

Lucas Nielsen

RAPOLITICS





RAPOLITICS

URBAN ARTISTIC EXPRESSIONS	POLITICS / DEMOCRATIC AWARENESS-RAISING	COMMUNICATION
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RAPTIVISM / ARTIVISM



"The internet... 'broke' the system?"

- ↳ 1990s: The Internet became a tool for organizing and protesting
- ↳ 2000s: The Internet became a tool for organizing and protesting
- ↳ 2010s: The Internet became a tool for organizing and protesting



"My daughter changed her mentality completely"

"A society where you don't just get on, but you get off"



RAPOLITICS

URBAN
ARTISTIC
EXPRESSIONS

POLITICS /
DEMOCRATIC
AWARENESS-
RAISING

COMMUNI-
CATION



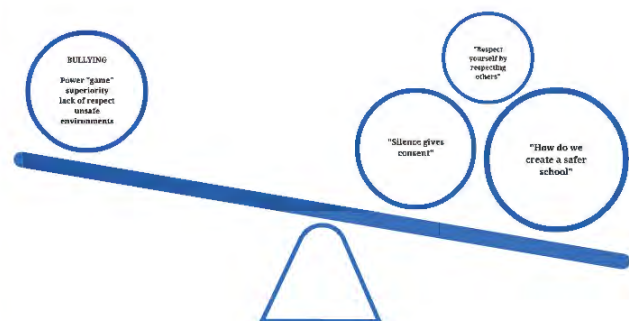
RAPTIVISM / ARTIVISM



RAPTIVISM / ARTIVISM

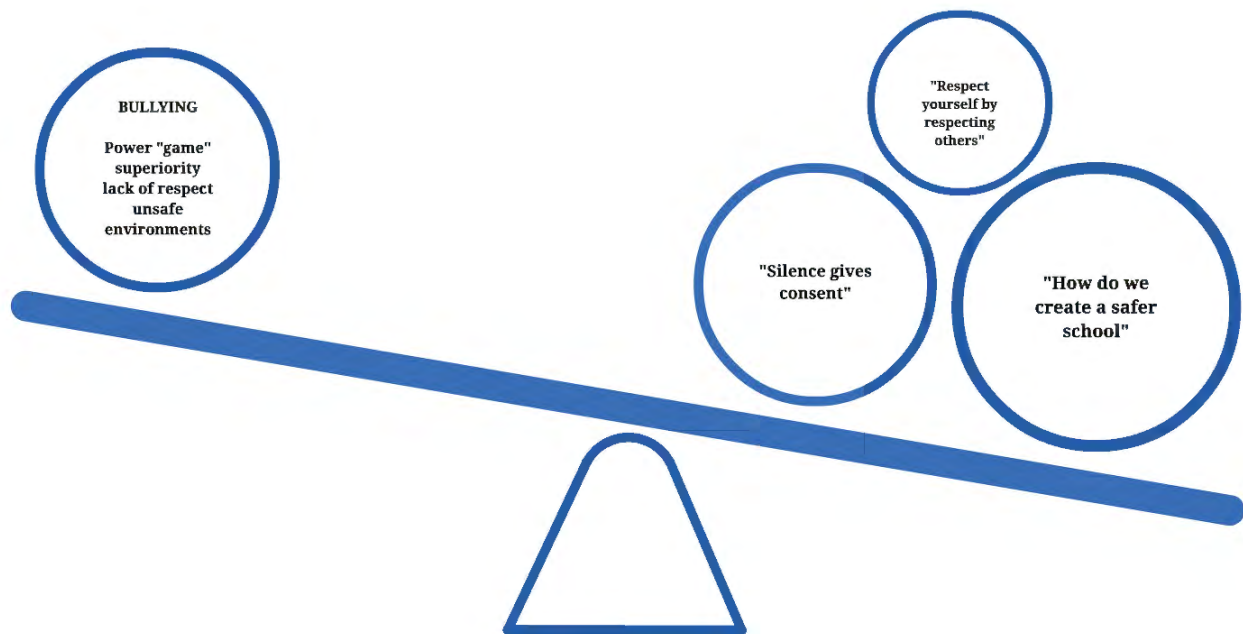


S.A.F.E. (acronym): anti-bullying project



This is RAPOLITICS! — with Kristan Bataican Falkesgaard.

