

ABIR SUNDAY AUGUST 27TH 2023
LADBROKE GROVE, LONDON W11

A DUTTY MAS LIKE NO OTHER

She is Fierce...

She is Powerful...



She is...
SouCoyant
SHE IS FIERCE.. SHE IS POWERFUL..

abir
MASQUERADERS
NOTTING HILL CARNIVAL
GUIDE 2023



WE PAINTING LONDON RED



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SouCoYant

SHE IS FIERCE.. SHE IS POWERFUL..

A WELCOME MESSAGE FROM TEAM ABIR

Dear ABIR,

Welcome to **ABIR Sunday 2023**. On behalf of **Team ABIR**, we would like to thank each and every one of you for your tremendous support for the past 15 years. Through the amazing, great, good, and not so good. Together we're celebrating 15 years of ABIR Fun, Joy and Memories.

We send **LOVE** to those who are no longer with us, as we continue to move forward from the impactful effects of the Grenfell Tower Fire and the Pandemic.

At ABIR's core, we only want to deliver the best quality product we can offer. A product that pays extreme attention to **Quality, Value and Enjoyment**. It's never easy, especially with the number of economic factors we've had to face in recent years. However, with your love and continued support, we look forward to our next chapter, as we evolve and introduce new and exciting event experiences that maintain the core values of ABIR.

This year expect a few new rule additions that all **Dutty Mas Bands** now have to adhere to. The rule additions are explained in this Masqueraders Guide. Team ABIR will ensure that the same Vibes and Energy remains, even though some things are different. Who knows, we may see the birth of something even more **EPIC** as a result. We always like to flip a negative into a positive.

We will continue to strive to meet the needs of our masqueraders in a safe, fun-filled and joyous atmosphere by celebrating the positive aspects of LIFE through the use of paint, powder, dance and soca music. We're so excited to have you on the road with us again this year and look forward to having you join us, for a safe day of fun and enjoyment.. And remember...

We Bring The Colours... You Bring The Life...

Love Always
Team ABIR





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SouCouYant

SHE IS FIERCE.. SHE IS POWERFUL..



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OUR 2023 DUTTY MAS THEME

For the past four **ABIR SUNDAY** productions 2017, 2018, 2019 and 2022, we showcased various Carnival and Caribbean Folklore characters in our themes. The Blue Devil, Fancy Sailor, Fancy Indian and Moko Jumbie. The purpose of this was to pay homage to our Caribbean Carnival artform, educate and offer a platform for **ABIR** masqueraders to **PLAY AH MAS** and become the character.

This year, we chose the **SouCouYant** and re-imagined her as a majestic, powerful and fierce being. Identifying these qualities and allowing predominately the ladies to showcase their creative interpretations and **PLAY AH DUTTY MAS** as a **Dutty SouCouYant**.

FOLKLORE CHARACTER HISTORY

A Soucouyant, among other names, is a kind of shape-shifting, blood-sucking hag. She is a folklore character who appears as a reclusive old woman by day. By night, she strips off her wrinkled skin and puts it in a mortar. In the form of a fireball, she flies across the dark sky in search of a victim. The Soucouyant can enter the home of her victim through any sized hole such as cracks and keyholes.

Soucouyants belong to a class of spirits called Jumbies. Some believe that Soucouyants were brought to the Caribbean from European countries in the form of French vampire-myths. These beliefs intermingled with those of enslaved Africans.

In the French West Indies, specifically the islands of Guadeloupe and Martinique, and also in Suriname, the Soukougnan or Soukounian is a person able to shed his or her skin to turn into a vampiric fireball. In general, these figures can be of any gender and age.

The term "Loogaroo" also used to describe the Soucouyant, possibly comes from the French word for werewolf: Loup-garou; often confused with each other since they are pronounced the same. In Haiti, what would be considered a werewolf, is called jé-rouges ("red eyes"). As in Haiti, the Loogaroo is also common in Mauritian culture.

ABIR SUNDAY PACKAGE DISTRIBUTION 2023

SouCoYant

SHE IS FIERCE.. SHE IS POWERFUL..

ABIR SUNDAY AUGUST 27TH 2023

WEDNESDAY 16TH AUGUST 2023 - 10:00AM - 6:00PM

THURSDAY 17TH AUGUST 2023 - 10:00AM - 6:00PM

FRIDAY 18TH AUGUST 2023 - 10:00AM - 6:00PM

UNLIKE PREVIOUS YEARS, WE WON'T BE ABLE TO EXCHANGE SIZES AT DISTRIBUTION. YOU'LL RECEIVE THE SIZE YOU'VE ORDERED.



pullman
HOTELS AND RESORTS

PULLMAN LONDON ST PANCRAS
100 - 110 Euston Rd., London NW1 2AJ
Nearest Station - Kings Cross St Pancras

FINAL DAY FOR PACKAGE COLLECTION
SATURDAY 26TH AUGUST 2023
26 LEAKE STREET . SE1 7NN . 8:00AM - 12NOON



UNCOLLECTED PACKAGES WILL BE SOLD ON SUNDAY 27TH BETWEEN 8:00AM-10:00AM



FEEL FREE. DRESS FREE. BE FREE.

