



Welcome to Vive Le Jazz

Currently, the St. Lucia Jazz Festival is in its 22nd year of existence and there is an absence of any specific memorabilia designed to connote a feeling of participation or presence at St. Lucia Jazz. For instance tourists travel to the US, Canada, the UK and Paris and purchase memorabilia such as the Statue of Liberty, the Niagara Falls, Big Ben and the Eiffel Tower respectively.

The Product – “Vive Le Jazz”

The figurine depicts a jazz band during a staged performance. The ‘Vive Le Jazz’ memorabilia was developed by Saint Lucians Bernard, Lyndell and Loren Black, who conceptualized the idea of transforming a scene of a traditional jazz band in concert during a community performance, to a portable souvenir. The original scene was captured in a 3’ x 2’ oil canvas painting, which was further developed into a 4’x 3’ wooden sculpture. In its full extent the figurine portrays a jazz band within a very authentic St. Lucian setting. This memorabilia stands on a base measurement of 11 x 7 centimeters, making it ideal for use as a desktop or mantel piece ornament. The band members, the band features seven members – a drummer, stand-up bass player, saxophonist, guitarist and pianist, and two female singers, one playing a tambourine. The expressions of the band members reveal that they are enjoying their own music, which gives the feel that an audience of fans are looking on in anticipation.

Setting

The band is displayed as performing in an open-air atmosphere on a cobblestone street, which is synonymous with St. Lucia’s French creole heritage. This performance is happening whilst curious neighbors look on thereby giving life to an unseen audience.

Backdrop

The two houses featured in the backdrop to the band were deliberately selected as this is the one common sight in Caribbean communities, with a coconut and mango tree behind them. The blue sky and white clouds will give a bright and sunny effect to the surroundings – synonymous with summer festivals in the Caribbean.



About Us

Cerulean Inc. is a newly established entity, owned by Lyndell Danzie-Black and Bernard Black. Our company is people focused and dedicated to creating unique and memorable products and services for our customers. Our vision is to ensure a place for our memorabilia on the mantle pieces and executive desks globally, next to the Eiffel Tower, Big Ben, the Peeing Boy etc. The St Lucia Tourist Board has endorsed this product and authorized the merchandising of this product using the official logo of Saint Lucia Jazz and Art Festival 2013.

Our customers can purchase from the Saint Lucia Jazz Main Stage Venue with confidence as we only sell authenticated products. The first one hundred products on the market will be collector's items.

Memorabilia and branded products can be ordered online from next year – 2014 and will be delivered directly to your door by our selected freight provider within a stipulated time frame. It is our vision to provide many interesting associated collectibles from 2014.

Contact Us

If you have any queries or comments, please feel free to contact us.

Email address: info@vivelejazzstlucia.com

Contact number: 592-674-0469

Skype address: cyralee

Mailing address: P O Box CP5300, Conway Business Centre, Waterfront CASTRIES



Blog

FIRST PROTOTYPE COMPLETED

Published April 24, 2013 | by admin

The Meeting with the St. Lucia Tourist Board did not happen in July as planned and a follow up meeting with the new Permanent Secretary in the Ministry of Tourism was held on 5 November 2012. These changes did not deter the team, as they worked towards contracting a supplier for the first prototype. Thanks to the many Trade Advisors within the various High Commission Offices, lists of supplier were provided. On 27 July, 2012 a supplier was finally contracted and many long discussions, Skype calls, photos of several versions of molding were discussed, vetted, amended until sign off was given 23 October, 2012. The final prototype was then forwarded to the team. The Ministry of Tourism expressed great interest in the project not only for its use in adding value to the Jazz Festival but also for its possible use in other projects relating to the Creative Industries. The Permanent Secretary in the Ministry of Tourism also arranged an immediate meeting with the Deputy Director of Tourism to meet with the Team. The Deputy Director of Tourism applauded the idea, in particular, as the project relates to local participation in the Jazz Festival. The Deputy Director also informed of the timeliness of the project which coincided with the St Lucia Tourism Board's presentation of the new face of the St. Lucia Jazz Festival to their Board of Directors. The team was motivated by the meetings and feedback of the official in Saint Lucia. We thank the Ministry of Tourism and the Tourists Board for their Support.

