



CRESCENDO



TUNISIA88
creativity training | Manouba & Tunis2



INTRODUCTION

CRESCENDO is a project led by Wallah We Can that uses music as a tool for expression, cooperation, and youth civic engagement.

It was born from the desire to promote young people's rights and to speak out against violence through artistic creation, blending rap and classical music.

**CRESCENDO is a project created
by youth for youth.**

Music clubs and workshops in schools.
Young people express their experiences and emotions through words.
Themes : children's rights, violence, equality, hope.



Expression



Narration / Structuring

Transformation of experiences into structured writing.
Organization of texts and clarification of messages.
Transition from spontaneous expression to engaged speech.

Artistic residencies led by professionals.
Teamwork, active listening, and self-confidence.
Co-creation of texts and compositions.



Cooperation



Professionalization

Studio recording and stage preparation.
Introduction to careers in music.
High artistic and professional standards

Young people become creators and ambassadors.
Development of leadership and public speaking skills.
New phase : original musical production.



Representation



Empowerment

Music videos, concerts, public performances, and social media.
Social recognition and increased visibility for young people.

KEY FIGURES

461

Students trained in musical creativity

435

Students supported in leadership and public speaking skills



54 %

girls



46 %

boys

6

Artistic residencies

+10 000

Total audience reached during our concerts across Tunisia.

6

Music tracks produced

10

Millions

views on YouTube

Music productions



The CRESCENDO project has been structured around original musical creations, co-created with young people and supported by recognized artists, in partnership with the Institut français de Tunisie.

These productions have benefited from significant visibility both online and on stage, allowing to give concrete exposure to the messages carried by young people and to anchor the project in the public sphere. Produced in Tunisia, these creations are intended to reach audiences worldwide.

CRESCENDO opens up professional opportunities across the entire live performance sector, from artistic roles to the technical professions that bring performances to life: lighting, sound, scenography, stage management, and production.



Move – ALA feat. ALLCHESTRA

Theme: Resilience

First music video of the project, it marked the launch of CRESCENDO and demonstrated the power of music to amplify young people's voices on a large scale.



Nabni – Lotfi Bouchnak, WMD, EMPIRE

Theme: Commitment

Collaboration between established artists and young participants, illustrating the meeting between recognized artistic experience and new engaged voices.



Bent el Oued – Nour feat. ALLCHESTRA

Theme: Educational inequality

Text co-written with young people during workshops, transforming a tragic reality into an artistic work carrying a strong social message.



Furthermore, during the summer of 2025, high school students from the Tunisia88 collective had the opportunity to share the stage with Tunisian tenor Hassen Doss.

As choristers and opening performers, these young participants performed their own songs, demonstrating the impact of the CRESCENDO project, which combines engaged lyrics, rap, and classical music.

This collaboration highlights the project's ability to create real spaces for artistic expression, fostering civic engagement and empowering young people to speak out on professional stages.

By spring 2026, the musical productions of the CRESCENDO project have accumulated nearly 10 million views, illustrating its capacity to reach a wide audience and amplify the voices and messages of young people through high-quality artistic content.



MENECH TALBIN CHAY MAIS ON L'AURA

Building on these productions, CRESCENDO is entering a new phase with the development of an original musical, designed as the culmination of the artistic journey offered to young people:

Menech talbin chay mais on l'aura

This collective creation will mobilize the skills acquired (writing, performance, stage work, physical and musical expression) and will also provide training in the technical professions of live performance that bring the stage to life: lighting, sound, scenography, stage management, and production.

This new project represents both the culmination of an artistic journey and the beginning of a new adventure for emerging young professionals.





Photo credits :
Tunisia 88



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