



2019

**Rubis Mécénat
cultural fund**

InPulse

A visual arts
community platform

JAMAICA

RUBIS MÉCÉNAT CULTURAL FUND SUPPORTS THE PRACTICE OF VISUAL ARTS AS A POSITIVE MEANS OF EXPRESSION AND OF PERSONAL DEVELOPMENT, THROUGH ITS ONGOING PROJECT *INPULSE* UNDERTAKEN IN 2015 IN KINGSTON, JAMAICA

InPulse is an ongoing project undertaken in 2015 by Rubis Mécénat cultural fund in partnership with Rubis Energy Jamaica at the heart of the Dunoon Park community in East Kingston, Jamaica. It strives to support Jamaican youth and improve the conditions of young adults from local communities through the practice of visual arts as a positive means of expression.

A creative platform and a life skills development programme, *InPulse* offers visual arts courses led by local and international artists as well as general-purpose educational training. Furthermore, the programme introduces its participants to the art market and to its professionals.

Each year the project awards scholarships to the most promising students to pursue a tertiary education at the Edna Manley College of the Visual and Performing Arts in Kingston.

KINGSTON AND *INPULSE*

After an initial socio-cultural project launched in South Africa in 2012, the fund partnered with the Group's Jamaican subsidiary Rubis Energy Jamaica to develop a long-term initiative within the Dunoon Park community in East Kingston, near the subsidiary's headquarters.

Jamaica has a dynamic cultural and artistic scene, but it is also a country where local communities are faced with daily violence linked to criminal gangs and drugs. With a youth unemployment rate of nearly 25%, young people living in Kingston's inner communities are more inclined to drop out of school. This violence is a threat to the young Jamaican generation.

It is in the middle of one of these Kingston communities that Rubis Mécénat cultural fund chose to implement the *InPulse* programme, with the goal of helping the young people from different neighbourhoods in the city by allowing them to take part in the workshops offered by the project, in order to acquire life skills and empower themselves through the practice of visual arts.

Cover:
Oneika Russell,
A bit of what you fancy
(detail), still from video
installation, 2016



Visit of the National Gallery of Jamaica, 2018

News 2019



|| 12 - 15 April

Invitation of *InPulse* by the Goethe-Institut to participate in the Havana Biennial, Cuba

The project will be represented by artist and Project Manager Camille Chedda, who will conduct a talk about *InPulse* and Rubis Mécénat cultural fund's social and artistic engagement during the "Taller de Arte y Experiencia" workshop, an artistic and academic project led by Cuban artist Ruslán Torres.

|| 29 May - 1st June

Invitation of *InPulse* at Tilting Axis 5, Pointe-à-Pitre, Guadeloupe

Jordan Harrison, Project Assistant, has been selected to participate to the 5th convening of Tilting Axis, a roving meeting bringing together artist led initiatives and art professionals to rethink and promote the Caribbean scene in the art world.

|| 9 November

Art festival *InPulse* edition 1 in the community of Dunoon, Kingston

With the participation of Jamaican artists and musicians from the community
Performance by Barbadian artist Sheena Rose with the *InPulse* students

|| December

Invitation of three *InPulse* students to participate in the Ghetto Biennial, Port-au-Prince, Haiti, with artist and Project Manager Camille Chedda

|| Throughout the year

Workshops with Jamaican artists Camille Chedda, Stanford Watson, Oneika Russell, Philip Thomas and Nile Saulter

Intensive workshops with guest artists Cyprien Clément-Delmas, French photographer and filmmaker represented by Caviar, and Sheena Rose, Barbadian artist

