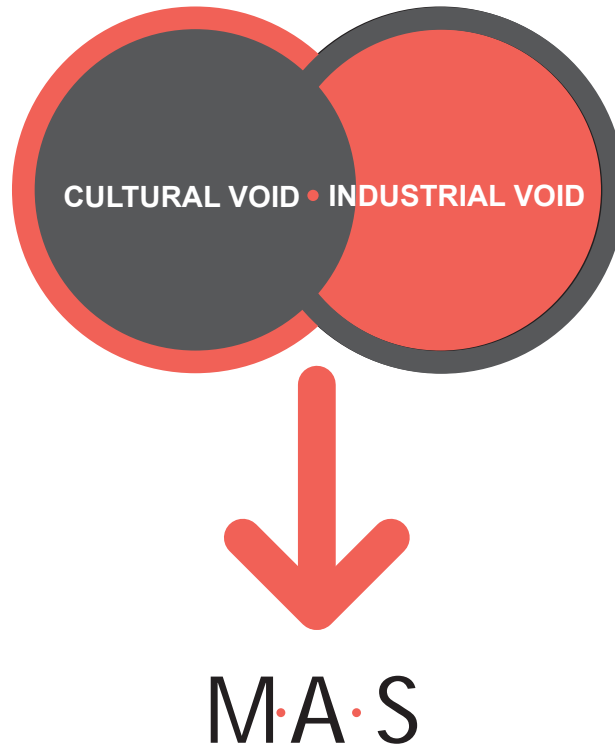
SOLUTION

The only solution for the industry to be able to sustain creatively and effectively is through Partnerships or Strategic alliances. In other words through collaboration within companies in the industry. This would enable reduction in cost without utilising economies of scale. Strategic alliances means outsourcing non-value adding services to specialist companies. This would mean any service which is not a part of the differentiating factor for the company would be outsourced, enabling more effective allocation of resources. This would enable specialisation to thrive in Art related industries causing in effect more creative output as a whole.