S.A.F.E. (acronym): anti-bullying project



RAPOLITICS
Liked · June 7

This is RAPOLITICS! — with Kristian Bataican Falkesgaard, Ayman Jamal Mghames, Mayquéi Kayejero Fidel-Castro Antonyo-Hernández and Tina Mweni.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

166 people like this.

1 share

Daniel Bauer You guys should be the warm-up for Immortal Technique..
Unlike · Reply · 4 · June 7 at 5:47pm

...

Ahmed Abdelhai القوس
See Translation
Like · Reply · 1 · June 8 at 12:59pm

...

Des Àhmèd (:)
See Translation
Like · Reply · 1 · June 8 at 3:43pm

Write a comment...

Can we make a difference?

YES WE CAN!

Can we stop racism?

YES WE CAN!

Can we stop crime?

YES WE CAN!

YES WE CAN!

DIALOGUE

**Can we make a difference?
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Can we stop racism?
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YES WE CAN!
YES WE CAN!**

CONFIDENCE

DIALOGUE

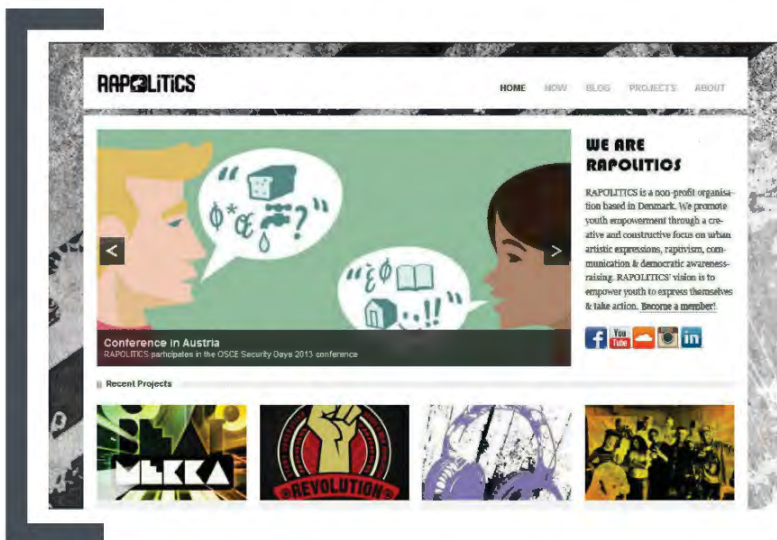
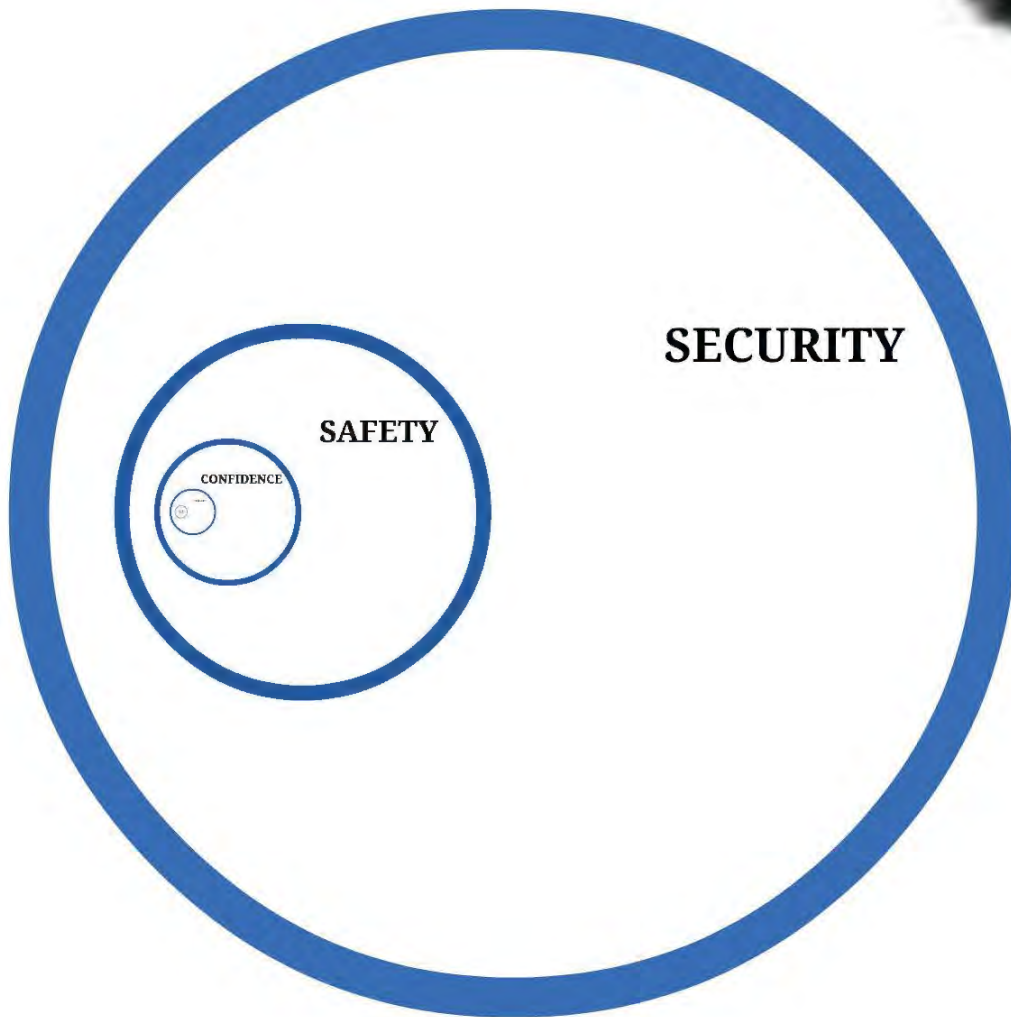


