



Darkspark inspires youth to build a society that respects and celebrates diversity. Through the power of song and digital storytelling, we encourage young people to lend their voices to the change they want to see in the world. We collaborate with youth to create and release pop songs to reduce prejudice and bridge cultural divides.

D A R K / S P A R K

A not-for-profit organization founded by two musicians, Darkspark is a culturally diverse network of recording artists, educators, music producers and filmmakers who recognize the potential of young people to be both present-day and future leaders. We harness pop culture as an effective catalyst for social change, working together with youth to address challenging social problems through story-telling, experiential education, and song. Darkspark facilitates deep learning and self-reflection, which encourages participants to overcome their prejudices and discover the potential for transforming their ideas for change into action.

Darkspark's methodology combines intergenerational and multicultural experiential learning with the pervasive power of pop culture. This unique mix underlies all programs - from our in-school arts education programs such as FOUR DIRECTIONS, in which students give voice to the impact of colonialism through cross-cultural dialogue, to our customized LIFE INTO LYRICS programs that tackle challenging life situations, social problems or cultural issues faced by youth.

Darkspark's team guides youth participants to write, record and release pop songs with a social purpose and thereby find and express their own unique voices on specific issues. Our media team captures participants' genuine, heartfelt experience of our process and builds digital campaigns to authentically convey their messages to audiences far and wide. Youth present their songs and realizations to their communities, then they are shared online with the public.



Youth are empowered through each step of the Darkspark experience. Real intercultural and intergenerational conversations on difficult and complex social issues develop heightened self-awareness and compassion in participants. Youth working alongside professional artists to create art that expresses their views also instills confidence and pride; their civic participation through the community presentation gives them a taste of leadership that leaves a lasting impression. Darkspark's programs help young people discover their individual potential, while building self-esteem, cross-cultural understanding, problem solving and media literacy skills.

Darkspark puts youth at the center of positive social change. When youth stand as leaders in their communities, and use their voices to create something meaningful, others take notice. The pop songs and accompanying media Darkspark produces with young people are shared through contemporary channels to provoke interest and inspire many, globally. Audiences are moved and motivated to amplify the conversations started by young people, which contributes to a more compassionate and empathetic world!

Darkspark will soon launch a new digital platform: VERSIONS, an international songwriting and recording project combining our unique methodology with smartphone technology to maximize accessibility for youth and impact world-wide.

EMPOWERMENT
THROUGH
SONG

www.darkspark.org