FRIDAY 18 AUGUST 2023 | 7:30 PM

WELCOME TO
Freetown
WINDRUSH: DESTINATION HOME



[CLICK IMAGE TO GET TICKETS](#)

LOCATION: DINGWALLS. 11 CAMDEN LOCK, LONDON, NW1 8AB

COST: - £30 +BOOKING FEES

TICKETS AVAILABLE AT

dingwalls.com

wearefreetown.love

eventbrite

ABIR SUNDAY AUGUST 27TH 2023 . LADBROKE GROVE, LONDON W11

WHERE TO MEET THE BAND?

SouCoYant

SHE IS FIERCE.. SHE IS POWERFUL..

**CORNER OF LADBROKE GROVE & LADBROKE GARDENS . LONDON W11
SUNDAY 27TH AUGUST . 11:00AM**



**NEAREST TUBE STATION
HOLLAND PARK & NOTTING HILL GATE**

Please note we will be capturing photographs and video before and during the event. By attending this event, you grant consent to ABIR to capture and use photographs or video footage containing your likeness for promotional and marketing purposes. This includes but is not limited to, event publications, websites, social media, and other related materials. If you do not wish to be photographed or filmed, please inform a member of the ABIR Team.



Dame Du Show

THE REUNION EXPERIENCE WEEKEND

The Most Anticipated Event For Notting Hill Carnival

OUT FETE

A Soca Fete With a Touch of French Vanilla

CARNIVAL SATURDAY 26TH AUGUST 2023

26 LEAKE STREET . SE1 7NN

2:00PM - 9:00PM

PREMIUM BOTTLE PACKAGES
AVAILABLE ONLINE
[COMEOUIFETE.COM](http://comeouifete.com)



SURPRISE GIVEAWAYS ALL DAY!
DON'T MISS THIS ONE!



Live International Artiste Performances • World Class DJ Line Up • Spacious Venue • Cashless Premium Bars
Drink Specials All Day • Sumptuous Caribbean Cuisine On Sale • Surprise Giveaways All Day

COMPLIMENTARY T1 PUNCH OR RUM PUNCH ON ENTRY UNTIL 4:00PM

TICKETS AVAILABLE ONLINE AT

comeouifete.com • bizouk.com • eventbrite.com • socaetickets.com

Early Birds SOLD OUT / Tier Two £30.00 / Tier Three £40.00 / Final Release £50.00

bouyon | zouk | reggae | steel pan | soca | afrobeats | bouyon | zouk | reggae | steel pan | soca



Dame Du Show

The Most Anticipated Event For
Notting Hill Carnival

OU! FETE

A Soca Fete With a Touch of French Vanilla

**SAT
26TH
AUGUST
2PM-9PM**



**\\ YOUR HOST TRINIGLADIATA //
+ SURPRISE GUEST ARTISTES**

Spacious Venue • Cashless Premium Bars • Sumptuous Caribbean Cuisine On Sale • Drink Specials All Day
COMPLIMENTARY TI' PUNCH OR RUM PUNCH ON ENTRY UNTIL 4:00PM

**MORE INFORMATION &
TICKETS AVAILABLE ONLINE AT**

comeouifete.com • bizouk.com • eventbrite.com • socaetickets.com

Early Birds SOLD OUT / Tier Two £30.00 / Tier Three £40.00 / More at the Door

soca | jab | bouyon | zouk | reggae | steel pan | demnery segment | afrobeats | dancehall | kadans | kompa | calypso | bashment soca

soca | jab | bouyon | zouk | reggae | steel pan | demnery segment | afrobeats | dancehall | kadans | kompa | calypso | bashment soca

soca | jab | bouyon | zouk | reggae | steel pan | demnery segment | afrobeats | dancehall | kadans | kompa | calypso | bashment soca

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WHAT TO BRING?



SouCoyant

SHE IS FIERCE.. SHE IS POWERFUL..

ABIR RUCKSACK

Please feel free to bring any other items which you think will make your experience on the road more enjoyable such as a pack of pocket tissues, a clean tee shirt or jumper to wear on your journey home. We suggest that you leave your debit and credit cards and your valuables such as expensive jewellery or mobiles at home.