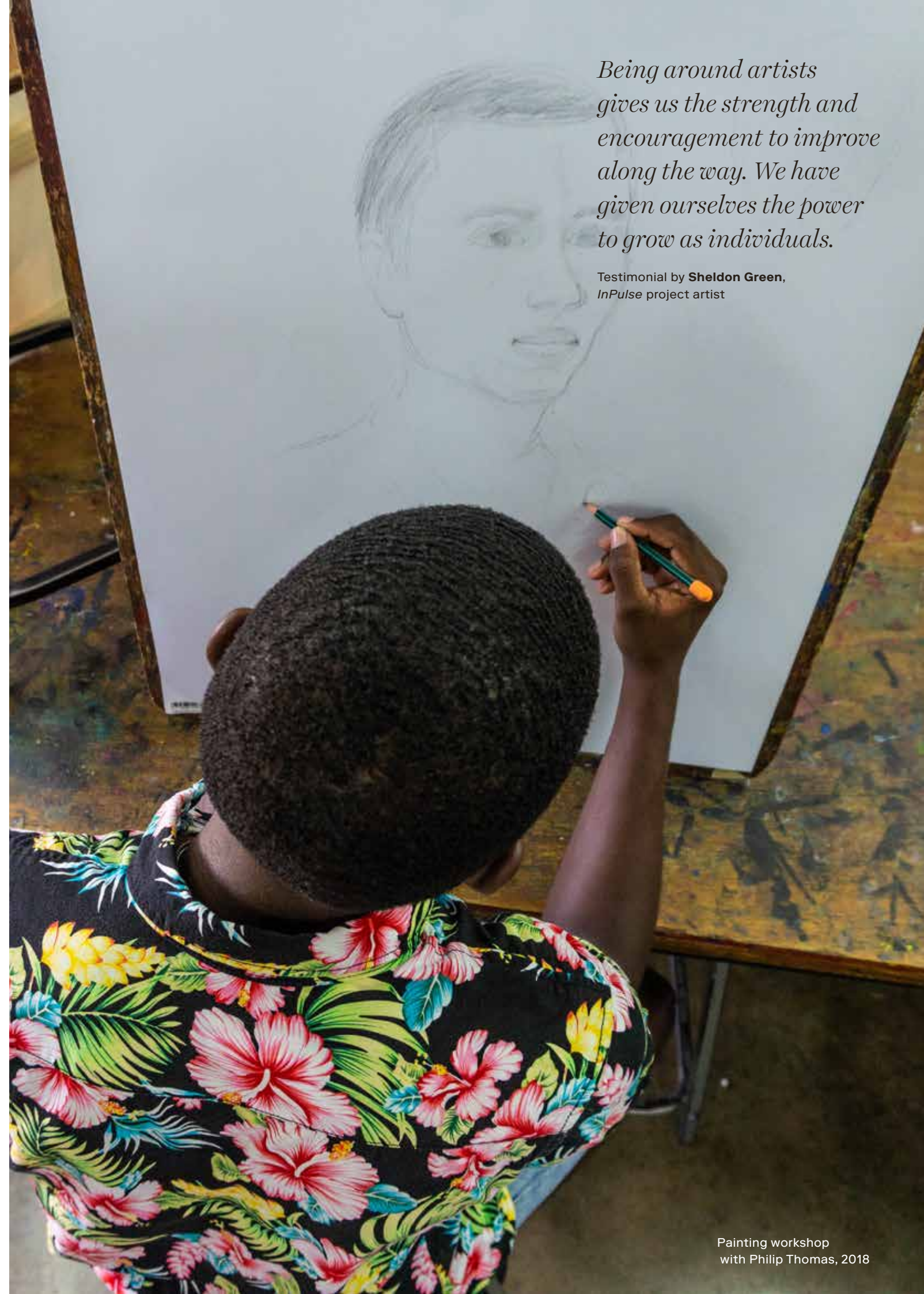
Weekly workshop at the Bellevue Psychiatric Hospital, Kingston, led by artist and *InPulse* Project Assistant Jordan Harrison

Three additional scholarships awarded to *InPulse* students to study at the Edna Manley College of the Visual and Performing Arts

Launch of a new artistic exchange program with different Caribbean countries

*Being around artists
gives us the strength and
encouragement to improve
along the way. We have
given ourselves the power
to grow as individuals.*

Testimonial by **Sheldon Green**,
InPulse project artist



Painting workshop
with Philip Thomas, 2018

|||||

Visual arts as a positive means of expression

Three socio-cultural projects exist today: the photography project *Of Soul and Joy*, in South Africa (since 2012), the art project *InPulse* in Jamaica (since 2015) and the social design project *Ndao Hanavao*, an innovation and creation laboratory for social design in Madagascar (since 2018).