SAFETY

CONFIDENCE

DIALOGUE





3.500+ likes on Facebook
 2.700+ blog views
 5.000+ plays on soundcloud
 31.000+ views on YouTube



Small
 Volunteer-driven (80%)
 Communication (100%)

Observations / "behind the statistics"



Tracks not only distributed/listened to on our soundcloud



Youth-made videos have a larger appeal than ours (100+%) + distributed elsewhere



Engagement on FB = "300-500 talking about's" - FB + blog < 1 year only



Increasingly giving our likers/fans/followers a change to contribute



PALESTINIAN UNIT'S TWO MONTHS IN DENMARK

17 CITIES

46 EVENTS

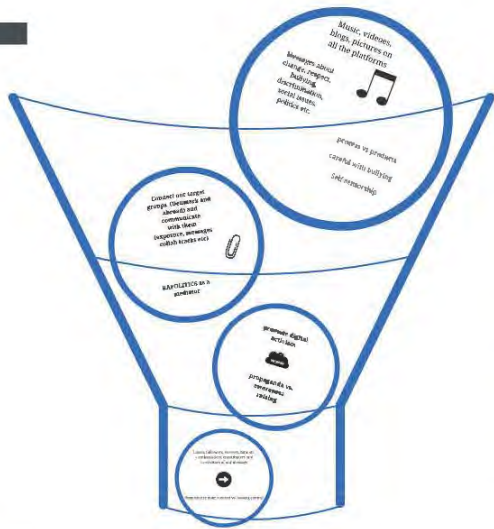
3000+ YOUTH

OUR DREAM IS TO TASTE PEACE IN OUR COUNTRY. TO FEEL FREEDOM AND LIVE A NORMAL LIFE. RAP IS IN OUR VEINS.

