

REIMAGINING Lilongwe 2023.
“As The Year of Culture and Creativity in the City” .



Proposed By:
Lilongwe City Creative and Cultural Task force
Contact Person: Dennis Imaan

Lead Organization Name: Kuwala Creatives

Postal Address: Box 400155,

Physical Address: Gogo Jenala Complex, Area 15, Lilongwe.

Telephone No: +265 (0) 995 460 568 +265 (0) 999 925 602

Emai: talent@kuwalacreatives.com

12th July, 2023.

City Center Rejuvenation Project

Summary:

The Lilongwe City Center Rejuvenation Project is an ambitious initiative aimed at transforming underutilized spaces in Lilongwe's City Center into vibrant venues for arts, food, music, and culture pop-up markets. Through a collaborative effort involving various stakeholders, the project seeks to revitalize these spaces, creating attractive and inclusive areas that celebrate Lilongwe's cultural heritage, foster community engagement, and stimulate economic activity. By greening the spaces, incorporating reliable power sources for lighting, enhancing aesthetics, and engaging key partners, this project aims to create a vibrant and sustainable urban environment that reflects the aspirations and needs of the local community.



Background:

Lilongwe, as the capital city of Malawi, possesses a rich history, cultural diversity, and immense potential for growth. However, certain areas within the City Center remain underutilized, lacking vibrancy and community engagement. Recognizing the need to unlock this potential, as part of the action points from the Lilongwe City Summit and following our 1st ever OopUp Market in City Center called Ufulu Weekend PopUp Market, the City Center Rejuvenation Project has emerged as a catalyst for change, aiming to transform these spaces into lively and attractive venues that foster social interaction, economic vitality, and cultural exchange.

Introduction:

"Welcome to the City Center Rejuvenation Project, a transformative initiative set to breathe new life into Lilongwe's City Center. Our vision is to create vibrant public spaces that celebrate our cultural heritage, stimulate economic activity, and cultivate a sense of community pride. Through greening initiatives, reliable power sources for lighting, aesthetic enhancements, and the collaboration of key partners, we are embarking on a journey to revitalize our city and create spaces that resonate with the aspirations and needs of our residents".

The City Center Rejuvenation Project represents a collective effort to reimagine and transform underutilized spaces within the heart of our city. By embracing the principles of placemaking, we are committed to creating attractive and inclusive areas that reflect our identity and promote social cohesion. Through the revitalization of these spaces, we aspire to provide a vibrant platform for arts, food, music, and cultural pop-up markets, fostering a thriving ecosystem of creativity and entrepreneurship.

This project recognizes the importance of sustainable practices, and as such, we aim to incorporate green infrastructure, energy-efficient solutions, and the expertise of environmental organizations and energy companies to create spaces that are environmentally responsible and resilient. We also value the contribution of local artists, artisans, and community-based organizations, as they play a vital role in infusing our spaces with cultural vibrancy and community ownership.

Through partnerships with private sector sponsors and the collaboration of municipal government departments, we are confident in our ability to secure the necessary resources, expertise, and financial support to bring this project to life. By working together, we can realize our shared vision of a revitalized City Center that fosters community pride, stimulates economic growth, and serves as a vibrant hub for arts, culture, and social interaction.

Join us on this exciting journey as we transform the City Center into a place that truly reflects the soul of Lilongwe. Together, let's create an urban environment that we can all be proud of – a place where creativity thrives, connections are forged, and the spirit of our community shines brightly".

Phase 1: Planning and Preparation

Month 1-2:

- Establish the project steering committee and define roles and responsibilities.
- Conduct a thorough assessment of the City Center spaces to identify potential areas for rejuvenation.
- Conduct stakeholder consultations and community engagement sessions to gather input and feedback.

Month 3:

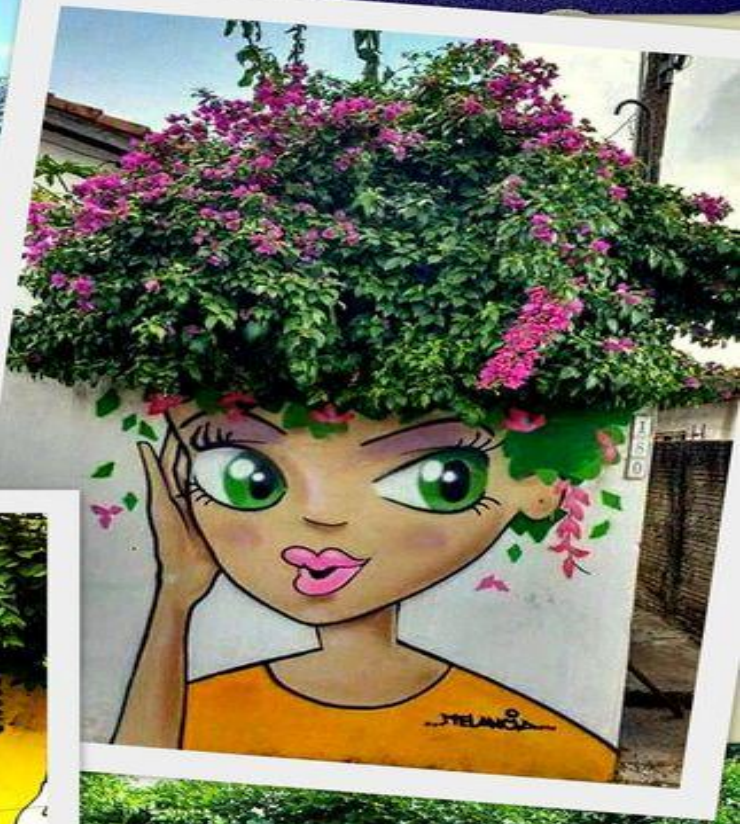
- Develop a detailed project plan, including objectives, scope, budget, and timeline.
- Identify potential private sector partners and initiate discussions for collaboration and funding.