ABIR WRISTBAND

You have been provided with ONE ALL ACCESS/HOSPITALITY wristband. You must wear your wristband at all times as this is one of the identifiers used to show that you are a bona-fide masquerader. It also entitles you to partake in the ABIR Hospitality service. You may be asked to leave the band if you are not wearing the ABIR wristband.

HOSPITALITY CHITS

Your lunch chits must be handed in to the food service personnel, when lunch is being served. You will not be served, unless you provide the respective lunch chit.

TRAVELLERS MUG

This mug IS YOUR ONLY WAY to get beverage refreshments. PLEASE DO NOT LEAVE IT AT HOME and remember to keep it safe throughout the day.

P.S. Feel free to write on your mug, your drink preference, as it makes it a little easier for our bar staff to serve you faster.

T-SHIRT PATTERN CUTTING

With regards to cutting your t-shirt patterns, we encourage you to do this at home if possible, to limit any scissor cuts, due to rushing to cut t-shirts.



15 abir
we bring the colours.
you bring the life.

smile more

ABIR SUNDAY AUGUST 27TH 2023 . LADBROKE GROVE, LONDON W11



HOSPITALITY SERVICE



Notting Hill Carnival Ltd. has informed us that we will be held at our meeting point and not allowed to enter the parade until possibly between 12:00 NOON and 1:00 PM. This is to facilitate the Kiddies Carnival morning parade. As soon as we get the okay to move, we move.

TWO HOSPITALITY SERVICE TRUCKS

It's been mentioned that some masqueraders weren't aware we had two hospitality service trucks.

Yes we do, with access areas on both sides of each truck. Please NO climbing on the sides of the trucks, especially when they are in motion.

ABIR RUM PUNCH

Will be available from 11:00am until it's done. When it's done, it's done.

LUNCH

Our lunch service will be served between 2:00PM - 3:30PM and prepared by our 2023 caterers Sweet Hand Cuisine. Please note that during this time, the bar will be closed and only water and non alcoholic beverages will be served.



We acknowledge that last year we had a few challenges. We pride ourselves in delivering a high quality product and service. This year we have taken steps to ensure that our hospitality service is at it's highest quality. Fresh delicious hot rotis and gluten free lunches, served with a smile.



ABIR SUNDAY AUGUST 27TH 2023 . LADBROKE GROVE, LONDON W11



ABIR SUNDAY ENTERTAINMENT



MUSIC POWERED BY



YOUR HOSTS





Notting Hill Carnival 2023 and ABIR, will again show our respect and observe 72 seconds of silence on Sunday at 3pm;

One second for each life lost in the fire.

abir[®]
we bring the colours..
you bring the life..

**NOTTING HILL
CARNIVAL**

Grenfell Tower can be seen from the NHC parade route. Our community was left devastated by the loss of life and trauma of witnessing the disaster. As organisers of NHC 2018 we felt it appropriate for the people enjoying Carnival on the streets of a community still reeling from the effects of the fire to remember those who lost their lives, the survivors and the bereaved.

We took our lead from local organisation Grenfell United, who expressed that the local community and all those affected by the Grenfell Tower fire would appreciate our support in creating “brief moments of reflection and respect in the midst of the two days of revelry”. On their request Notting Hill Carnival held a 72 second silence on both days at 3pm; one second for each life lost in the fire.

In 2019 we repeated the 72 second silence at 3pm on both the 25th and 26th of August. We asked all businesses, all NHC sound systems, all NHC live stages and all parading bands on the route to tune into The Beat London 103.6 for a special Grenfell announcement at 2.58pm. Actor and NHC Ambassador, Colin Salmon invited all Carnivalists to join together in respecting the victims, survivors and the bereaved and honouring the 72 second silence across the entire NHC footprint.

Grenfell United are a group of survivors and bereaved families of the Grenfell Tower fire, ‘working together for the community and campaigning for safe homes, justice and change’.

For more information on how you can get involved click on the link: [grenfellunited.org](https://www.grenfellunited.org)

ABIR SUNDAY AUGUST 27TH 2023 . LADBROKE GROVE, LONDON W11



**THE FOLLOWING PAGES CONTAIN IMPORTANT INFORMATION
WITH REGARDS TO THE NEW RULES THAT
ALL DUTTY MAS BANDS HAVE TO ADHERE TO.**

PLEASE READ IN DETAIL . VERY IMPORTANT



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PAINT & POWDER NHGL RULES FOR THE ROAD

NOTTING HILL
CARNIVAL

As we mentioned in our welcome letter, Dutty Mas 2023 has had some rule amendments. **These amended rules will apply to all Dutty Mas Bands** and we have included them here for your perusal and understanding. These are the rules and to continue to enjoy **ABIR SUNDAY** in this way, we have to follow the **Rules of Participation**.

