

# HART CULTURE

INSPIRING EXCELLENCE IN THE ARTS THROUGH LOCAL COMMUNITIES

Marketing | C.I.C Corporate Intelligence

CAT NO. 1238\_HC/006

✓ **HCC.I.C Mission:** Strive to engage with non-traditional audiences in the arts and foster active cultural engagement working with local volunteers and respective arts organizations

## AWARDS FOR 'EXCELLENCE'

HMS President Ship (1918)  
Victoria Embankment  
London  
EC4Y OHJ

TATE &amp; LYLE SUGARS



### ABOUT THE MERIT AWARDS FOR EXCELLENCE

The HC was in early formation stages when it began working on the Pilot project for the 'Merit Awards For Excellence' in 2009, Stratford. The HC carried out specific research and found the venue (Now re-named - Stratford International) and offered basic Printing, Marketing, Advertising, Administration and Supplier services to the Awarding ceremony.

The Awards existed to celebrate chiefly the achievement of Artistic Practitioners of African descent in Film & Theatre in Britain.

### ACHEIVEMENT

To date, the recipients of these awards are as follows:  
*Jocelyn Jee Essien (Little Miss Jocelyn), David Oyelowo, Dj Abass, Tupele Dorgu, Sola Oyejade (Mr Mahogany), Chucky Venn, Sola Oyeleye, Tayo Aluko, Peter Olorunnisomo and Ayan DeFirst.*

*"The HC is about opening up opportunities within the Artworld for non-traditional audiences and Young people "...*



[Above] Award Winner for 'Best Media' Ayo Johnson and Award Chair: Chermiah Hart FdA BA on the HMS President (1918), October 9th 2010.

### NOMINATIONS

The nomination process happened over a series of committee meetings when all votes were collected and analysed. There are awards distributed by special 'Panel Selection' and also by Public Vote popularity.

### RECOGNITION

The Merit Awards is a great way to bring recognition to talent that does not traditionally fit into mainstream awarding categories or commercial shows that ultimately double up as commercial ventures too. Thus, young Writers

and Ethnic issues explored in the Arts have a steady and fair footing in terms of 'platform' to be recognised. Furthermore, it reduces the need to compromise integrity or contort Artistic Expression for the de-based satisfaction of 'Status Quo's. The awards have historically been a warm, supportive and culturally engaging ceremony, where members of the Community network and enhance their knowledge about African achievement in the Arts.

### SUPPORT

**MERCHANDISE**  
Merit Awards For Excellence Program Online  
>  
Published by  
HART CULTURE Publishing, 2010

### KEY OUTCOMES

- ★ Global Recognition
- ★ Career Development
- ★ Power Networking
- ★ Opportunities
- ★ Collaboration

### TESTIMONIALS

*"I wish the Merit Awards the best in success for the future".*  
Merit Award Guest



*"... This day means so much to me beyond words. I am really glad to have been recognised by my community in this way"*  
Jocelyn Jee Essien  
Female Actor/Comedian

*"... Unfortunately, I could not make it to this year, however I am elated and deeply touched by the presentation of this award - Thank You".*  
Kwame Kwer Armah  
British Playwright, Singer and Broadcaster

Region:

Westminster, London

Community Served:

350 People

Hours/Service:

500

Lead Awarding Body:

HMS President, Ogeyinka

Cost:

£8,500

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