Ségou'Art 2027

Festival Sur le Niger

Édition #22nd

1st- 6th february

Ségou-Mali

THÈME

Culture, Education and Creativity

Culture, Education et Créativité



PRESS RELEASE #1

SPECIAL RENAISSANCE EDITION

SÉGOU'ART – FESTIVAL SUR LE NIGER

A project, an identity, a symbol

Art never stops; it reinvents itself.



FESTIVAL PRESENTATION

From **February 1 to 6, 2027**, Mali will once again welcome one of its major cultural events. For its 22nd edition, Ségou'Art – Festival sur le Niger returns in its new biennial format, offering six days of encounters, performances and discoveries. Artists, creators, cultural professionals and festivalgoers from Mali, across Africa and beyond are expected in the City of Balanzans to celebrate culture as a space for creation and dialogue and as a driver of development.

Organized by the Fondation Festival sur le Niger, this edition will be held under the theme "Culture, Education and Creativity." It takes place in the context of the 2026–2027 Year of Education and Culture and under the high patronage of His Excellency Army General Assimi Goïta, President of the Transition and Head of State.

Founded in 2005 on the banks of the Niger River in Ségou, the festival has become a major event for artistic creation and cultural dialogue in West Africa. Rooted in Ségou's history and heritage, it brings traditional and contemporary forms of expression into dialogue, connecting the transmission of knowledge with international exchange while contributing to the visibility of the cultural and creative industries.

A PROGRAMME BRINGING TOGETHER HERITAGE, CREATION AND ENCOUNTERS

Concerts on the banks of the Niger River, the Contemporary Art Fair, OFF exhibitions, theatre, storytelling, comedy, dance, traditional performances and professional gatherings will make up the programme of this 22nd edition. Two major musical evenings will mark the festival: Cultural Diversity Night on Friday, February 5, and International Night on Saturday, February 6, 2027.



MAJOR CONCERTS ON THE BANKS OF THE NIGER RIVER

A festival of arts and cultures, a celebration of diversity...

Music is one of the festival's flagship programmes and one of its main attractions. During the week of Ségou'Art – Festival sur le Niger, thousands of music lovers gather on the riverbanks each evening for exceptional concerts featuring a diversity of national and international artists, supported by high-quality technical and logistical arrangements. The line-up is being finalized and is expected to be completed by the end of November 2026.



CONTEMPORARY ART FAIR VISUAL ARTS

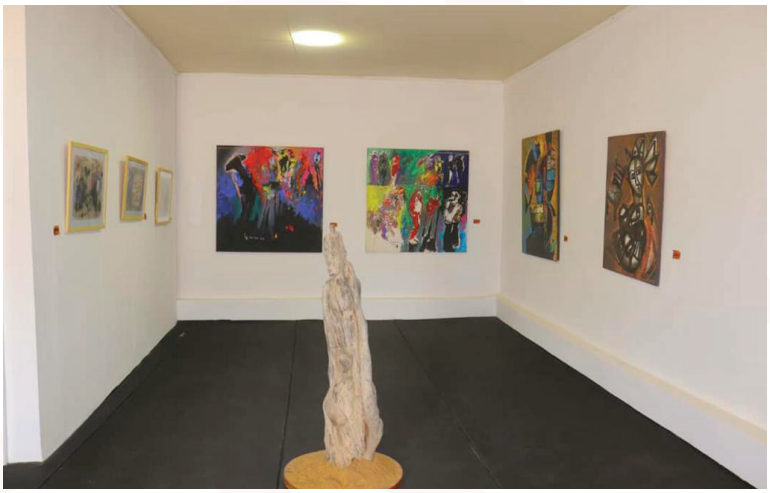
CONTEMPORARY ART FAIR

Ségou'Art provides a platform for promoting contemporary African art. It brings together gallery owners, collectors, art enthusiasts and critics around the work of emerging young artists from Africa and beyond, in order to raise their profiles, promote their work, encourage discussion on the development of visual arts in Africa and create the best possible conditions for their emergence.
Ségou'Art also includes the Local Contemporary Art Fair (FLAC), an art marketplace designed to promote the creativity of Malian artists and enable them to sell their work. The 2027 Contemporary Art Fair will include the following activities:

