

Clown

AWRAD me in

# WHO ARE WE?

**Clown Me In** is a group of **12 clowns** who care about humanity. We love people, love to laugh, have a special approach to healing the world and most of all we adore the streets.



Founded by Sabine Choucair, Clown Me In has worked around the world, in Mexico, Lebanon, India, Brazil, Morocco, Jordan, Syria, Greece, the Balkans, Slovenia, Croatia, Serbia and the United Kingdom.



**SABINE CHOUCAIR**

Founder





# Our MISSION

Because we believe in the science of laughter, CMI's work harnesses the power of performance and clowning to

- improve life in disadvantaged communities,
- break down barriers between people,
- raise awareness about environmental issues,
- demystify the challenges that different communities face
- help create strategies to improve living conditions.

“ THE REAL REASON WE CHUCKLE IS TO COMMUNICATE WITH OTHERS –

KOTSYA KENNEDY

Clown Me In performs and gives workshops in main cities but also goes to frontlines and peripheries.



We produce social media campaigns that rely on humor to trigger discussions about discrimination, pollution, and other social issues. Some of these have gone viral on social media and been covered by the local and international news media, amplifying their effect.

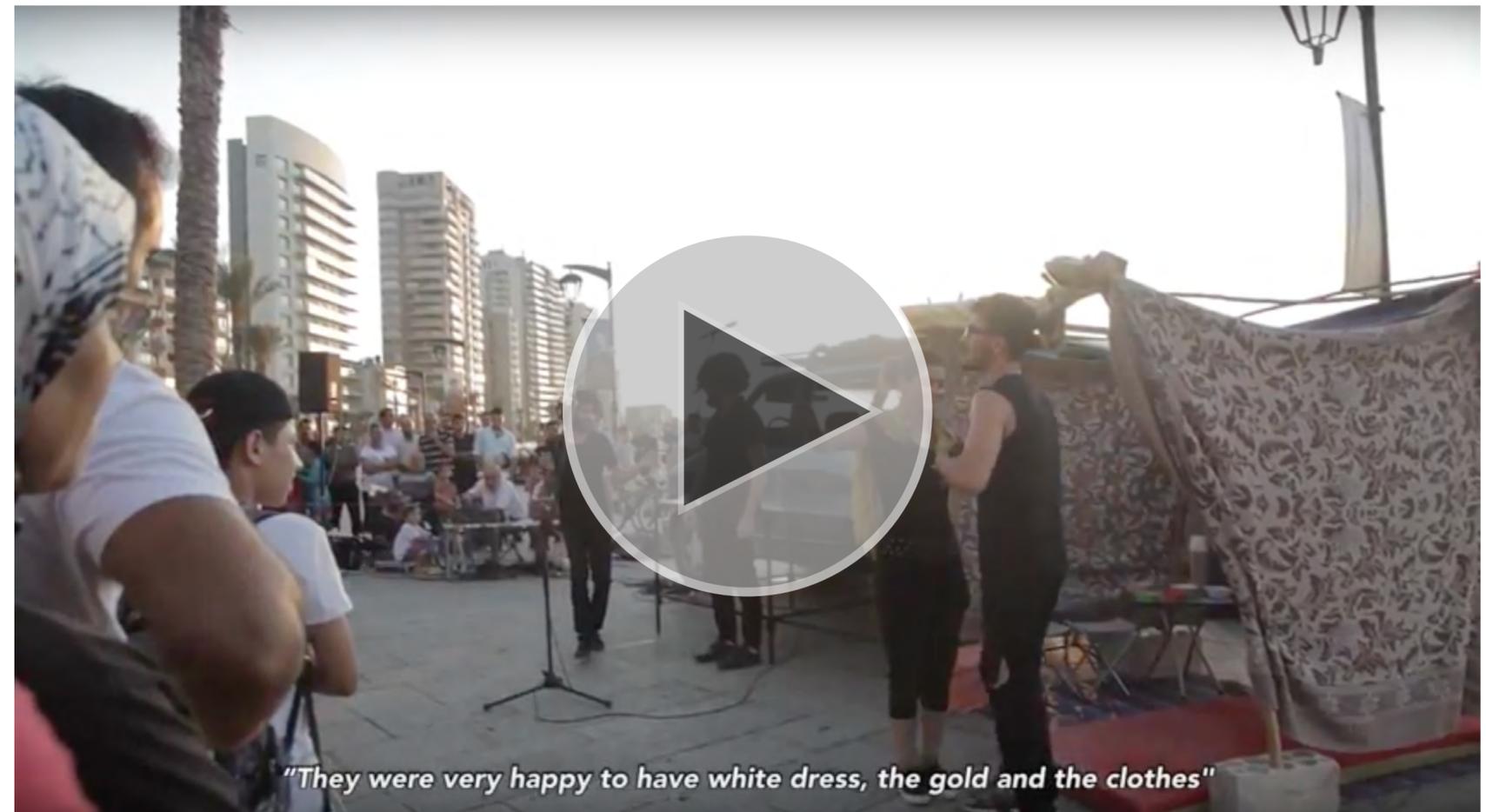


We work on the streets because we believe that we should reach out to people, go to them, to their houses and meet them in public spaces instead of waiting for them to come to us.

