


ISSUE 6

elysian



A portrait of Pemphero Wamwale Mphande, a man with short dark hair and a goatee, smiling. He is wearing a dark blue suit jacket, a white shirt, and a purple patterned tie. He is sitting with his hands clasped in front of him. The background is a blurred indoor setting with a window and some greenery.

I dream of a Malawi where every girl has a chance to be educated, and is free from sexual harrasmment. I dream of a Malawi where an educated girl has a chance to compete for opportunities like everyone else. I dream of a Malawi where a girl who is pursuing her career and dreams, has a chance to be financially independent.

PEMPHERO WAMWALE MPHANDE

Executive Director - FACT Malawi
(Statement on Intentional Day of the Girl Child)

elysian TEAM

that made it possible

in order of appearance

Pemphero Wamwale Mphande

Nthangwanika Kondowe

Samuel Keith Q Lungu

Nyali Muzik Studio

Dan Mtombosola

James Munthali

Suffix

B1 (of the DareDevils)

Garden Akhustics

Financial Wellness with Kuwala

NewWave

Joy Nathu

Amana Hair and Beauty

Beatrice Yamikani Chipwanya

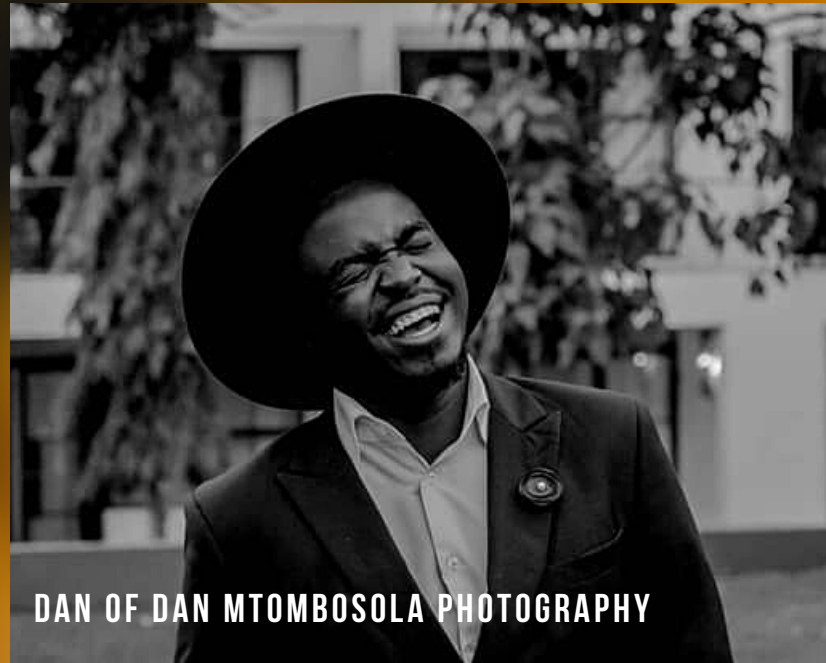
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B1 - MAKING MONEY AS A MALAWIAN ARTIST, PG 14



DAN OF DAN MTOMBOSOLA PHOTOGRAPHY



NYALI MUZIK STUDIOS LIVE STREAMING SESSION

Note from the Editor

What a time to be alive! There have been a lot of exciting developments in the music industry - from awesome sounds and awesome voices, great new apps and playlists, all the way down to events and similar platforms promoting the same. Truly, Malawi music is giving all the goodness in a season that seems to be taking a lot from us.



In cognizance and honor of that, this issue of Elysian has been created to celebrate music and to help foster the growth of the talents that work in it, especially the artists. We are delving into the thick of it - exploring how music works, how artists can benefit from it, how they can navigate the industry and how they can take care of themselves while they're doing what they do best. It has been themed "The Music Business" because we are interested in exploring a topic that makes music beneficial for artists without compromising what its consumers enjoy - which is great sounds!

It is my hope that artists get knowledge and tips from this issue; that they know that success can be attained in this very country.

To all artists, and to music enthusiasts
Enjoy!

Thoko Kadewere
EDITOR

in Tombola

PHOTOS





MAKING MONEY AS A MALAWIAN ARTIST

By B1

Expression Artist | Media Production Consultant | Brand Strategist

Making money as a Malawian artist is easy. I have my own trusted go-to steps that I have used for quite a while; steps that have worked more than they have failed. I'll be sharing some of them below:

ARTIST PLACEMENT

This is the process of deciding how your target audience is going to view you. It is something that is lost among a lot of people in the industry - fans and artists alike.

An artist typically starts their journey without all the pressures of being in the industry - no pressures on what you give to the people, how you should sound or how you should carry yourself in certain spaces. You start off with your writing and realize "Oh, this is good. I'm quite good at this!" and then you share it. People, after consuming your music, then decide what kind of artist you are, who you sound like and where you

should be placed in terms of identity. A good example of a scenario like this in Malawi is how artists are identified as either doing gospel music or secular music. That right there is artist placement or positioning because it determines what sort of target audience you're going to cater to and also the target audience you're going to attract. Artist placement is important because if you do not decide what or where your fit is, your listeners will do it for you and you may not be satisfied with the results. Another example of artist placement is Martse's "Too ghetto, too gutter" or Fredokiss' "Ghetto King Kong". What their monikers are doing is affiliating them with

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JOY WATHU'S
10 TIPS
TO GET AIRPLAY

MENTAL HEALTH AND THE CREATIVE DILEMMA

BY BEATRICE YAMIKANI CHIPHWANYA

Beatrice Yamikani Chiphwanya is a Psychotherapist whose career spans over 7 years. She is currently pursuing a Masters in Science in Psychology and working with New Beginnings as a Psychosocial and Lifeskills Department Lead. She has always been passionate about people and their well-being hence her background in social work which later branched out to Psychology.

She believes that we can all make a positive difference in people's lives in our own little ways.

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