- **International IN exhibition featuring emerging artists from Africa;**
- **International exhibition featuring established artists from Africa and beyond;**
- **Masterclasses (painting, sculpture and design);**
- **OFF exhibitions throughout the city of Ségou;**
- **Visual arts workshop for children;**
- **Exhibition featuring art galleries from Mali;**
- **A museum exhibition.**







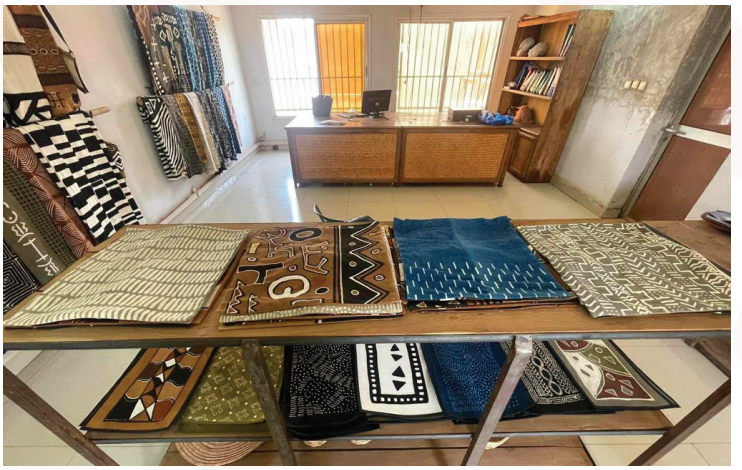


WOVEN CLOTH NIGHT

Scheduled for February 4, Woven Cloth Night will showcase Mali's textile expertise as part of the 22nd edition of Ségou'Art – Festival sur le Niger 2027. It will create a space for the promotion, exchange and celebration of Malian handwoven cloth and bogolan, bringing together the imagination and creativity of local artisans and designers. The event provides a platform for artisans, fashion designers and textile professionals to gain visibility, promote Ségou's handwoven cloth as a distinctive label, and support textile production centres in Ségou and across Mali.

The 2027 event will be held on February 4, 2027, under the theme "Our Roots, Our Creations." It will bring together more than 400 textile-sector professionals and an audience of over 10,000 people. Woven Cloth Night will feature a fashion show, exhibition and sales stands offering products made from handwoven cloth, live weaving demonstrations and design masterclasses. It will be organized in collaboration with SMARTS Ségou.









CULTURAL CARAVAN FOR PEACE IN THE SAHEL

The Caravan for Peace in the Sahel is a creative and socially conscious initiative promoting peace, tolerance and solidarity across the Sahel and Sahara. It will highlight the cultural, culinary and artisanal richness of Mali's different cultural regions and of the partner festivals' countries (Burkina Faso, Mali, Morocco and Niger). The Caravan for Peace in the Sahel will be held under the high patronage of Lieutenant General Ismaël Wagué, Minister of State, Minister of Reconciliation, Peace and National Cohesion.
The activities planned as part of the Caravan for Peace in the Sahel are :

- **Community gatherings centred on gastronomy and fine crafts;**
- **Cultural Diversity Night, featuring the Musical Symphony for Peace;**
- **Environmental education through training workshops on responsible and green festivals, in partnership with the Institut Kôrè des Arts et Métiers (IKAM);**
- **Conversations under the Tuareg tent.**









THE SÉGOU FAIR – AT THE HEART OF LOCAL SKILLS AND THE ECONOMY

AGRICULTURAL AND CRAFT FAIR

Scheduled from January 30 to February 6, 2027, at the Quai des Arts, the Ségou Fair aims to welcome 200,000 visitors around agricultural, artisanal and creative products. The Quai des Arts will become a vast space for encounters, trade and the promotion of local expertise. The Ségou Fair brings together nearly 400 artisans, producers and creators from Ségou, across Mali and abroad, representing some 30 countries in Africa and beyond.
A true showcase of the diversity and richness of creative work, crafts and agricultural production, the Fair offers an ideal setting for promoting the local economy, discovering new products and developing business opportunities.