Rubis Mécénat's commitment creates strong links of solidarity and trust. By going as close as possible towards those that are the furthest away from contemporary art, Rubis Mécénat reaffirms its belief in its educational and societal virtues. It does not only reach out to students, it also encourages the local community to enter into an active discourse around the visual arts.



*Through the learning of visual arts,
InPulse provides an alternative
to the existing official academic programme.
It seeks to promote a durable alternative
education for the personal development
of the local Kingston youth by offering
them new perspectives, thus giving them
new tools to thrive in an often instable
and precarious environment.*

6

Key figures since 2015

Around **50** students

9 scholarships awarded to *InPulse* students to study at the Edna Manly College of Visual and Performing Arts

3 weekly workshops led by Jamaican artists

Around **10** guest artists
2 weekly general educational courses

1 art space with unlimited internet access, computers, art supplies and photographic equipment

1 group exhibition in Kingston showcasing the work of the *InPulse* students

3 murals painted in the heart of local Kingston communities

1 book

1 video



The InPulse project



InPulse is an ongoing project undertaken in 2015 by Rubis Mécénat cultural fund in partnership with Rubis Energy Jamaica at the heart of the Dunoon Park community in East Kingston, Jamaica. It strives to support Jamaican youth and improve the conditions of young adults from local communities through the practice of visual arts as a positive means of expression.

A creative platform and a life skills development programme, *InPulse* offers visual arts courses led by local and international artists as well as general educational training. Furthermore, the programme introduces its participants to the art market and to its professionals.

Each year the project awards scholarships to the most promising students to pursue a tertiary education at the Edna Manley College of the Visual and Performing Arts in Kingston.

The programme takes place at the Dunoon Technical High School in Dunoon Park, located in East-Kingston. A room dedicated to the practice of visual arts gives the project's participants unlimited access to the necessary resources for learning art, including internet, art supplies, cameras and computers.

The programme benefits around thirty participants yearly in the age of 15 to 30 years old, including Dunoon Technical High School students and early school leavers from neighbouring communities who wish to develop their creativity and deepen their knowledge in the field of art.

VIDEO TESTIMONIALS

InPulse as seen by...

Veerle Poupeye, independant historian, curator and critique

Omari Ra, Head of the Fine Arts Department at the Edna Manley College

PROGRAMME

|| Three weekly studio-practice workshops are led by the Jamaican visual artist and Project Manager Camille Chedda. All types of artistic expression are addressed, ranging from drawing to animation via murals painted in the streets of Kingston.

Numerous speakers from the local art scene are also invited to present their work and host workshops, such as Stanford Watson-painting and murals, Oneika Russell-animation, Nile Saulter-video, Phillip Thomas-painting.

|| In parallel, the programme offers intensive **workshops** throughout the year, animated by artists belonging to the local and international art scene. In 2017, British artist and curator Leah Gordon and Haitian artists and members of the Atis Rezistans collective, André Eugène and Jean-Claude Saintilus led a workshop on Haitian culture and arts. In 2018, Barbadian artist Sheena Rose was invited to conduct a workshop on performance art.

|| Weekly **catch-up literacy and math classes** are offered to students along with courses in entrepreneurship and **basic life skills**.

|| Each year, Rubis Mécénat and Rubis Energy Jamaica award **scholarships to the most promising students** to pursue college studies at the Edna Manley College of the Visual and Performing Arts in Kingston.

|| Visits to exhibitions, festivals and studios are regularly organised. The project also allows emerging artists **to meet art professionals** and to **participate in art-related events in Jamaica or in the region**.

Video still,
InPulse Art Project,
Nile Saulter, 2017



Support from the cultural fund Rubis Mécénat, Rubis Energy Jamaica, community endorsement, local collaborations with artists have made the InPulse programme one of the most dynamic initiatives thus far. One anticipates the future achievements of this small group of talented youngsters and their dedicated instructors. With that in mind, we remember those excited students who visited the Jamaica Biennial of 2017. After their experience, I would like to hazard a guess and say that their best is yet to come.