# PROJECTS WE ARE PROUD OF

## The Caravan Project

We collect and record real stories from refugees and hosting communities in Lebanon and around the world with which we devise participatory street performances that tour the world. So far we have produced,





1- **THE CARAVAN: THE WORLD IS LISTENING** (2016) based on real stories of Syrian refugees, toured 40 villages in Lebanon and 10 in Tunisia and reached 7000 persons. This production was funded by the EU.

[Read more](#)



## 2- **THE CARAVAN: GOES BACK TO SCHOOL**

(2016-2017) addressed the importance of education. It toured 53 villages in Lebanon and reached 10 000 people. This production was funded by Unicef.

[Read more](#)



### 3- **VAN 12**

(2017 and ongoing) has been shedding light on children's right. It has so far toured 20 villages and reached 4000 people.

This production is funded by Unicef.

[Read more](#)



- 4- **HEMLAND** is an ongoing production based on real stories collected from Swedish immigrants in the US, and from German, Danish, Syrian, and Palestinian refugees in Sweden. This production was performed 6 times so far and is funded by the municipality of Hemland Sweden and supported by Gatuteater festivalen.

[Read more](#)

# PROJECTS WE ARE PROUD OF

## **WE MUST CLOWN**

It is an ongoing project where professional clowns train more than 30 non-professionals coming from disadvantaged communities in the art of clowning. They then tour together in a street clown performance.

They also produce 30 sec clown videos about social and environmental themes.





**LAST YEAR WE REACHED OVER 4600 PEOPLE ON TOUR AND OVER 40K INTERACTIONS AND ENGAGEMENT AND 755K REACH ONLINE.**

**THIS PROJECT IS FUNDED BY QATTAN FOUNDATION, BRITISH COUNCIL AND HENRICH BOELL FOUNDATION.**

**[READ MORE ABOUT THE PROJECT](#)**

# PROJECTS WE ARE PROUD OF

## CATCH

We like to play and laugh with everyone, and thus through **CATCH**, the “Creative Arts for CHange” project in collaboration with CWB Sweden, we give workshops in social therapy, game therapy, clowning, improv, puppetry, acrobatics and multimedia to groups of teenagers and adults. The CATCH project is funded by “Creative Force, The Swedish Institute”.

[Read more](#)



# PROJECTS WE ARE PROUD OF

## Clown Tours and Clown Attacks

Every year more than 11 clowns stage many **clown attacks**\* and tour Lebanon for 10 days or more to offer free clown performances to disadvantaged communities. These tours are usually in collaboration with Clowns without Borders USA and with the financial help of online contributors.

\***Clown Attacks** involve a group of professional clowns going to the streets and other public spaces to stage spontaneous performances and broaching difficult social topics in a fun and playful way.





**IN 2016, WE WERE FORTUNATE TO HAVE A WHOLE TOUR FUNDED BY THE SWISS EMBASSY.**

# WE ALSO LIKE TO WORK FOR THE ENVIRONMENT!

The extreme pollution and the garbage crisis that Lebanon is suffering from inspired us to create this organic video that went viral, to rebel, to raise awareness and to condemn the government for their irresponsible measures, using humor.



This video went viral with 227K views, 1.5K likes, 3.1K shares and 351 comments



On the use of plastic



# TOURS AROUND THE WORLD

We have been touring with **Clowns Without Borders USA**, **The Flying Seagull project** and **Route2Connect** where our clowns traveled and clowned in camps, centers, forests and town squares for refugees stranded in Slovenia, Croatia, Serbia, Kosovo and Greece.



# WORLD ECONOMIC FORUM/DAVOS

In January 2017, Sabine was among 40 cultural leaders invited to the World Economic Forum at Davos. She gave one clown workshop, was part of a panel discussion about safe havens and gave three talks about the importance of play and clowning at work place and in society



# OUR PLAN FOR NEXT YEAR

**We plan to continue doing all of the above projects and in addition we have two new exciting ones.**



## TRASHION SHOW

[view detailed project proposal](#)

Professional clowns will tour and stage a “trashion show” in 20 different public locations around Lebanon, wearing clothes and accessories created out of garbage and collected during 5 clown attacks.

The project aims to highlight the garbage crisis in Lebanon by combining garbage collection, street performance, online videos and a ‘Trashion show’ with humor, comedy and silliness to gently make people think about the consequences and scale of the garbage crisis and trigger a public dialogue around the problem with a view to abating it.

Five online 30-sec to 1-minute long videos will be produced to document the project. These short videos will help us reach a wider audience including an international audience as the problem of waste management is global and not exclusive to Lebanon.



## Objectives:

- Use art and street theatre to raise awareness about ocean pollution and the garbage crisis in Lebanon in a playful and positive way, reframing the issue to find innovative ways of dealing with it
- Shift people's attitude towards waste consumption by educating them about responsible waste disposal and using less wasteful alternatives e.g. using reusable water bottles, reusing plastic bags etc.

