

From artist to entrepreneur: investiture and investment of Senegalese musicians

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The development of the music market since the past two decades had a strong impact on Senegalese society and economy. In Senegal, some of the most famous singers who successfully sold their music have decided at a certain stage of their career to become economic entrepreneurs. They reinvest a considerable part of their income in the music business. They react like this because celebrity creates responsibility, and this is what people expect rich artists to do. At the same time this gives them the opportunity to demonstrate how cultural activities can contribute to the development of the country. This presentation intends to show in how far artists become models for success, in a sector which was hitherto considered to be informal. It will discuss the nature and domains of their investments, and the specificities of the cultural enterprises. Which impact do they have on society? Do people perceive music entrepreneurs as patrons or businessmen and women? Which opportunities and challenges are connected with their status? These questions will be elaborated with examples from Dakar, the Senegalese capital in which almost all investment of the cultural sector is concentrated (studios, concert halls, distribution centres, media).

