

Rubis Mécénat

InPulse

A visual arts
community platform

JAMAICA

With Rubis Energy Jamaica



2020

**IN 2020, RUBIS MÉCÉNAT CELEBRATES
THE 5TH ANNIVERSARY OF ITS ONGOING
PROGRAMME *INPULSE*, UNDERTAKEN IN 2015
IN KINGSTON, JAMAICA.**

**Supporting visual arts as a positive means
of expression and of personal development**

InPulse is an ongoing programme undertaken in 2015 by Rubis Mécénat 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 programme 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 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:
Cultural outing,
Downtown Kingston, 2017



News 2020

|| 24 June – 2 July 2020

Support to the *Re:Mediate* group exhibition
Clemente Center, New York City, USA

Exhibition organized by Tide Rising Art Projects featuring works
by Caribbean artists including *InPulse* mentors Oneika Russell
and Camille Chedda

Invitation in New York of *InPulse* students Demar Brackenridge
and Andre Bowen to assist with the preparation of the exhibition
and meet art professionals

|| July 2020

Public screening and talks

Screening of the short movie directed by the *InPulse* students in
collaboration with Danielle Russell, with the participation of the Downtown
Kingston Music Theatre students

Talks and panel discussions on the project

|| July 2020

Residency of 2 *InPulse* students at Sheena Rose's studio, Barbados

Continuation of the residency programme started in 2018 with Barbadian
artist Sheena Rose, with the invitation in Barbados of *InPulse* students
Sheldon Green and Demar Brackenridge for an artistic exchange

|| November 2020

Intensive workshop with French visual artist Stéphane Thidet
Kingston, Jamaica

15-day workshop conducted at Edna Manley College,
with the installation in the College's field of a collaborative artwork
realised with the *InPulse* students

Invitation of Haitian artist Reginald Senatus to take part in the workshop,
within the frame of an exchange programme with the Ghetto Biennale

|| November 2020

Commission of a mural to 2 *InPulse* students
La SARA, Martinique

Invitation of *InPulse* artists Jordan Harrison and Sheldon Green
to paint a mural on one of the tank of La SARA, a Rubis depot
based in Le Lamentin, Martinique

|| December 2020

Celebration of the 5th anniversary of *InPulse*
Kingston, Jamaica

Screenings and talks with the *InPulse* students and mentors

|| Throughout the year

Weekly workshops with Jamaican artists Camille Chedda, Danielle Russell,
Phillip Thomas, Nile Saulter and Omari Ra

Weekly workshops at the Bellevue Psychiatric Hospital, Kingston,
led by artist and *InPulse* Project Assistant Jordan Harrison and commission
to Omari Ra of a collaborative mural

Collaboration with Downtown Kingston Music Theatre:
set and costume designs by the *InPulse* students for a musical
performance on the history of Jamaican music

Six scholarships renewed to allow *InPulse* students to continue
their studies at the Edna Manley College of the Visual and Performing Arts



Context



INPULSE, ONGOING SOCIO-CULTURAL PROGRAMME UNDERTAKEN BY RUBIS MÉCÉNAT

Visual arts as a positive means of expression and of personal development

Within the context of its support to contemporary art, Rubis Mécénat aims to develop lasting social art initiatives with the Group's subsidiaries as a way of getting involved in the local communities and positioning itself as a social and cultural player in addition to the economic role the company plays within the countries.

Three socio-cultural programmes 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).

These educational programmes work as creative platforms at the heart of local communities by offering to young people in reintegration workshops led by recognised artists and general educational support so that they can acquire academic and artistic skills.

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.*

Lorraine Gobin, Managing Director, Rubis Mécénat

Key figures since 2015

Around **50** students

10 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

General educational courses including life skills

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

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

4 murals painted in the heart of local Kingston communities

1 book

4 videos

Ghetto Biennale,
Haiti, 2017



Workshop
with Phillip Thomas,
Kingston, 2018

The InPulse project



InPulse is a lasting social art initiative undertaken in 2015 by Rubis Mécénat 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 and murals painted in the streets of Kingston. **Numerous speakers from the local art scene are also invited** to present their work and host workshops.
- || In parallel, the programme offers intensive **workshops** throughout the year, animated by artists belonging to the local and international art scene.
- || **General educational courses** are offered to students along with courses in entrepreneurship and **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**.