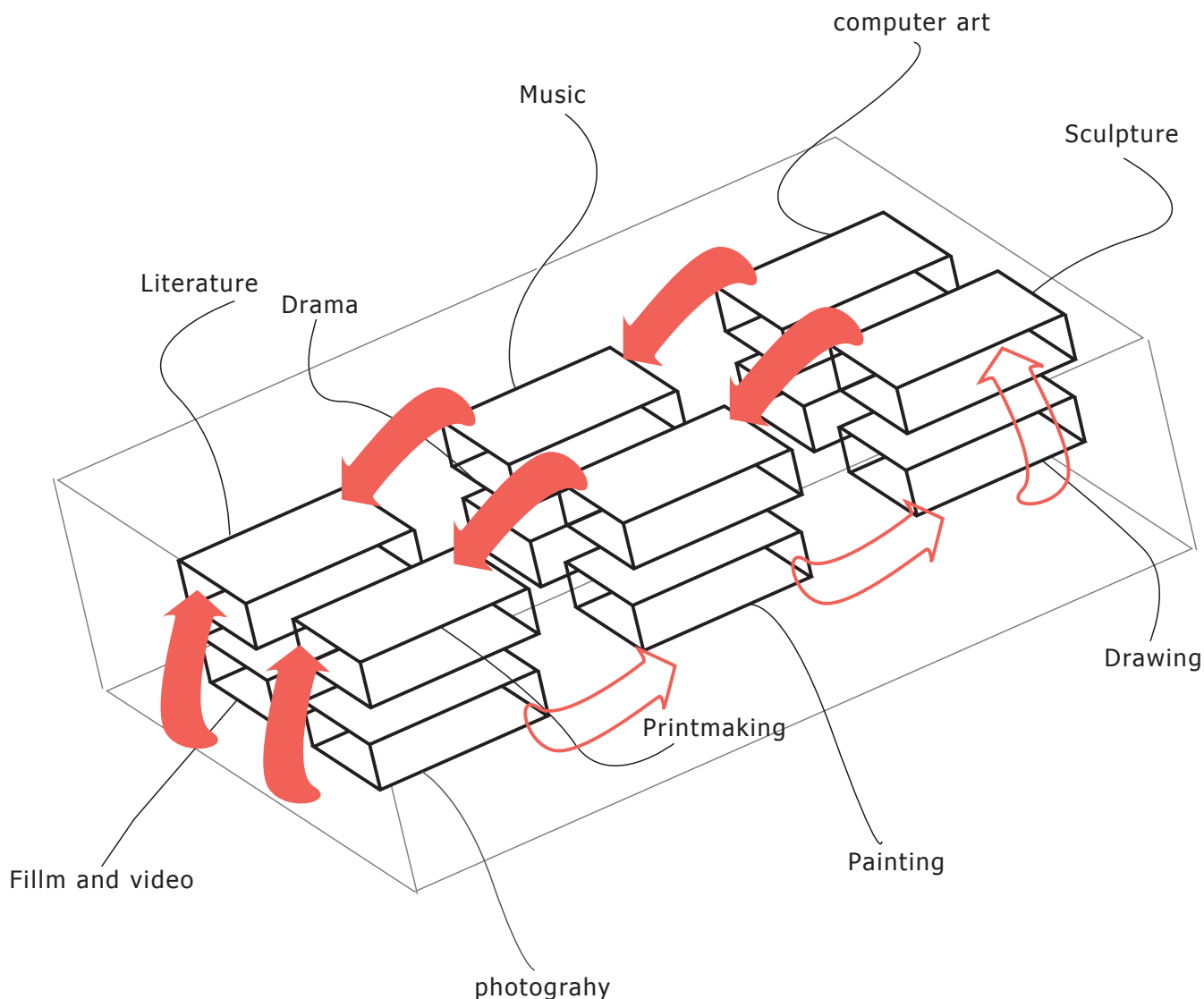


CLOSING THE GAPS



"MAS" will aim to provide a mutual solution to the gaps described previously by integrating Maldivian Art Industry with Foundation Art Schooling for young 16 - 18 year olds. Its implementation lies in collaboration between business units within the Art industries, by developing an alternative schooling programme. This would enable networking between businesses, by providing a platform for collaboration and experimentation and for the young people an opportunity to develop Artistic skills, and cultural knowledge which can then be utilised for the benefit of the businesses involved and community as a whole.

The next section in this proposal will concentrate how MAS will be structured and developed to enable this to take place.



FOUNDATION SCHOOL

Foundation Art is about introductory course to different mediums of artistic expression. We aim to provide an extensive range of medias, to give our students a broader knowledge and understanding of art, encouraging mix media and blurring of specialist subjects. the course will run in a rotation basis, so that all students are exposed to variety of specialist subjects. The curriculum will be flexible enough to encourage collaboration within different departments. Students work will be published in the school magazine and exhibited in Male' gallerys and spaces throughout the course. Foundation course will enable students to develop an extensive portfolio of work, which they could use for application to further their studies abroad and employment.