Progressing Nicely

Published April 24, 2013 | by admin

After many months of discussion, consultation and hard work the sculptor Phillip completed a carving of the painting which resembles a 3-D image. Phillip was paid in full and the rights to this carving now reside with the company. The team took photos of each stage of the sculpture until completion. This original piece is displayed in the green room and is a great conversational piece. The services of Calidad International – a Barbadian Finance and Business Consulting Firm were employed to develop a marketing profile and participation proposal for the project. The team visited St. Lucia to attend the 2012 Jazz Festival and took the opportunity to engage the Ministry of Tourism in St. Lucia and positive feedback emanated as discussion ensued with various professionals and great possibilities for a partnership exist. A meeting is proposed by the MOT for July 2012 for further consultation. At this time, suppliers are engaged for the development of a prototype for display at the July meeting. Negotiations are ongoing in order to ascertain consistency of supply and efficient modes of transportation.

Intellectual Property Rights

Published April 24, 2013 | by admin

The Team employed the services of an Intellectual Property Rights Lawyer, who have given us professional advice on the legal issues pertaining to manufacturing and product development of the figurines.

We have also developed partnerships for the manufacturing of a template of this product.

Legal agreements are also being drawn up to cover the relationship with the artists at this time. We are very concerned about maintaining a good working relationship with the artists and have made three payment options available to her.

Target Audience

Published April 24, 2013 | by admin

For twenty years, the Saint Lucia Jazz Festival have produced many T-Shirts, caps, Tote Bags etc., which were purchased by Tourists and locals alike; however we have not yet designed a product that our target audience (North America, UK, Canada, Caribbean) can place on their desk or mantelpiece that reminds them of Saint Lucia Jazz.

We are targeting an audience of the new sophisticated, savvy traveler who uses his travels to claim status and who would like proof of his/her presence at the exotic Saint Lucia Jazz. This mold should say "I have been there and done that".



The Seed of the Idea

Published April 24, 2013 | by admin

In an effort to contribute to the development of the Saint Lucia Tourism Product, two Saint Lucians teamed up to develop a masterpiece of Art to commemorate Saint Lucia Jazz Festivals past, present and the future. A keepsake or memento that reflects particularly the Saint Lucia jazz Festival was envisaged to be launched for the 20th year of Saint Lucia Jazz Festival.

To increase buy-in the team enlisted the expertise and assistance of a talented and qualified artist – Ms. Merlyn Ellis, who have painted extensively and have displayed work in Art Galleries both in the United States and the Caribbean. Ms. Ellis worked assiduously on several drafts during a two year period before the team agreed on the masterpiece.

Despite our best intention, we are cognizant of the societal prejudices towards things foreign, however we are optimistic that the “Buy local” concept will work for us, as we intend on embracing international standards and producing a product of the highest quality and standard” Lyndell Danzie-Black.

Old Notes 17 May 2009

Published April 24, 2013 | by admin

Mr. and Mrs. Black on Sunday 17th May 2009 whilst having coffee before church were having a discussion about the St. Lucia Jazz Festival. We both felt that the Festival is missing an important dimension. The Festival now in its eighteenth year is yet to develop a commemorative symbol that captures the spirit of the event by visitors, residents and foreign-based nationals. The organizers of the event have positioned it as one to showcase indigenous and regional and international musical talent to equal the world standard. The Festival is also renowned for its breathtaking main stage performances and we will attempt to capture that festive mood in the caricature. We then discussed the creation of a caricature to commemorate every Jazz event from the 20th Anniversary of the Festival in 2011. We envisaged and decided upon an authentic jazz band of musicians on a bandstand. The excitement of the discussion compelled us to outline our vision for this piece of art work. We mused and mapped the idea – the musical instruments should denote our authentic heritage and culture as well as expressions denoting dance, entertainment and enjoyment. Most importantly the presence of festivity should be felt when the caricature is seen. The objective is to design and develop a souvenir that commemorates each annual event of the Festival – the image of which can be replicated and used for merchandising. On that same Sunday (May 17), we contacted Ms. Merlin Ellis – an artist of South Rumvelt, Guyana to draw a sketch of an eight member jazz band performing on a stage, based upon our vision. We researched elements of a standard Jazz Band to inform the final design and appearance of the caricature. Great attention was placed on detail so that the instruments, clothing and design of the stage were tweaked, drawn and redrawn to portray a festive atmosphere. A manufacturer of caricatures is to be contracted to produce one prototype set out on a 28 cm x 22 cm base. In addition a sculptor is to be employed to design a wooden sculptured piece for public display at airports in St. Lucia. We will, through intellectual property attorneys initiate copyright procedures to protect the souvenir and its image. We will also seek permission from the organizers of Festival to endorse the caricature as an official souvenir of the festival.