



MARCH 2021

The African Music and Cultural Festival is delighted to partner with the Melbourne Immigration Museum to bring a taste of Africa to Cultural Diversity Week this March.

After an unprecedented 2020, the African Music and Cultural Festival (AMCF) is thrilled to be back for its first ever in person COVID-safe pop-up event at the iconic Melbourne Immigration Museum.

In celebration of Cultural Diversity Week, AMCF will be bringing a taste of Africa back to our much loved city of Melbourne on Saturday 27 March from 10am - 9pm. "AMCF at the Museum" will be a pop-up showcase with the flavours and brilliance of our festival that our fans have come to know and love.

This year's Cultural Diversity Week theme pushes the boundaries and asks: What does multicultural Victoria look like in 2030?

"AMCF at the Museum" will be delving into the theme and exploring cultural identity and multiculturalism. "AMCF at the Museum" will celebrate the rich cultures of Africa through food, music, fashion, art, poetry and reflective conversations around cultural identity.

Although it may look a little different, expect a fantastic celebration of diversity and harmony that brings the tastes, sounds, rhythms, and flavours of Africa to life.

This is a free event, however due to the Victorian Department of Health COVID-19 restrictions, a ticketed system will be in place.

It is set to be a fantastic taster of what's to come at this year's much anticipated AMCF festival, which for the first time will be held over three days from Friday 19 November to Sunday 21 November 2021 at Melbourne's Federation Square.

"After a challenging 2020, it's amazing to have the opportunity to partner with the iconic Melbourne Immigration Museum to bring our first pop up event of 2021 to our fantastic city. I can't wait to celebrate cultural diversity week with the vibrancy of Africa through music, food, fashion, art and conversation - all the great things our festival is known for" - Fred Alale, AMCF Chair

“We are so excited to welcome the AMCF to the Immigration Museum and to open up our wonderful space to the community. It is a privilege to partner with the AMCF to host their very first pop up event of the year as part of cultural diversity week. It is a great opportunity to acknowledge and celebrate the history and contributions people of African heritage have made to the multicultural tapestry of Victoria” - Rohini Kappadath, General Manager, Immigration Museum

To book tickets to the “AMCF at the Museum” event:

<https://bit.ly/3t2wGuA>

Find out more:

www.amcf.org.au

www.facebook.com/AMCFOZ

www.twitter.com/AMCFOZ

www.instagram.com/AMCFOZ

www.snapchat.com/add/AMCFOZ

Video snapshot from the 2019 festival:

<https://bit.ly/3ejoBh8>

Photos from the 2019 and 2020 festivals:

2019 Festival - <https://bit.ly/3l7UGJ6>

2020 Virtual Festival - <https://bit.ly/3qtHKPJ>

Media Contact

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