Visit of the
National Gallery
of Jamaica, 2018

A young man is captured in mid-air, performing a handstand on a concrete wall. He is wearing a white t-shirt with a graphic and dark shorts. His arms are extended outwards, and his legs are bent at the knees. The background shows a concrete wall, some greenery, and a building in the distance.

*Hallelujah Wave,
Nile Saulter
and the InPulse
students, 2018*

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](#)



Exhibitions, residencies and collaborations with institutions

- InPulse Arts Festival edition 1**
Dunoon Technical High School, Kingston, 2019
 Exhibition of the students and mentors' works
 Invitation of local artists and performers
 Talk by Gabrielle Blackwood and panel discussions
 animated by Twaunui Sinclair with Camille Chedda,
 Oneika Russell, Sheena Rose, Philip Thomas and *InPulse* artists
 Performance by Sheena Rose and the *InPulse* students
- Havana Biennale, Havana, Cuba, 2019**
 Invitation of artist and Project Manager Camille Chedda to talk about
InPulse and Rubis Mécénat's social and artistic engagement during the
 "Taller de Arte y Experiencia" workshop led by Cuban artist Ruslán Torres
- Tilting Axis 5, Point-à-Pitre, Guadeloupe, 2019**
 Invitation of *InPulse* Project Assistant Jordan Harrison 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
- InPulse residency, Sheena Rose studio, Barbados**
2018: Sheldon Green, *InPulse* 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

Publications & videos



InPulse Collective - Kingston, 2018

Powerful Beyond Measure, Cyprien Clément-Delmas and the InPulse students, 2019



- 2019**
SOMETHING TO SAY
 Claymation by the *InPulse* students and Oneika Russell

POWERFUL BEYOND MEASURE
 Music video by the *InPulse* students and Cyprien Clément-Delmas
- 2018**
WE ARE DEMIGODS
 Animation video by the *InPulse* students and Oneika Russell

INPULSE COLLECTIVE – KINGSTON
 A catalogue presenting works by the *InPulse* art project and its artists (2016 - 2017)
- 2017**
HALLELUJAH WAVE
 Short movie by the *InPulse* students and Nile Saulter

[Click here to see all the project's videos](#)



Workshop with
Cyprien Clément-Delmas,
Kingston, 2019



Performance by
Sheena Rose, InPulse
Arts Festival edition 1,
Kingston, 2019

Actors

STUDENTS PROFILES

Sheldon Green 30 years old

Student at the Edna Manley College

In 2020, Sheldon Green is commissioned by Rubis Mécénat to create a mural for La SARA in Martinique, with *InPulse* artist Jordan Harrison. He is also invited in Barbados for a second residency with local artist Sheena Rose.



Sheldon Green joins the *InPulse* programme 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.



Video portrait
of Sheldon Green
by Nile Saulter, 2019

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.

Jordan Harrison 25 years old

Edna Manley College graduate
InPulse Project Assistant

In 2020, Jordan Harrison is commissioned by Rubis Mécénat to create a mural for La SARA in Martinique, with *InPulse* artist Sheldon Green.



Jordan Harrison joins the *InPulse* programme 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. Since September 2018, he is leading weekly *InPulse* artistic workshops at the Bellevue Psychiatric Hospital, Kingston, in addition to his activity as *InPulse* Project Assistant. In 2019, he was part of a group exhibition at the National Gallery of Jamaica in Kingston, and was invited to Tilting Axis 5 in Guadeloupe.



Video portrait
of Jordan Harrison
by Nile Saulter, 2019



Demar Brackenridge 18 years old

Student at the Edna Manley College

In 2020, Demar Brackenridge is invited as a studio and curatorial assistant for the *Re:Mediate* exhibition in New York. He is also invited to Barbados for a residency with local artist Sheena Rose.



Demar Brackenridge joined the *InPulse* programme in 2015 while he was studying at the Dunoon Technical High School. He received a full scholarship through the project to study at the Edna Manley College in 2018. In that year, he participated in the *InPulse Art Collective* group exhibition at Studio 174 in downtown Kingston, and his jewelry designs were featured in an annual forum by the French Embassy in Jamaica called “A Touch of France” in Kingston. Demar is on the 2019 Honour Roll at the Edna Manley College. In 2019, his work was featured in a group exhibition at the InPulse Art Festival, and his works were selected for *UnFinished*, an exhibition curated by art critic Veerle Poupeye in Kingston.



