

SCRIPT MATATUS KENYA

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It's noisy, it's colorful, and there are 10,000nds of them.
The so-called Matatus in Kenya in Africa,
which are the minibuses that are the most common mode of public transport,
and carry millions of people per day.
According to some people these minibuses are Kenya's contribution to world culture.
They come covered with nice designs, and inside they play the latest hits.
And now a special website added to this 'Matatumania'.
It's been set up by a group of young Kenyans who saw their challenge in preserving
and expanding this matatu culture.
Through the website news designs are available,
and they also provide for painting them, and taking care of the sound systems.
So the youth are now finding jobs with it.
Kenya used to be full of these singing matatus, until government regulations brought
restrictions.
but because of recent relaxation that's changing.
Back are the days that the bouncing matatus could be heard on every street corner.
Ruud Elmendorp reports from the Kenyan capital Nairobi.

BETA

SOUNDBITE INTERIOR MINIBUS, CLOSE DVD SCREEN, LOUD MUSIC WITH LYRIC
***I'm not saying your life should be boring.
But some things are just worth ignoring.***

PEOPLE WATCHING DVD SCREEN, PASSENGERS
VOICE OVER

If you wouldn't know better,
you could be in club or a bar.
But you're not, you're in a minibus driving through Nairobi.
With volumes like this you'd better not come on an empty stomach.

SOUNDBITE MUSIC

EXTERIORS OF HEAVILY PAINTED MINIBUSES
VOICE OVER

On the outside they're painted in hot designs.
Their name matatu is derived from the Kiswahili words for 'three cents for a ride',
which nowadays is more like 30 cents.
The fares are raised by the conductors.

SOUNDBITE SHOUTING MATATU CONDUCTOR (TRANSLATED FROM KISWAHILI)
Westlands, Westlands, Graffins' College, 30 cents.

MATATUS DRIVING ON THE STREET, GROUP OF THREE YOUTHS, OFF SCREENS
WEBSITE
VOICE OVER

Traveling by matatu is a daily reality for millions of Kenyans.
It even became a trade mark for this East African country,
and so it inspired a group of Nairobi youth to open a matatu website.

QUOTE SAMMY NDEREVA

I'm passionate about matatus.

QUOTE MAXI NGARI

We've been riding matatus all our lives.

QUOTE SAMMY NDEREVA

I love the fact that we're the only country that design matatus.

QUOTE MAXI NGARI

We figured it's like the natural cause.

OFF SCREENS WEBSITE, MATATUS ON THE STREET, SEAT BELTS
VOICE OVER

Matatumania enables visitors to explore the colorful matatu world.
However the overall state of minibuses in Kenya is quite different.
Many of them are in bad shape, just painted white, and there is no music.
Which was forbidden in 2004 when the government introduced new regulations.
Also seat belts were then introduced,
and the number of passengers was limited to 14.
It made traveling by matatus much safer,
and so recently the rules where relaxed,
meaning that paintings and music are allowed again.

SOUNDBITE MUSIC MATATU (TRANSLATED FROM KISWAHILI)

***As usually I take
it very easy.***

INTERIOR WORKSHOP, PAINTINGS ON MATATUS, SAMMY FIXING A DESIGN
VOICE OVER

The designs are done in workshops just outside the city center.
In Nairobi slang they're called 'kitchens'.
Sammy here is fixing one of his designs on a matatu.

QUOTE SAMMY DEREVA

This is Martin Luther's face.

BUSY NAIROBI UNPAVED ROADS

VOICE OVER

Sammy and Maxi come from slum areas in Nairobi.
Where 2/3 of the young generation is unemployed.
Consecutive governments promised to create jobs.
But so far the big results are yet to come.

QUOTE SAMMY DEREVA

**We young people come out of school with knowledge, with talents,
but they are no avenues to express ourselves.**

QUOTE MAXI NGARI

We figured maybe we can start something of our own initiative that in the long might bring some profit.

OFF SCREENS WEBSITE, MAXI BEHIND A COMPUTER

VOICE OVER

And so it did.

Maxi who constructed Matatumania was offered a job at an internet-provider.

QUOTE MAXI NGARI

It's because they saw my work on the site.

That's why they wanted me to work for them.

INTERIOR WORKSHOP, MAN CHOOSING DESIGNS FROM A BOOK

VOICE OVER

The price for a design starts from 75 US Dollars,
and goes upwards according to the wishes.

Also Sammy got extra work through the website.

QUOTE SAMMY

I got an avenue to express myself.

I took the chance, and now I am a designer.

SOUND BITE MATATUS DESIGN EDITED ON MATATU MUSIC, MATATUS DRIVING ON THE STREET

VOICE OVER

And for Matatumania only the sky seems to be the limit.

There are still ten thousands of matatus to be done in Kenya.

MATATUS ON THE STREET, STREET NOISE