

# KINETIKA BLOCO

## PRESS RELEASE

### KINETIKA BLOCO COMES OF AGE AND SHARES THE KEYS TO THEIR SUCCESS



“...unique new British Carnival sound with a decidedly London edge”

**BBC RADIO 2**

“Enchanting”

**NELSON MANDELA**

“That was beautiful.

Don't ever stop grooving like that.  
You own the world.”

**GEORGE CLINTON**

“Bloco was the first time I actually enjoyed playing trumpet.

Everyone's spirits intertwined:  
it's a spiritual experience.”

**SHEILA MAURICE-GREY**

#### **More Information & Interviews:**

If you would be interested in covering this in any publication, website, blog or social media and would like an interview with one of our team, including some of the amazing young people or alumni, please get in touch.

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Kinetika Bloco  
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#### **MEET KINETIKA BLOCO**

Kinetika Bloco is an exuberant performance group of young musicians on brass, woodwind, drums and steel pans, plus dynamic dancers in colourful costumes. We draw on influences from around the world: the Caribbean, Brazil, Africa, Funk and New Orleans jazz.

Our musical charity helps young people in South London aged 9 to 25 enrich their lives with creative activity. We work with over 500 young people each year through our summer schools, workshops and after-school projects. Our Bloco come from diverse backgrounds, and some have additional challenges, from shyness to learning difficulties, disabilities or challenging home lives. We help them build confidence, resilience and musicianship.

We perform at prestigious venues and events: The Notting Hill Carnival, Bestival, The London Jazz Festival, Roundhouse, Southbank Centre, Barbican Centre, The London 2012 Victory Parade and Ronnie Scotts 60th Anniversary Gala at the Royal Albert Hall. We collaborate with major artists like AfroReggae and Jerry Dammers and have appeared on radio and TV. Internationally we have performed in New Orleans, the Beijing Olympic Festival, with the Little Giants in Cape Town and annually at the Oslo Constitutional Day Parade.

#### **TURNING 21 AND SHARING THE KEYS TO OUR SUCCESS**

Kinetika Bloco turns 21 in 2021 and as we have officially reached adulthood, we wanted to share the keys to our success in our new Kinetika Bloco Toolkit. We hope it will help inspire and provide valuable insights for groups looking to replicate some of our successes.

Through exploring our process and methods we have created five videos exploring the keys to our success through interviews with Kinetika Bloco team and exciting performance clips we explore our: Ethos, Creative Process, Repertoire, Diversity & Inclusion and Performances. These methods and values underpin the strong foundation and success we have had in developing so many amazing young people over the years, including many of the young artists now taking the UK jazz scene by storm including Ruben Fox, Mark Kavuma, Theon Cross, Sheila Maurice-Grey, Femi Koleoso, Dominic Canning, Ife Ogunjobi and Kaidi Akinnibi.

#### **WHY NOW?**

During a time of national reflection, we hope that these keys will help other organisations by inspiring, encouraging or impacting their culture. We believe that if you set the right culture underpinned by great values you will be able to help the greatest number of young people. We hope that through the lessons we have learnt we can help people who are starting or developing organisations to think these things through. In a time when unity, openness, cultural understanding and youth engagement is needed more than ever we want to help others on their journey so the young people in the UK have the best possible opportunities available to them.

#### **HOW TO VIEW THE VIDEOS:**

Join us on YouTube live each day of the week of 25th January at 4.30pm for 10 minutes of sunshine as we premiere the video and answer Q&A's live on the chat.

<https://www.youtube.com/user/KinetikaBloco>

Monday 25th January 4.30pm – Our Ethos  
Tuesday 26th January 4.30pm – Diversity and Inclusion  
Wednesday 27th January 4.30pm – Our Creative Process  
Thursday 28th January 4.30pm – Our Repertoire  
Friday 29th January 4.30pm – Our Performances

– <https://youtu.be/T8bWq7WXJTE>  
– <https://youtu.be/oeO4ePDhPyE>  
– <https://youtu.be/FKDoDYHhXF8>  
– <https://youtu.be/c61YubRvdb0>  
– [https://youtu.be/FJ9Qfd\\_INn0](https://youtu.be/FJ9Qfd_INn0)