

Artists urged to embrace technology.

Kenyan musicians and artists have been challenged to embrace technology in order to grow their influence and fan base.

Innovation, it was revealed have helped many artists improve their trade. Several examples of international artists were mentioned during the symposium and how they have leveraged on technology and have gained massively.

Speaking during the symposium, Dr. Kamau Gachigi, Director, Fablab, noted that Fabrication Laboratory based at the University of Nairobi, School of Engineering has helped many artists create several innovations. He urged other artists to come on board and move forward the innovation ecosystem in Kenya.

Kenya music industry was lauded for having been very innovative and coming up with popular beats that have traversed continents like Rumba, Genge, Lingala among others.

Artists were as well challenged to leverage on social media as the world has been reduced to a global village. They as well were told to have a social media strategy when it comes to having a positive impact on their fans.