## Budget

You can find the detailed budget [here](#)

Afac is funding this project with 15 000 \$, we still need 34 800 \$.



## THE INTERNATIONAL INSTITUTE FOR VERY VERY SERIOUS STUDIES

[view detailed project proposal](#)

We will be starting a school that focuses on making art more prominent and integral to the evolution of people living in Lebanon, using clowning and street theater to reach communities outside Beirut and give them a voice.

This institute will help make Lebanon a base for high level street art education and 'artivism' that people from all over the world seek to come and take part in it using public spaces to express themselves, highlight social issues, and press local authorities to reform policies related to public space and human rights.





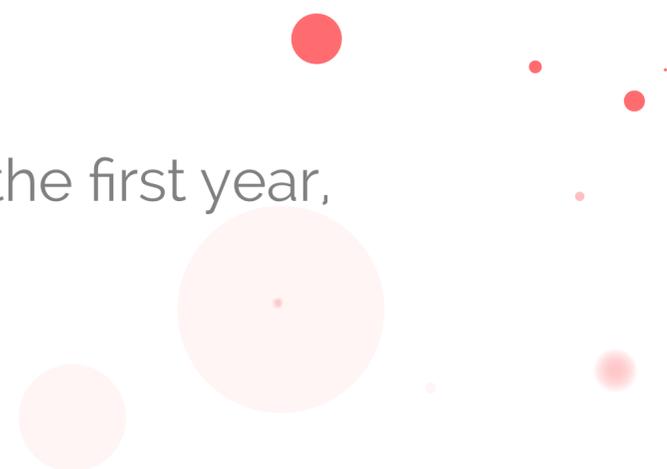
The school will run intensively for 4 months with national and international renowned artists giving courses to students who will then work in three different communities for 3 months. Together, students and 20 youth from each community will stage 3 full length street interventions to be performed 6 times around Lebanon.

### **Objectives:**

- Taking arts outside of the capital by performing in public spaces around the country, activating towns and villages and exposing more members of the public to street art in the aim to strengthen the sense of community and civic responsibility
- Using street theatre as a tool to collaborate and devise solutions with the public to strengthen our society and the sense of civic responsibility, demonstrating the importance and relevance of the arts as a way of framing delicate issues in an approachable and relatable way

The project will cost around USD 212k. Check the detailed budget [here](#)

We are in the process of building it with Drosos foundation that is offering up to 150k for the first year, and more for the years to come if the project is successful.



# WHAT PEOPLE THINK

about some of our projects

## Testimonies from The Caravan audience



# WHAT PEOPLE THINK

## about some of our projects

Testimonies from We Must Clown participants

"When I wore my red nose I felt as if I was in another world."

Bilal Kassem



"Our mission is priceless. I can proudly say that I am a clown: I am a person who shares positive vibes and laughter. A clown can be a storyteller sharing thoughts, experiences, lessons and morals. We've brightened up more than 1000 children's face."

Rawad Andraos



"Hiding behind the red nose gave me confidence. I started doing whatever I wanted without thinking that I was the same rational Ruba who lived in Saida"

Ruba Rahme



**“When we performed in Bekaa, we played and laughed with the kids, there were great moments especially when a 7-year-old came and told us that we are the most beautiful and fun clowns he has ever seen”**

Bisky (Mostapha Salem)



**“When I wore the red nose, everything in me changed: my personality, my walk, my voice, my laugh. This created a very sweet relationship between the nose and I.”**

Yassin Al Maslakh



## Testimonies from CATCH participants





**SABINE CHOUCAIR**

Founder of Clown Me In

“AND – LET’S NOT FORGET THAT WE ARE CLOWNS – THE PROJECTS ARE FUN, AND FUNNY!”

**Sabine** is a Lebanese humanitarian clown, storyteller and performer.

With qualifications in **PERFORMING ARTS** from London and **SOCIAL THERAPY** from New York, she has been working with different communities around the world, finding real stories and transposing them on stage or in film.

Sabine co-founded **Clown Me In** in **Lebanon** and **Mexico**, a group using the art of clowning to fight social injustice.

She is a member of **Clowns Without Borders USA** spreading joy and laughter among disadvantaged communities and in refugee camps.

She is also the managing director of **Beirut Cinema Days film festival**.

Sabine was among the 40 cultural leaders chosen to share their work at the **World Economic Forum** at **Davos** in January 2017.

Her theatre and therapy projects led her to work in many countries such as Lebanon, The United Kingdom, The United States, Brazil, Mexico, India, Canada, Cyprus, Tunisia, Belgium, France, Cameroon, Morocco, Jordan and Dubai.



“ I WAS BLOWN AWAY BY THE POWER OF STREET PERFORMANCE TO ENGAGE NON-CONVENTIONAL AUDIENCES ON SERIOUS SOCIAL ISSUES. I KNEW THAT THAT WAS WHAT I WANTED TO DO WITH MY LIFE. ”



**CONTACT US ON**  
CLOWNMEIN@GMAIL.COM  
+ 961 689 309

**THANK YOU**