Phase 2: Design and Development

Month 4-5:

- Engage urban design professionals and architects to develop design concepts for the rejuvenation of identified spaces.
- Conduct community workshops and presentations to gather input on design concepts.
- Refine and finalize the design plan based on community feedback.







Phase 3: Implementation and Activation

Month 8-9:

- Commence the construction and renovation works according to the finalized design plan.
- Ensure adherence to quality standards and timely completion of construction activities.
- Develop a marketing and communication strategy to create awareness about the project and upcoming activities.



Month 6-7:

- Obtain necessary permits and approvals from relevant authorities.
- Engage contractors and construction firms for the implementation of the design plan.
- Develop a comprehensive budget for construction, materials, and other project-related expenses.

Month 10-11:

- Establish partnerships with local artists, artisans, and food vendors to participate in the pop-up market.
- Organize cultural performances, music events, and art exhibitions to activate the rejuvenated spaces.
- Develop guidelines and criteria for vendor selection and participation in the pop-up market.

Phase 4: Launch and Ongoing Operations

Month 12:

- Organize a grand launch event to introduce the rejuvenated City Center spaces to the public.
- Conduct regular monitoring and evaluation of the project's impact on the community, economy, and cultural exchange.
- Establish a maintenance and management plan to ensure the upkeep of the rejuvenated spaces.



Months 13-24:

- Organize regular pop-up market events, cultural festivals, and music performances to sustain the vibrancy of the City Center spaces.
- Continuously engage with the community, gather feedback, and incorporate improvements based on the evolving needs and preferences.
- Explore additional revenue streams, such as sponsorships and partnerships, to support the ongoing operations and sustainability of the project.

Deliverables:

- Detailed project plan and design concepts for the rejuvenated spaces.
- Completed construction and renovation of identified spaces.
- Pop-up market events, cultural festivals, and music performances held regularly.
- Monitoring and evaluation reports on the project's impact and effectiveness.
- Maintenance and management plan for the ongoing upkeep of the rejuvenated spaces.
- Partnerships with private sector players and community stakeholders established and sustained.

Note: The timeline provided is a general guideline and can be adjusted based on the specific requirements, available resources, and external factors affecting the project. Regular monitoring and evaluation should be conducted throughout the project to ensure timely adjustments and successful implementation.

In the City Center Rejuvenation Project, several key partners can play a crucial role in achieving the goals of greening, reliable power sources for lighting, aesthetics, and other aspects. Here are some potential partners and their roles:

1. Environmental Organizations:

- Role: Environmental organizations specializing in urban greening and sustainability can provide expertise and guidance in incorporating green infrastructure into the rejuvenated spaces. They can advise on suitable plant species, landscaping techniques, and sustainable irrigation systems to enhance the aesthetics and environmental sustainability of the project.

2. Energy Companies:



- Role: Energy companies specializing in renewable energy solutions can partner with the project to provide reliable and sustainable power sources for lighting and other electrical needs. They can help install solar panels, energy-efficient lighting systems, and battery storage solutions to ensure a reliable and eco-friendly energy supply for the rejuvenated spaces.

3. Landscape Architects:

- Role: Landscape architects can collaborate with the project to design and implement green spaces within the City Center. They can create aesthetically pleasing layouts, incorporating elements such as trees, shrubs, flowers, and green walls to enhance the overall ambiance and visual appeal of the rejuvenated areas.

4. Local Artists and Artisans:



- Role: Local artists and artisans can contribute to the project by creating art installations, sculptures, murals, or other forms of artistic expression that add cultural and visual richness to the rejuvenated spaces. Their contributions can help showcase the local artistic talent and create an engaging environment for visitors.

5. Community-Based Organizations:

- Role: Community-based organizations can actively engage the local community in the project by organizing workshops, events, and educational programs related to greening, sustainability, and aesthetics. They can promote community ownership and participation, ensuring that the rejuvenated spaces reflect the aspirations and needs of the residents.

6. Government Departments:

- Role: Various departments within the municipal government, such as urban planning, parks and recreation, and public works, can play a pivotal role in coordinating and supporting the project. They can provide technical expertise, secure necessary permits and approvals, and ensure that the project aligns with the city's urban development guidelines and regulations.

7. Private Sector Sponsors:

- Role: Private sector sponsors, including businesses, corporations, and philanthropic organizations, can provide financial support to the project. They can contribute funds to cover the costs of greening initiatives, sustainable energy solutions, and aesthetic enhancements, demonstrating their commitment to the city's revitalization and promoting their corporate social responsibility.

These are just a few examples of potential partners and their roles in the City Center Rejuvenation Project. The specific partners and their roles can be tailored to the local context, available resources, and the project's specific requirements. Collaboration with these partners will help ensure the successful implementation and long-term sustainability of the project.

The Lilongwe City Creative and Cultural Taskforce.