



THE  
**NAIROBI**  
FESTIVAL  
VIBE OF THE CITY



**NAIROBI CITY  
COUNTY**

INCLUSIVITY, PUBLIC PARTICIPATION AND CUSTOMER SERVICE

# CITY CULTURE, ARTS AND TOURISM



# OUR SECTOR INTRODUCTION

This is a new sector created through the Executive Order No. 1 of 2022.

## **Mandated to:**

Promote the Vibe of The City

Conduct the Annual Nairobi Festival

Promote Cultural Activities and Public Entertainment

Foster Local participation in tourism Activities

Marketing Nairobi as a premier Tourism destination

Tourism research and database management



## OUR LEADERSHIP

COUNTY EXECUTIVE  
COMMITTEE MEMBER

INCLUSIVITY, PUBLIC  
PARTICIPATION AND  
CUSTOMER SERVICE

ROSEMARY KARIUKI





**COUNTY CHIEF OFFICER,  
CITY CULTURE, ARTS AND TOURISM  
ZIPPORAH MWANGI**



# Vision:

To be “A globally competitive and innovative sub sector with sustainable Cultural heritage, Arts and Tourism Industry for equitable social- economic development”.

# Mission

To facilitate the creation of an enabling environment for vibrant, globally, Competitive, sustainable, and innovative, Creative, Culture and Tourism Industry in the county



## THE SUB SECTOR MANDATE

Build up events for the Nairobi Annual Festivals- TNF & BOTC

- Organizing and participating in community Cultural Celebrations
- Holding Culture and Arts stakeholder meetings.
- Purchase of a fully equipped Mobile recording studio
- Conduct capacity building programs for Culture and Arts
- Establish a cultural database
- Organising and participating tourism Marketing activities
- Development and diversification of Tourism products
- Organising Tourism Capacity building
- Development of Tourism regulations
- Tourism research and database management
- Engaging Tourism stakeholders in development of Tourism industry in Nairobi
- Ongoing review of Culture Act 2017



**BATTLE OF THE CHOIRS  
ANNUAL EASTER FESTIVAL**



**THE NAIROBI FESTIVAL  
ANNUAL DECEMBER FESTIVAL**



**CECM Rosemary Kariuki and CCO Zipporah Mwangi at the Jamhuri Week Celebrations MICE EXPO held at KICC**



**CCO Zipporah Mwangi visit to the Kamukunji Sub County and the Containerized Studio**





**CECM Rosemary Kariuki and CCO Zipporah Mwangi at various stakeholder engagements held with the relevant Culture and Tourism Stakeholders**



**CECM Rosemary Kariuki and the CCO Zipporah Mwangi at the KICC Expo on Tourism and MICE**



**CECM Rosemary Kariuki and the CCO Zipporah Mwangi during the Coca-Cola Christmas Caravan Launch**



# NAIROBI CITY CULTURE, ARTS AND TOURISM SUB SECTOR

## **CULTURAL AND TOURISM ACTIVITIES AT THE SUB COUNTIES GROUPED INTO BOROUGHS**

The Nairobi City County is a culturally diverse and vibrant cultural and tourism hub. Each borough to sub county then to the wards showcases unique heritage, arts and creative industries that strengthen community identity and support local economic growth.

Promoting cultural and tourism activities at the sub county level enhances community participation and positions Nairobi as a leading cultural and tourism destination.





***Definition:***

**These are events, practices, and experiences that showcase community's heritage, arts, traditions and attractions.**

**Further, they promote cultural preservation, community identity, visitor engagement and economic development through festivals, heritage sites, creative arts and local experiences.**



# The Boroughs

Nairobi has six boroughs with at least two sub counties each namely:

1. Central
2. Western
3. Southern
4. Eastern
5. South Eastern
6. Northern



## Western Borough

Sub Counties

Dagoretti North  
Dagoretti South  
Westlands

**This borough boasts of unique fashion, art and creativity, festivals, community performance centres, religious centres and museums spread across the sub counties.**

**Music Studio** in Kabiro-within Dagoretti Muslim Primary School which shall support local talents once launched

**Kuona Artist Collective**-a centre for visual arts, studio spaces and exhibition opportunities -holding events every first Saturday of the month

**Night Life Culture** which is supported by lively clubs such as Mialle and The Bar Next Door in Kileleshwa and are quite active on Fridays and Saturdays

**Nairobi Fashion Week** which celebrates designers who showcases modern African fashion



## 5. Youth and theatre performance spaces



### **Shah Jain Bhavan (Loresho, Kitusuri)**

Shah Jain Bhavan is a religious and cultural centre in Loresho. It helps preserve traditions and supports community gatherings and is used for Theatre performances



### **Kangemi Resource Centre**

Kangemi Resource Centre is a community hub in Westlands that provides learning, training, and cultural activities. It supports education, skills development, and community growth.

