



ABCAS PERFORMING ARTS STUDENTS MERGE CREATIVITY AND ENTREPRENEURSHIP IN “ROOTS & RHYTHM” SHOWCASE

ABCAS Performing Arts students alongside featured performers at the “Roots & Rhythm” showcase held at the Dr. Alister Francis Campus

St. John’s, Antigua and Barbuda (March 23, 2026) — The Antigua and Barbuda College of Advanced Studies (ABCAS) came alive with culture, creativity, and entrepreneurial energy on Sunday evening as Performing Arts students presented their dynamic community event, *Roots & Rhythm*, at the Dr. Alister Francis Campus.

The showcase formed part of Unit One of the CAPE Performing Arts programme, which focuses on business for the creative arts, including entrepreneurship, marketing, financing, and project execution. As part of their School-Based Assessment (SBA), students are required to conceptualize and produce a community event grounded in research, applying both creative expression and practical business principles.

This year’s production was led by students Marjorie Galvez and Ronique Dharangit, who successfully brought their vision to life through a vibrant

and engaging cultural showcase. Their work reflected a deeper understanding of what it means to operate within the creative industry, moving beyond performance to embrace the realities of planning, promoting, and managing a live event.

Course Facilitator Tavia Hunte expressed immense pride in the students' accomplishments, noting that the process presented real-world challenges.

"They faced real-life obstacles throughout the process, particularly in areas such as financing and promotion, but they remained diligent and committed. Even in moments where they felt like giving up, they pushed through. I am extremely proud of their efforts and growth," she shared.

The evening featured a diverse lineup of performances, including performances by the Pandemonium Steel Orchestra, UWI Five Islands Campus Singers, ABCAS Steel Band, ABCAS CAPE Theatre Students, Let's Dance Academy, Shiva's School of Dance, as well as guest performers Soca Villian and Island Prince.

Also in attendance was Zahra Airall, External Examiner for the CAPE Performing Arts programme, who observed the students' successful execution of a community-driven production that effectively bridged theory and practice.

Each year, the event takes on a different shape, driven by the vision and interests of the students. The success of Roots & Rhythm continues to demonstrate the transformative impact of integrating business strategy with artistic creativity.

ABCAS hopes to build on this momentum by establishing the showcase as an annual staple, highlighting the talent within the institution while creating meaningful opportunities for creative expression and innovation.

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