Self portrait by
Demar Brackenridge,
Kingston, 2019



Andre Bowen 18 years old

Student at the Edna Manley College

In 2020 Andre Bowen is invited as a studio and curatorial assistant for the *Re:Mediate* exhibition in New York.



Andre Bowen joined the *InPulse* programme in 2015 while he was studying at the Dunoon Technical High School. He received a full scholarship thanks to the project to study at the Edna Manley College in 2018, where he is currently studying Animation. The same year, he participated in the *InPulse Art Collective* group exhibition at Studio 174 in downtown Kingston. In 2019, his work was featured in a group exhibition at the *InPulse* Art Festival.



Video animation
by Andre Bowen, 2019



Team

Lorraine Gobin
Director of the project,
Rubis Mécénat Managing Director

Juliette Le Bihan
Project Manager, Rubis Mécénat

Andrea Gooding
Marketing Manager,
Rubis Eastern Caribbean

Local team

Camille Chedda, Project Manager,
Jamaican visual artist

Jordan Harrison, Project Assistant
M. Arons, Dunoon Technical High
School Principal

Rubis Energy Jamaica
represented by Donnovan Dobson,
Director of Human Resources
and Alain Carreau, CEO

Mentors

Camille Chedda,
Project Manager, Jamaican visual
artist & Edna Manley lecturer

Omari Ra, Jamaican visual artist
& Head of the Painting department
at Edna Manley

Sheena Rose
Barbadian visual artist

Danielle Russell
Jamaican filmmaker

Oneika Russell, Jamaican visual
artist & Edna Manley lecturer

Phillip Thomas, Jamaican visual
artist & Edna Manley lecturer

Nile Saulter Jamaican filmmaker

Contributors

Monique Barnett-Davidson
visual arts and museum
professional

Gabrielle Blackwood
Jamaican cinematographer

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 art critic

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

Twaunii Sinclair
Jamaican visual artist

Nicole Smythe-Johnson
independent curator

Stéphane Thidet
French visual artist

Rodell Warner
Trinidadian visual artist

Stanford Watson, Jamaican visual
artist and community art activist



CAMILLE CHEDDA

Camille Chedda was born in Manchester, Jamaica. She lives and works in Kingston, Jamaica. She graduated from the Edna Manley College with an Honours Diploma in Painting and received an MFA from the University of Massachusetts Dartmouth. Her works have been featured in exhibitions at the National Gallery of Jamaica, the Museum of Latin American Art, The Portland Museum of Art, and the Wallach Art Gallery of the Colombia University. She is the recipient of numerous awards including the Albert Huie Award, the Reed Foundation Scholarship, the inaugural Dawn Scott Memorial Award and the British Council's TAARE Program Award. She has been an artist in residence at Alice Yard in Trinidad, Art Omi in New York and Hospitalfield in Scotland. She is the Project Manager of the *InPulse* project, and lectures at the Edna Manley College of the Visual and Performing Arts.

Camille Chedda,
Painting a self portrait,
2019

RUBIS MÉCÉNAT

RUBIS GROUP ENDOWMENT FUND FOR COMMITTED SOCIAL AND ARTISTIC PROJECTS

INPULSE FOUNDER

Since 2011, Rubis Mécénat, the Rubis group's endowment fund, has been promoting artistic creation throughout the countries where the Group operates. The fund develops long-term social art initiatives by establishing educational artistic programmes based on the visual arts and design for young adults from disadvantaged communities in some of the countries where the Rubis is active. At the same time, it supports artists in France and abroad by commissioning works for specific places as well as for the Group's industrial sites, in collaboration with cultural institutions. For each commission, Rubis Mécénat helps to produce the art work and accompanies the artist throughout the artistic process. The fund also supports the artist in a longer term by purchasing art works and editing publications and artist videos.

* Today, Rubis Mécénat undertakes three socio-cultural programmes: *Of Soul and Joy*, a photographic project in South Africa (since 2012), *InPulse*, a creative platform for visual arts in Jamaica (since 2015), and *Ndao Hanavao*, an innovation laboratory for social design in Madagascar (since 2018).

*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

INPULSE 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 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

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Free HD visuals
available upon request

Grahic design:
Delphine Cormier



InPulse ART PROJECT