### **Kangemi Social Hall**

Kangemi Social Hall is a community cultural centre in Kangemi used for meetings, youth activities, and local events that support social unity and preserve community traditions.



# Central Borough

## Sub Counties

**Starehe  
Kamukunji  
Mathare**

**This borough is identified by the juakali artisans, handcraft wood carvings, beadworks, music studios, festivals and a mix of diverse cultures**



**Calif records at resource centre-, the containerized recording studio for audio songs in Kamkunji sub county**



The Nairobi Festival in December every year; a festival event that gathers Nairobi residents in large numbers for good vibes and entertainment, usually for not less than 3 days.



Deep in the East Entertainment Crew; an entertainment crew comprising DJs, hype-men and various artists who move within Kamukunji subcounty.



# Northern Borough

## Sub counties

Ruaraka

Kasarani

Roysambu

A borough known for its vibrant African dances, dramas, plays, local radio station, artworks, sports in the open play grounds, heritage sites, shopping malls and artists with rich African heritage works.



African Traditional music instruments workshop in Mathare North



African traditional dance crew who performs in Mathare North Social Hall



Carvings on display at Garden City Market-Maasai market on every Thursday



**Koch Community FM-in Korogocho, a local station that often features local music, storytelling and oral history programming**

**The WRC Safari rally Kenya is regarded as a prime cultural event in Kenya since 1973. Kasarani sub county prides in hosting 1 out of the 12 spectator zones thus the Kasarani super special stage.**



**TRM Mall in Roysambu-boasts of various cultural activities including curio shops, African textiles, shopping outlets for those who love to shop**



# **Southern Borough**

## **Sub Counties**

**Kibra  
Lang'ata**

The Southern Borough is well known for its rich indigenous knowledge, traditional craft works, hotels and eateries with great ambience, youth mentorship programmes, cultural heritage preservation.

**The Nairobi Week in Karen, an annual event that gives artists in Kenya an opportunity to exhibit their products.**

**In Kibra -Arts, Crafts& Skills Development- there are a number of workshops on traditional crafts (beadwork, weaving, carving).**

**In Sarangombe, on Cultural activities-the following are examples such as developing community cultural tours and training local youth as cultural guides (e.g. in Soweto village).Community classes for indigenous or local languages. Cultural competitions (poetry, drama, debates).Digitizing cultural content (videos, podcasts, social media).Creating a community cultural archive.**





## South Eastern Borough

Sub Counties  
Embakasi South  
Embakasi East  
Makadara

The South Eastern Borough is home to not only festivals and locally crafted cultural ornaments but also a place that harbours numerous cultures of the different communities residing within. It owns community radio station, shopping malls, places of heritage importance among other quite significant cultural and tourism activities.



Embakasi Village Crafts ; a market where artisans create crafts using soap-stones. Visitors can experience watching the craftsmen design custom pieces and see the process come to life or purchase the ready made items.



**Creative arts works such as beadwork, crotchets and hand made crafts products which are showcased and sold during periodic exhibitions in Embakasi East**

**Mukuru Festival- which is a major cultural and community event driven by the Mukuru Youth Initiative (MuYI). It unites residents through art, music, dance, sport and dialogue around social and economic issues affecting Mukuru community.**

**Community Media -Reuben FM which is a radio station broadcasting from the Reuben Centre in Mukuru Kwa Reuben**





**Itikadi folklore festival- a cultural activity which marks celebration of heritage and unity in Makongeni**



**Urafiki Festival-in Mbotela celebrating cohesion, diversity and friendship.**



# Eastern Borough

## Sub Counties

Embakasi North

Embakasi Central

Embakasi West

**This borough is famous for the matatu culture, street food and festivals, local markets and art stalls among other cultural and tourism activities.**



## **Matatu Culture & Urban Tours**

**Embakasi West area thrills with vibrant "Matatu culture," as a hub for the Nairobi Matatu Ride where visitors experience custom-designed public transport and local street food like ugali and chapati.**



**Open fitness & dance days**  
Community organizers host fitness walks or dance classes, blending fun and culture.



**Community markets often double as informal cultural spaces where artisans sell crafts and musicians play.**



**Public poetry slams and spoken word-youth and poetry groups often organize spoken word nights that celebrate local expression.**

*Thank  
You*



City Hall, City Hall Way



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