RED ROCKS; ARTS FOR CONSERVATION PROGRAM

For ages, Art has been used in telling conservation stories that have captivated the world and inspired people into taking action. Through painting, artists have emerged with different images that speak for animals and plants that cannot speak for themselves.

Years ago, Red Rocks Initiatives founded the Red Rocks Art Gallery in Kinigi where it engages the local community in tourism, conservation and sustainable development in and around the Volcanoes National Park. The Arts for Conservation initiative is a partnership between Red Rocks Cultural Centre and local artisans at the Kinigi Community, which opened doors to a cooperative comprising 12 members who produce arts and handcrafts.

The gallery targets education, art, research, and community development programs. Arts for Conservation activities include painting and Art lessons. Tourists visiting the art gallery may participate in painting with local artists, and alongside learning painting techniques from them.

After the Art experience, visitors are always welcome to take their paintings home as souvenirs. The community and their families benefit directly from this project since many of our artists are resident community members. Since the art exhibitions emphasize conservation themes, the local community is gradually understanding and is on board with the essence of protecting the park.

Red Rocks Initiatives for Sustainable Development is a non-profit organization based in the tourism rich Musanze district, Rwanda. It operates in and around the Virunga range of Rwanda, Uganda and the Democratic Republic of Congo (DRC). Its vision is to integrate tourism, conservation and community empowerment for sustainable development.

To achieve this, the local people and encouraged and facilitated to take part in activities which bring them positive impact, particularly uplifting their living standards. This encourages them to have motivation to help in environmental conservation.

The Initiative provides volunteering programs to travellers who would wish to make positive impacts to local communities in different areas like foreign language and new skills acquisition, women and youth empowerment programs, and conservation and community development among others.

The Initiative also promotes healthy programs like sanitation, personal hygiene and sports. Its list of programs also include arts for conservation and modern farming techniques and promotion of cultural activities like dancing, music, handicrafts-all activities leading to promoting tourism, conservation and helping local community development.

When visiting Musanze, you are welcome to come and visit for a day to check out the initiative's programs and find a suitable solution for you, and even your group-be it volunteering, donating or helping support our activities in different ways.