encouraging collaboration

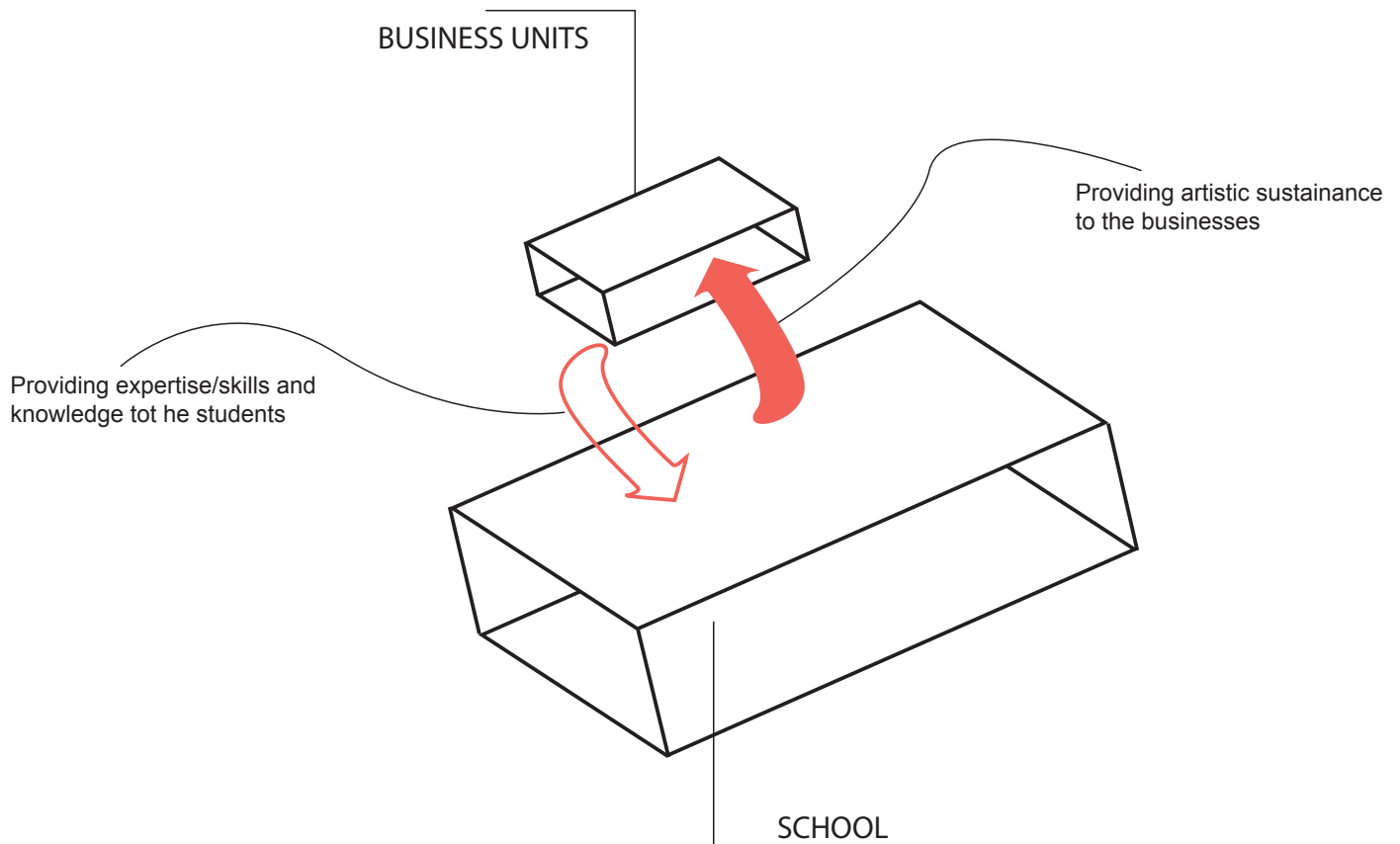
we understand the importance of specilisation, and the therefore the need for integration and collaboration within different fields to create greater value and effectiveness in what students want to express and communicate. The school's infrastructure is constructed so that the resources and departments are independent but integrated to encourage greater utility

Professional and technicians will work together to develop a flexible curriculum and assement criteriums, so that all resources within the School will be available and utilised in students effort to find thier specific form of expression. Students will be able to specialise in subjects in the last semester, and will be allocated into groups encompassing students from wide variety of specialised media to develop works to be assessed and exhibited at the end of the year.



MAS LONGTERM OBJECTIVE: IS TO DEVELOP AND SUSTAIN A DYNAMIC & CREATIVE ENVIRONMENT WHERE TRUE ARTISTIC EXPRESSION CAN THRIVE COMMERICALLY AND NON-COMMERICALLY

> MAS STRATEGY OF ACHIEVING ITS OBJECTIVE IS THROUGH "INTEGRATED UNITS"



