

# FAIR STREET: A Memoir on Building Creative Work Across Cultures

Jessey Jansen is the founder of Voice of Maasai, a music label developed through long-term collaboration with artists in Tanzania.

Her work explores what it takes to build creative infrastructure without institutional backing, and how meaningful projects grow through sustained relationships over time.

## About the Book

Fair Street traces a life shaped by exchange, trust, and long-term collaboration. What began as a small-town understanding of resourcefulness and creative trade evolved into a decade-long partnership with artists in northern Tanzania, ultimately leading to the founding of Voice of Maasai.

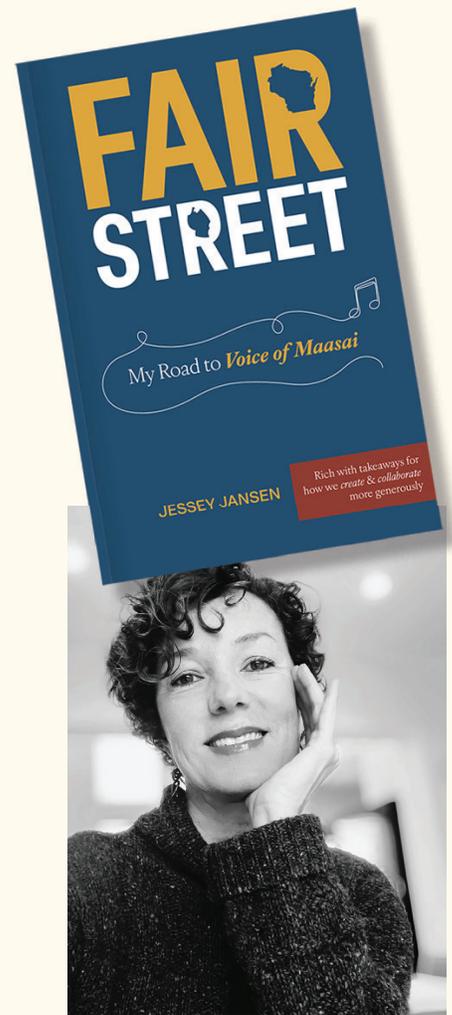
Designed as a graphically rich memoir, the book weaves narrative, photography, and visual elements throughout—creating a reading experience intended to be held and revisited.

## About Jessey Jansen

Jessey Jansen is a creative entrepreneur and founder of Voice of Maasai, an independent music label developed through long-term collaboration with Tanzanian artists. She built a career in brand development and creative direction before launching a platform that now represents over forty-five artists. Her work has been recognized by Graphic Design USA and the Blue Whiskey International Film Festival, along with art residencies across the United States and Africa. She divides her time between Seattle and Austin while leading production and long-term strategy for the label's continued growth.

## Story Angles

- Building a music label through long-term collaboration in Tanzania
- Creative entrepreneurship without institutional backing
- Cross-cultural collaboration beyond extractive models
- The discipline of sustaining creative work over time
- Women-led creative leadership in global contexts



## Book Details

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My Road to Voice of Maasai  
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