Monique Barnett-Davidson, Jamaican curator and art critic
Except from the text "InPulse, In Time with Jamaican Artistic Development", 2017
[Read the full text](#)

Publications & videos



2018
INPULSE COLLECTIVE – KINGSTON
A catalogue presenting works by the *InPulse* art project and its artists (2016 - 2017)

2017
HALLELUJAH WAVE
A film by the *InPulse* students and Nile Saulter

Video still, *Hallelujah Wave*, 2017



Exhibitions, residencies and collaborations with institutions

- InPulse residency, Sheena Rose studio, Barbados**
2018: Sheldon Green, *InPulse* project artist and student at the Edna Manley College
- InPulse art collective group show, Studio 174, Kingston, Jamaica, 2018**
Presentation of works by the *InPulse* students and collaborative workshop with the Downtown Kingston community
- Ghetto Biennale, Port-au-Prince, Haiti, 2017**
Invitation of three students from the project and the artist Camille Chedda to participate in the contemporary art festival organised by the Atis Rezistans collective

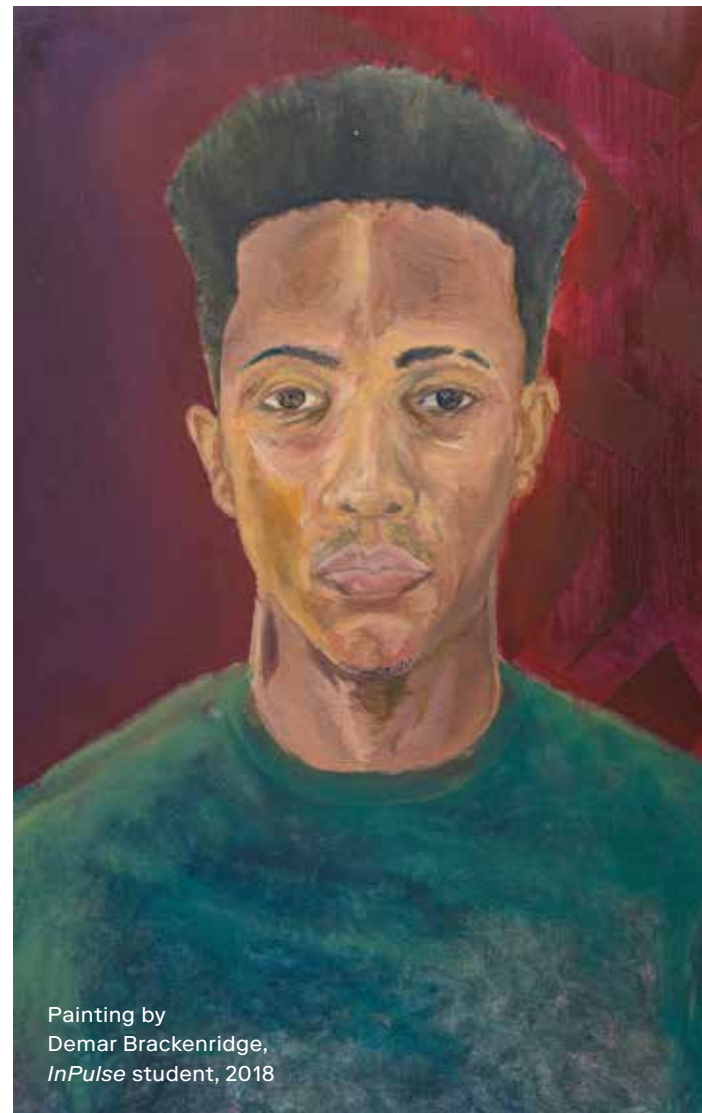
Visit of the National Gallery
of Jamaica, 2018



Painting workshop
with Phillip Thomas, 2018



Workshop with
Camille Chedda,
2018



Painting by
Demar Brackenridge,
InPulse student, 2018

Actors

TESTIMONIALS FROM STUDENTS

Sheldon Green 22 years old

Student at the Edna Manley College

In 2019, Sheldon Green is invited to participate for the second time in the Ghetto Biennial (Haiti), with two other *InPulse* students and artist and Project Manager Camille Chedda.