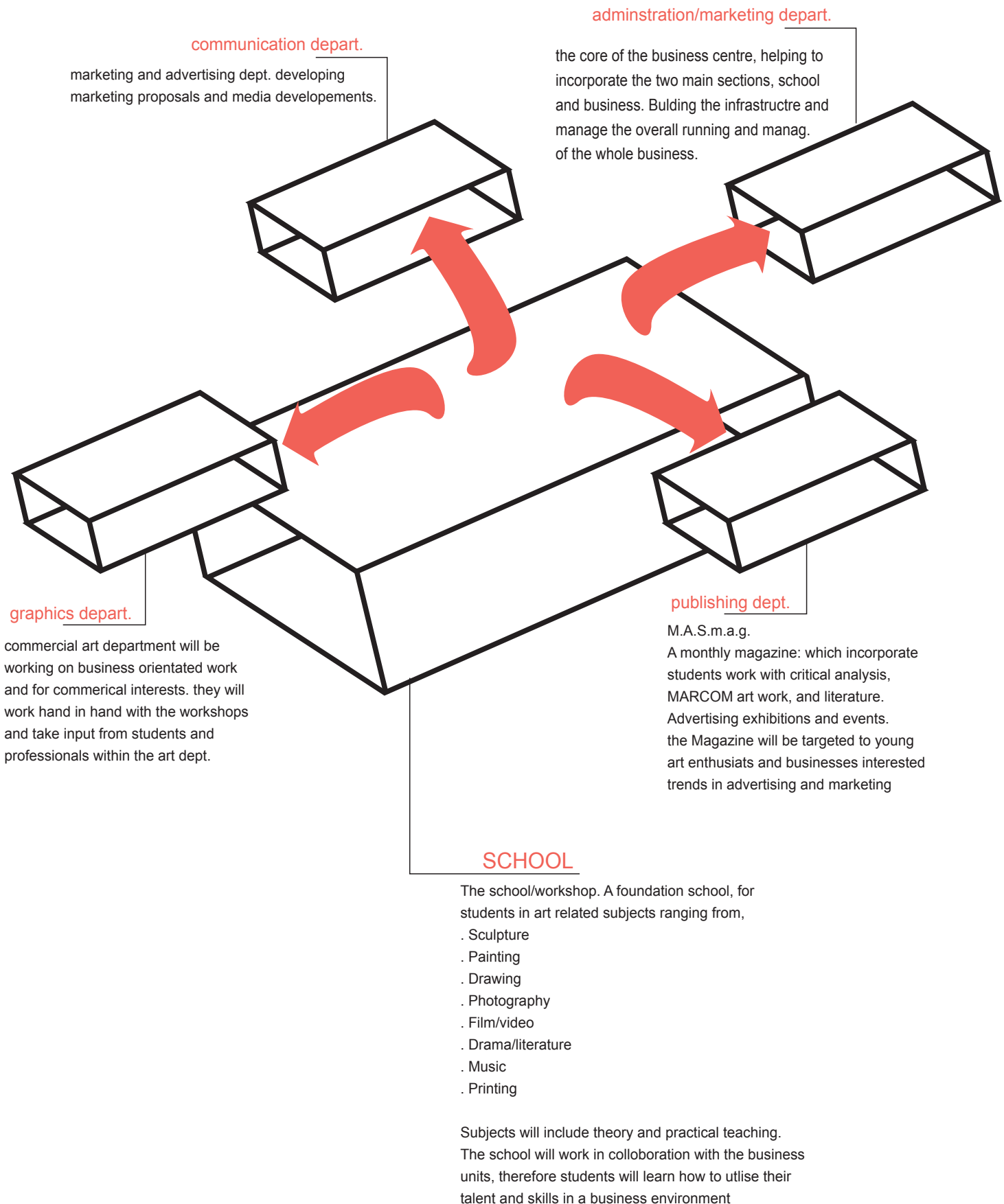
INTEGRATED UNITS

The MAS infrastructure will incorporate business units working in the feild of Art related commerical enterprises, which will work with the School, in a customised integrated system enabling both units to sustain, longterm survival. Business units will be networked together, with the School acting as a HUB

THE RECIPROCAL RELATIONSHIP

The employees and Professionals will be asked to assist and collaborate with the teachers and students. There expertise and facilities will be used by the students, to develop and express their ideas as part of the curriculum. The businesses, through this relationship will be able to take advanatge/ and utilise the knowledge gained by the experimental and dynamic nature of the school environment to gain sustainable competitive advantage with their business. School will be a base for experimentation and research for the business, lowering the cost of risk involved in having an insource R&D dept. of their own. The School will also enable collaboration between different specialised fields therefore enabling more effective use of resources for all Business Units involved with MAS.

