



PRESS RELEASE
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Business of Culture Comes to Compass TV, Highlighting the Future of Cayman's Creative Industries

Following its debut as the kickoff event for the Cayman National Festival of the Arts (Cayfest) 2025, Business of Culture aired islandwide on May 5, 2026 on Compass TV.

Since its debut in 1996, Cayfest has celebrated arts and culture across the Cayman Islands, impacting thousands each year while supporting the Foundation's mission to preserve, protect, promote, and nurture the cultural and artistic heritage of the Cayman Islands. The festival continues to promote artistic expression and stimulate cultural engagement across the islands.

The impact of Cayfest is reflected in the careers and creative movements it has helped to foster. Under the leadership of Cassandra Shea, Head of Theatres and Festivals at the Cayman National Cultural Foundation, Cayfest has increasingly been positioned as an incubator platform for new initiatives and collaborations with export-ready artists and institutions in the Cayman Islands.

Business of Culture, the brainchild of Patrice Beersingh, Chief of Culture and Innovation of Brand Caribe, was developed in partnership with the Cayman National Cultural Foundation. As co-host and curator, Beersingh stated that, "While we celebrate and support the arts in many ways, we have yet to fully develop a creative industry that provides sustainable careers. Business of Culture is designed to bridge that gap by offering real-world insight into how Caymanian creative talent can be shaped, positioned, and leveraged for economic empowerment - and, importantly, to compete on a global stage. We are demonstrating that the creative and cultural industries are not simply artistic endeavors, but legitimate and vital economic pillars."

The series offers insight into both the current landscape and future potential of the creative industries in the Cayman Islands. The live discussion panel, presented as part of Cayfest 2025 and later premiered on March 16 as part of Cayfest on Film, will be made available to the public across Compass Media's cable television and digital platforms, in collaboration with Brand Caribe and the Cayman National Cultural Foundation.

Originally presented as a live, filmed two-part conversation series, it explores the state of the creative industries in the Cayman Islands through the following discussions:

Part One: The Economics of Creativity This discussion explores how creativity can be transformed into a sustainable industry, addressing monetization, funding, and cultural impact.

Hosted by 98.9 Island FM radio host Zosia McGregor, the panel included Bruce Gordon of Zeal Creative Agency, Marlon Simms, Dean of the School of Dance at the Edna Manley College and Artistic Director of the National Dance Theatre Company of Jamaica, Dr. Marielle Barrow-Maignan, CEO and Editor-in-Chief of Caribbean In-Transit, and Bryan Graham, social media expert and digital strategist.

Part Two: Breaking Barriers This discussion focuses on Caymanian creatives who have achieved international success, alongside insights from global industry leaders on navigating elite creative spaces.

Hosted by Patrice Beersingh, the panel featured Benny Pough, global music executive with leadership roles at Roc Nation, Arista Records, Motown, Epic Records, Def Jam, and MCA; Jawara Alleyne, a London-based fashion designer whose work has been featured in Vogue, Harper's Bazaar, Dazed, Elle, and The Times; and John Watler, Managing Director of Star 92.7FM and Director of Renegade Mas and the Out of This World Music Festival.

Through a partnership between Brand Caribe and the Cayman National Cultural Foundation, the series has been adapted for television and will air on Compass TV. This allows Business of Culture to serve as a lasting resource, offering guidance and insight from leaders in their respective fields both locally and internationally.

The initiative aligns with CNCF's strategic direction to support the development of Cayman's creative sector.

"We are proud to work with CNCF and Brand Caribe in bringing Business of Culture to a wider audience across Compass TV and our digital platforms," said Tammi Sulliman, Head of News & Content at Compass Media. "Cayman's creative industries are filled with extraordinary talent and global potential. Conversations like these are important not only in supporting our creatives, but in helping to elevate Cayman's cultural voice and position our islands as a meaningful contributor to the regional and international creative landscape."

About CNCF: The Cayman National Cultural Foundation is a non-profit entity and one of the leading arts organizations in the Cayman Islands, working with multiple artists and creative partners to present dynamic annual cultural programmes at the FJ Harquail Cultural Centre, Minds Eye Centre and beyond. Our overarching purpose is to celebrate our Caymanian heritage and to develop the creative arts and foster a sense of national identity, unity, and pride.

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