Sheldon Green joins the *InPulse* project in 2016. In 2018, he enters the Edna Manley College, thanks to a scholarship granted by the project. The same year, he takes part in the *InPulse* art collective exhibition at Studio 174, Kingston, and he is invited in Barbados by artist Sheena Rose for an artistic exchange. He has realised several murals in Downtown Kingston and has just completed a project for Pepsi Jamaica with others Edna Manley College students.

The InPulse art project is a programme that is helping young artist like myself to be able to achieve an artistic career through a step by step process in order to become a professional artist. Being enrolled in the programme has given me the opportunity to continue doing things that I love: meeting new people, learning new ways of making art and strengthen my skills, and learning how to earn from it as well. InPulse has joined us together in an environment where we can see, excel and learn.



Video portrait
of Sheldon Green
by Nile Saulter, 2019

Jordan Harrison 24 years old

Edna Manley College graduate
InPulse Project Assistant

In 2019, Jordan Harrison is invited to participate in the Ghetto Biennale (Haiti), with two other *InPulse* students and artist and Project Manager Camille Chedda. Since September 2018, he is leading weekly artistic workshops at the Bellevue Psychiatric Hospital, Kingston, in addition to his activity as *InPulse* Project Assistant.

Jordan Harrison joins the *InPulse* project in 2015. In 2016, he is granted a scholarship to study at the Edna Manley College. In June 2018, he graduates in Painting and he takes part in the Final Year group show. The same year, he participates in the *InPulse art collective* exhibition at Studio 174, Kingston, the *Art and Ananse* group show at the UWI Regional Headquarters, Kingston, and he is commissioned by the company Sagicor to create a mural in Barbican, Kingston.

The InPulse project has helped me in my development as an art student and given me the proper techniques. This programme brings us something entirely new.



Video portrait
of Jordan Harrison
by Nile Saulter, 2019

Mural painting
by Jordan Harrison for the Sagicor
firm at Barbican, Kingston, 2018





Team

Lorraine Gobin, Director of the project, Managing Director at Rubis Mécénat cultural fund
Juliette Le Bihan, Project Manager at Rubis Mécénat cultural fund

Local team in Kingston

Camille Chedda, Project Manager, Jamaican visual artist

Jordan Harrison, Project Assistant

Dania Roberts, English Teacher at Dunoon Technical High School

Duhane Telphia, Mathematics Teacher at Dunoon Technical High School

Dunoon Technical High School volunteers as well as volunteers from the Rubis Energy Jamaica subsidiary represented by Donnovan Dobson, Director of Human Resources at Rubis Energy Jamaica and Alain Carreau, CEO at Rubis Energy Jamaica;
Andrea Gooding, Marketing Manager at Rubis Eastern Caribbean

Mentors

Camille Chedda, Project Manager, Jamaican visual artist

Oneika Russell, Jamaican visual artist

Nile Saulter, Jamaican video artist

Phillip Thomas, Jamaican visual artist

Stanford Watson, Jamaican visual artist and community art activist

Contributors

Monique Barnett-Davidson, visual arts and museum professional

Cyprien Clément-Delmas, French filmmaker and photographer, represented by Caviar

André Eugene, Haitian visual artist, member of the Atis Rezistans collective

Leah Gordon, British multimedia artist and curator

Veerle Poupeye, independent historian, curator and critique

Sheena Rose, Barbadian visual artist

Jean-Claude Saintilus, Haitian visual artist, member of the Atis Rezistans collective

Nicole Smythe-Johnson, independent curator

Rodell Warner, Trinidadian visual artist



CAMILLE CHEDDA

Camille Chedda was born in Manchester, Jamaica. She currently lectures at the Edna Manley College and the University of Technology in Kingston, Jamaica, in addition to her activity as *InPulse* Project Manager.

She graduated from the Edna Manley College of the Visual and Performing Arts in Painting, and received an MFA in Painting from the University of Massachusetts Dartmouth, USA. Her works have been featured in major exhibitions at the National Gallery of Jamaica including *Materializing Slavery*, *New Roots* and the Jamaica Biennial 2014. She is the recipient of numerous awards, including the Albert Huie Award, the Reed Foundation Scholarship and the inaugural Dawn Scott Memorial Award. She has been artist in residence at Alice Yard in Trinidad, Art Omi in New York and has been awarded a residency at Hospitalfield in Scotland as a part of the inaugural group of artists in the TAARE programme.