In 2025, the Ségou Fair welcomed more than 350,000 visitors to the banks of the Niger River over the course of a week, confirming its appeal and its importance as one of the region's major commercial and cultural events.
The Fair is also brought to life by the Biton Stage, a musical space dedicated to promoting emerging artists and offering live performances throughout the event.









SÉGOU FORUM 2027

For its 2027 edition, the Ségou Forum is introducing an innovative platform for creative exchanges, reflection and the sharing of experiences. The initiative will take the form of a series of scholarly and creative conversations led by distinguished resource persons, addressing major issues relating to culture, education, creativity and development. The Ségou Forum will be held under the high patronage of Mr Alousséni Sanou, Minister of State, Minister of Economy and Finance of Mali.
The discussions will be structured around two main panels:

- ***Panel 1: "Culture, Education and Creativity";***
- ***Panel 2: "Cultural and Creative Industries (CCIs) and Local Development: What Prospects for the Mali Kura Ɲɛtaasira 2063 Vision?"***

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Through this approach, the Forum seeks to contribute to a paradigm shift towards an Africa that reclaims its capacity to create, produce and enhance the value of its own cultural resources. It also aims to invite participants on a journey towards a deeper understanding of themselves, others and the world, making culture a vehicle for reflection, empowerment and the transformation of societies.





THEATRE, STORYTELLING, TRADITIONAL PERFORMANCES AND PARTNERSHIPS

THEATRE AND STORYTELLING EVENINGS AT THE CENTRE CULTUREL KÔRÈ

The 22nd edition of Ségou'Art – Festival sur le Niger will feature theatre performances in the wonderful setting of the Centre Culturel Kôrè in Ségou, as well as dance performances at the Fondation Festival sur le Niger and storytelling and comedy performances at the Museum of Masks and Puppets, with local, national and international groups.

TRADITIONAL PERFORMANCES

Ségou'Art – Festival sur le Niger stands out for the platform it offers to traditional and popular performances, which inspire a sense of belonging, pride and self-esteem among local communities. They also allow festivalgoers from different backgrounds to discover Mali's rich cultural heritage.
For the 2027 edition of Ségou'Art – Festival sur le Niger, we are offering a rich and varied programme of traditional performances: Baara; canoe races; Kôrèdugaw; Dogon masks; puppetry (Markala and Pelengana); and Tindé (Tuareg dance and music). Traditional performances are expected to reach more than 30,000 visitors during the festival's 22nd edition.





... WITH AN ECLECTIC PROGRAMME

The 22nd edition of Ségou'Art – Festival sur le Niger will favour an eclectic programme featuring many innovations that blend tradition and contemporary creation. Urban music, which attracts large audiences, will be at the heart of this programme..

PARTNERING WITH SÉGOU'ART - FESTIVAL SUR LE NIGER: AN OPPORTUNITY FOR VISIBILITY AND REACH !

Associating your brand with Ségou'Art – Festival sur le Niger means benefiting from strong visibility at a major cultural event that brings together artists, professionals and festivalgoers from Africa and beyond.
During the 2025 edition, the festival recorded more than 40,000 festivalgoers and over 350,000 visitors to the Ségou Fair, confirming its cultural and economic reach.



CONTACTS

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SEE YOU IN SÉGOU, FEBRUARY 1-6, 2027

THANK YOU TO OUR PARTNERS FOR THEIR SUPPORT !