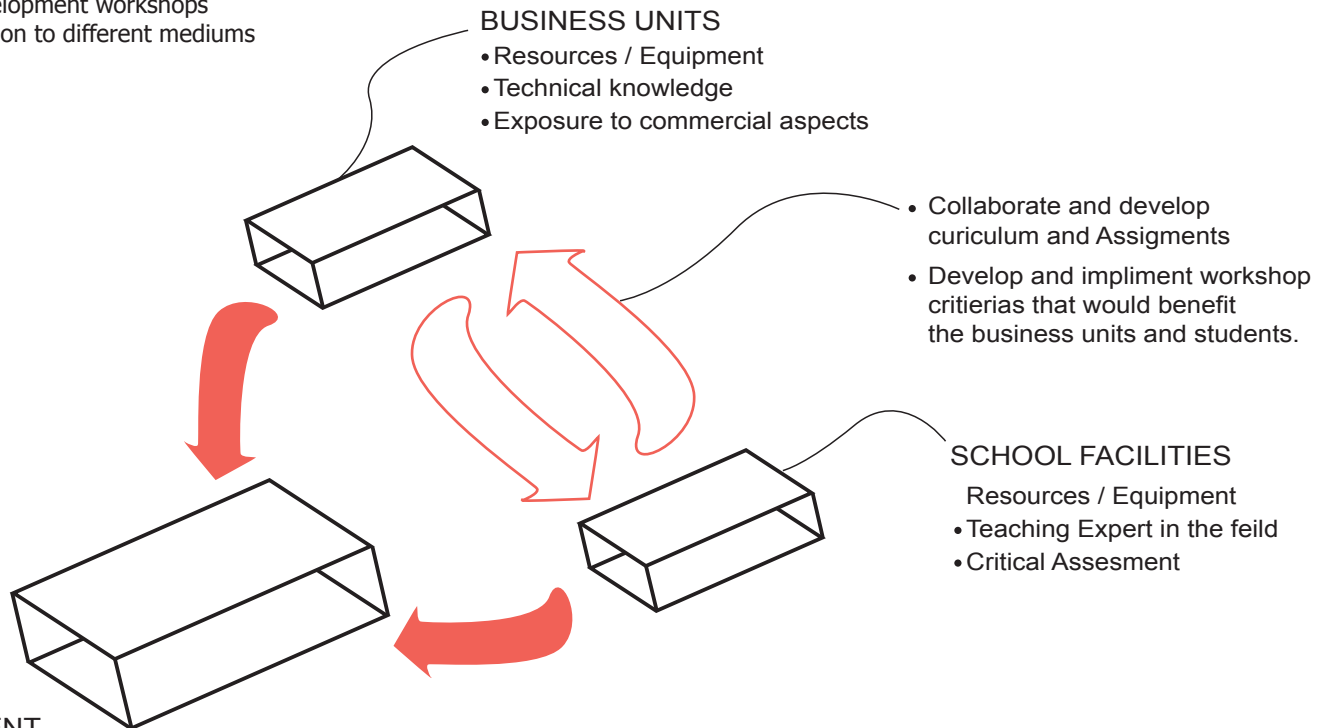
LONTERM GAINS: This reciprocal relationship created by MAS will help to sustain and develop Artistic practice more intune with the culture and values of Maldives, which the students can then apply in a commerical or non commerical practice.



HOW EACH SUBJECT WILL BE STRUCTURED

1st SEMESTER

Individual development workshops
Aim: Introduction to different mediums



2nd SEMESTER

Collaborative workshop
Aim: To develop students specialist skills and collaborative skills, working within different mediums for a final end work