Camille Chedda, *Rebuild*,
cement, plastic bags,
sequins, plastic toys
and objects, rice, printed text,
concrete blocks, 2015

RUBIS MÉCÉNAT CULTURAL FUND RUBIS GROUP ENDOWMENT FUND FOR CULTURAL AND SOCIAL ART PROJECTS *IMPULSE* FOUNDER

As a responsible company, Rubis has given itself a double goal: undertaking social change in three fields, health, education and environment, and promoting artistic creation through its endowment fund Rubis Mécénat.

In 2011, the Rubis Group created its cultural endowment fund Rubis Mécénat to strengthen links between its subsidiaries, contribute to the absorption of the Group into its socio-cultural environment and to revitalize the company culture. As an industrial, social and cultural protagonist in the countries in which it operates, the Rubis Group strengthens its actions on each territory thanks to the implementation of its cultural projects.

Rubis Mécénat's primary objective is to take action in developing countries where the Group has a presence. By collaborating with the local subsidiaries and joining forces with local and international artists Rubis Mécénat nurtures socio-cultural projects at the heart of local communities whilst bringing to young adults an educational artistic programme and the ability to go through life with the practice of the visual arts. These programmes, enriched by a system of scholarships as well as of cultural events, are designed to let personal vocations, future prospects, and new talents come to the fore. Functioning as creative platforms, these artistic and social initiatives constitute a long-term investment which allows support over time in each territory.

In addition, Rubis Mécénat supports artistic creation by guiding emerging and mid-career artists in France and abroad, commissioning works for specific places as well as for the Group's industrial sites. The fund also purchases to the supported artists works destined to be shown in the offices of the Rubis Group.

*Art should be universal, humble and accessible to
all in order to serve and contribute to social cohesion.*

John Ruskin

RUBIS ENERGY JAMAICA RUBIS GROUP SUBSIDIARY *IMPULSE* MAIN PARTNER

Rubis Energy Jamaica (REJ) operates a large petroleum, chemicals and lubricants products import terminal at Rockfort, East Kingston, supplying commercial and retail customers and its 50 gas stations. REJ also provides comprehensive fuel management solutions for its customers' vehicle fleets, using the latest smart card technology. At Rubis Energy, sustainability is key, both in terms of our business interests and the environmental and socio-economic climate in which it operates.

Rubis Energy is also working to improve the environmental performance of its operations. Initiatives include lowering their emissions to improve impact on biodiversity, and using less energy, water and other vital resources.

In keeping with this vision, Rubis has launched the R.E.A.C.H Programme (Rubis Energized Activities and Cultural Habits), with a focus on forging meaningful relationships and implementing special community projects within its immediate surroundings. This programme complements the cultural project *InPulse*, launched with Rubis Mécénat cultural fund in 2015. This initiative is a part of Rubis Energy Jamaica's policy of social commitment and responsibility. It also encourages its collaborators to engage with the project with a team of volunteers who contribute to the programme's daily administration and logistics.

*At Rubis Energy, we actively seek to partner
with companies who share our commitment
to sustainable development, and to steering Jamaica
in the growth and peace path by building both
the capacity and sustainable prosperity
of the communities in which we operate.*

Alain Carreau, CEO of Rubis Energy Jamaica

CONTACT

RUBIS MÉCÉNAT CULTURAL FUND COMMUNICATION L'ART EN PLUS

Olivia de Smedt
o.desmedt@lartenplus.com

Chloé Villefayot
c.villefayot@lartenplus.com

Tél.: +33 (0)1 45 53 62 74
www.lartenplus.com

COMMUNICATION IN JAMAICA RUBIS ENERGY JAMAICA

Donnovan Dobson
d.dobson@rubis-caribbean.com

Tél.: +1 876 928 7301

RUBIS MÉCÉNAT CULTURAL FUND

Lorraine Gobin
l.gobin@rubismecenat.fr

Juliette Le Bihan
j.lebihan@rubismecenat.fr

Tél.: +33 (0) 1 44 17 05 72
www.rubismecenat.fr



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available upon request

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Delphine Cormier