3. Paint Management

3.1. Paint can only be distributed once the band has moved off from their designated starting point.

3.2. Paint is to be distributed from large, portable vessels such as buckets, carried by members of the band team.

3.3. Paint is to be put onto participating masqueraders by members of the band team only.

3.4. Paint is NOT to be distributed at the following locations:

- (i) From the junction of Elkstone Road and Great Western Road to the junction of Westbourne Park Road and Chepstow Road (judging point).
- (ii) As the trucks are turning any corners.
- (iii) When the band is stationary at their starting point and waiting to set off.
- (iv) After 7pm.

3.5. The following substances are permitted for use:

- (i) Paint: water-based, ready-mixed, non-toxic.
- (ii) Powder: food grade corn flour, rice flour or vegetable starch based, non-toxic, dyed with food-grade colouring.
- (iii) Chocolate: Pure cocoa, mixed with water or chocolate spread, dairy and nut free.
- (iv) Mud: Potters clay.

3.6. The following substances are not permitted for use:

- (i) Oil, oil based nut based products
- (ii) Talcum powder

3.7. Water may only be used for drinking or for cleaning purposes. It must not be sprayed into the air.

4. Mutual Terms and Conditions for Masqueraders

4.1. Masqueraders taking part in Dutty Mas are required to adhere to the following rules:

(i) You are not permitted to bring your own chocolate, mud, paint, powder or any other substance you intend to use for Dutty Mas into the band to use during the carnival.

(ii) Chocolate, mud, paint or powder will be distributed by staff members of the band.

(iii) Chocolate, mud, paint or powder will be distributed after the band has moved off from its designated starting point.

ABIR SUNDAY AUGUST 27TH 2023 . LADBROKE GROVE, LONDON W11



PAINT & POWDER NHCL RULES FOR THE ROAD CONT'D

NOTTING HILL
CARNIVAL

As we mentioned in our welcome letter, Dutty Mas 2023 has had some rule amendments. **These amended rules will apply to all Dutty Mas Bands** and we have included them here for your perusal and understanding. These are the rules and to continue to enjoy **ABIR SUNDAY** in this way, we have to follow the **Rules of Participation**.

4. Mutual Terms and Conditions for Masqueraders cont'd

4.1. Masqueraders taking part in Dutty Mas are required to adhere to the following rules:

- (iii) Chocolate, mud, paint or powder will be distributed after the band has moved off from its designated starting point.
- (iv) Chocolate, mud, paint or powder must not be thrown or placed on any members of the public, judges, children, police or people who are not part of the band OR any property - public or private.
- (v) No chocolate, mud, paint or powder shall be used between the junctions of Elkstone Road and Great Western Road to the junction of Westbourne Park Road and Chepstow Road (otherwise known as judging point) or whilst the vehicles are turning any corners.
- (vi) Anyone found to be in breach of any of the above rules will have their wristbands removed and be required to leave the band. You will be held personally responsible for any damage you may have caused and if required by the police, your details will be passed on to facilitate any investigation.

Sanctions

Any Band that does not adhere to the above rules may be removed from the route and will not be allowed to take part in the following year's Carnival.

abir[®]

**we bring the colours..
you bring the life..**

NOTTING HILL
CARNIVAL

ABIR SUNDAY AUGUST 27TH 2023 . LADBROKE GROVE, LONDON W11



PAINT & POWDER ABIR SUNDAY RULES FOR THE ROAD

- **NO TALCUM POWDER PLEASE
YOU WILL BE EJECTED FROM
THE BAND IMMEDIATELY**
- **DO NOT THROW POWDER ON ANYONE THAT
IS NOT AN ABIR MASQUERADER**
- **DO NOT THROW POWDER ON ANY MEMBER
OF THE METROPOLITAN POLICE SERVICE**
- **DO NOT VANDALISE PRIVATE OR PUBLIC PROPERTY**
- **AND LAST BUT NOT LEAST, DO NOT THROW POWDER
AT THE JUDGES OR SPECTATORS
IN THE JUDGING ZONE**

All our paint is water based, safe and non toxic. Our powder/gulal (coloured corn starch) is hypoallergenic and safe, however, if you are asthmatic, kindly walk with a face mask or bandana to cover your nose.

Yes we know how much joy throwing paint on each other is, we also enjoy that, but change is always inevitable. Now you know the rules, let's get back to the FUN...

It goes without saying that with these amendments to our road experience, the fine folks at **ABIR SUNDAY HQ** have been concocting an equally enjoyable and exciting **PAINT EXPERIENCE** just for you.

**Welcome to the ABIR PAINT ARMY!!
THEY WILL ENSURE YOU ARE COVERED IN PAINT, POWDER & JOY**





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**SEE YOU SOON
AND REMEMBER**

smile more



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