RAPOLITICS & THE GAMBUSH ARTS COUNCIL



RAPOLITICS' Social Media Funnel



Music, videos,
blogs, pictures on
all the platforms



Messages about
change, respect,
bullying,
discrimination,
social issues,
politics etc.

process vs products
careful with bullying
Self-sensorship

**Connect our target
groups (Denmark and
abroad) and
communicate
with them
(exposure, messages
collab tracks etc)**



**RAPOLITICS as a
mediator**

**promote digital
activism**



**propaganda vs.
awareness
raising**

Likers, followers, viewers, fans etc.
= ambassadors, contributors and
co-creators of our message



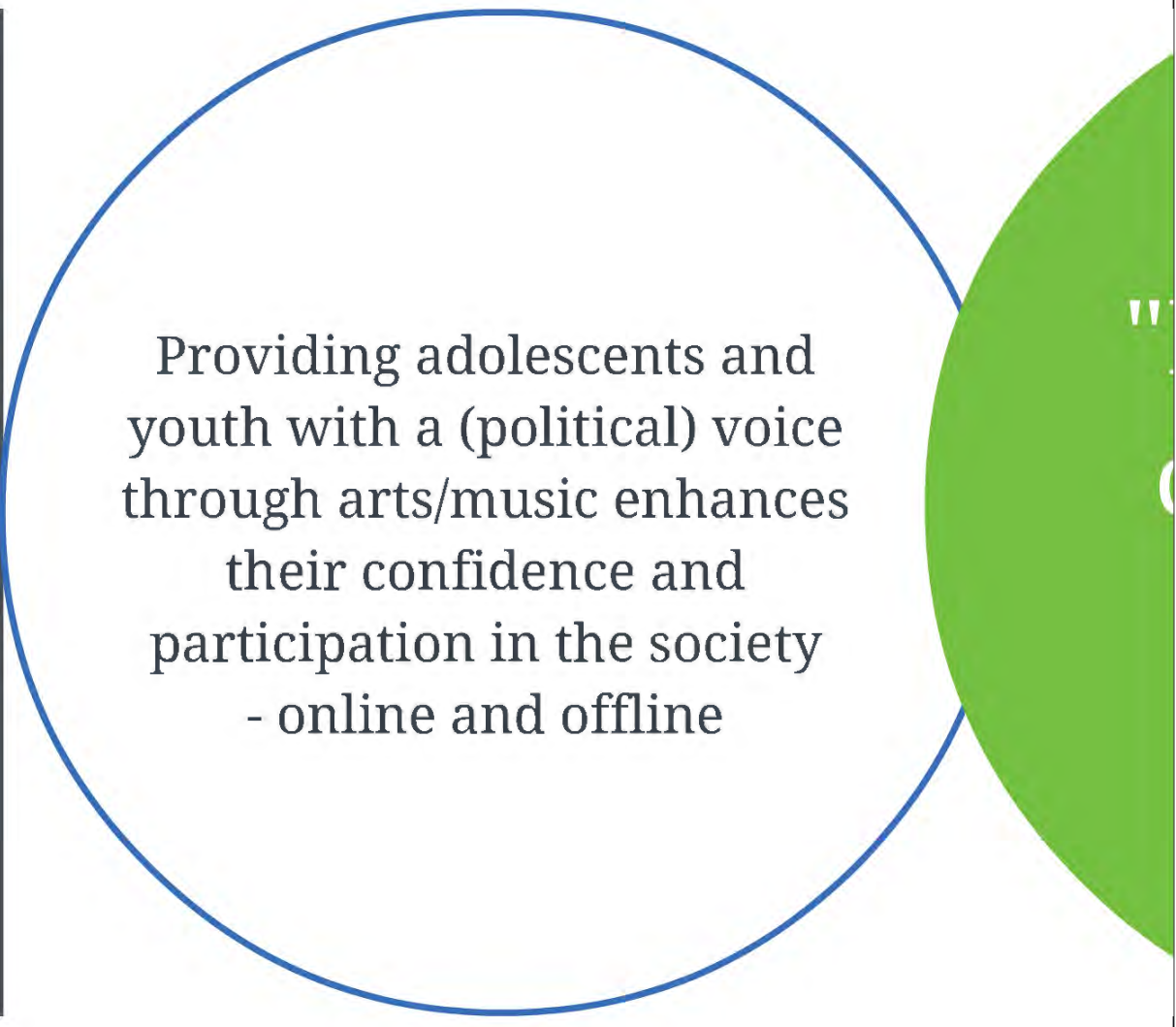
democratize your content vs. losing control




Providing adolescents and youth with a (political) voice through arts/music enhances their confidence and participation in the society - online and offline

"My daughter changed her mentality completely"

"A society where you feel included and accepted is difficult to break into pieces"



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