



# african design now conference

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[www.africandesignnow.com](http://www.africandesignnow.com)

**African Design Now** is a symposium for designers in the disciplines of Architecture/Interiors; Industrial/ Product Design; Visual Communications/Graphics, and Fashion/Textiles to be held May 2011 in Lagos, Nigeria. It broadly focuses on African designers - from Africa, the US, Europe, South America and the Caribbean- and other designers who have worked in Africa, are inspired by Africa and are of African heritage. It will include design critics, activists and thinkers about design. **African Design Now** is the brainchild of Nigerian-American designer, cultural writer, editor, publisher and entrepreneur, Atim Annette Oton who resides in Brooklyn, New York in collaboration with South African award-winning profile writer, cultural, music and social critic, Bongani Madondo, who resides in Johannesburg, South Africa.

The goal is to show the diversity of design and designers in Africa and across the world while exploring the notion of African Design from a cultural, political, aesthetics and socio-economical perspective. **African Design Now** understands that design is a process of communicating an idea, concept and business model; and one powerful tool for industry, commerce, clients and users. We seek to encourage dialogue, celebrate design and designers, and connect designers across the globe as well as provide links and networks for opportunities in Africa through design, trade and entrepreneurship.

## **African Design Now Theme:**

### **Global African Design Paradigm Shift: Creativity, and Commerce**

**Why Lagos?** The first symposium will be held in Lagos. With an estimated population of 14 million now, **Lagos** is one of the fastest growing cities on the African continent. Lagos' population is expected to reach 24 million people by 2020, which would make it the third largest city in the world, behind.

## **Participate:**

Join **African Design Now** and more than 1,500 of the private and public sector's top design and business leaders to find out about design, trade, tourism, business and investment networks and opportunities in Nigeria and across Africa and 10,000 visitors to the exhibitions. To participate, join our mailing list: please email us at [atim@blackdesignnews.com](mailto:atim@blackdesignnews.com) today.

## **Register:**

**African Design Now** will begin registration in September 2010 for the symposium. To register, please email us at [atim@blackdesignnews.com](mailto:atim@blackdesignnews.com) today.

## **Creators:**

### **Atim Annette Oton**

Nigerian-born, U.S. and British educated architectural designer, Atim Annette Oton is co-Founder of Black Design News Network (BDNN), a cultural writer/publisher and entrepreneur of Calabar Imports in Brooklyn, New York. She stepped down from her role as the Associate Chair of Product Design at Parsons School of Design in 2006 to concentrate on opening a retail store in Nigeria, ZimaZee and also to focus on a bi-monthly lifestyle publication about black Brooklyn home décor, fashion, culture, and lifestyle, Calabar Magazine. A graduate of City College of New York and the Architectural Association Graduate School, London, her design work has been published in Architecture Record, Design Build magazine, Design Architecture.com, Oculus and



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Blacklines magazine and exhibited at the Architectural Association, London, and in New York at the Schomburg Center for Research in Black Culture, the Institute for the Research on the African Diaspora in the Americas and the Caribbean (IRADAC), the Bronx Museum of Art and the City College of New York. She served as the editor-in-chief and executive vice president for Blacklines Magazine, a quarterly magazine publishing features on black designers in architecture, interior design, construction, development and the arts from 2000-2002 and the Co-Organizer, *Limitless Layers*, Blacklines' Second Conference, Design Showcase and exhibition, April 11-14, 2002 and Co-Organizer, Bridging the Gap between Education and Practice, Blacklines Architecture Conference, Design Showcase and exhibition, October 19-22, 2000. As a designer, she worked for several architecture firms including Davis Brody Bond, Larsen Shein Ginsberg and Wank Adams Slavin and Associates. She is a Board Member of Community Board 8 in Brooklyn, and co-Chair of Economic Development Committee, City College of New York's Architecture Alumni Group, National Association of Minorities in Cable (NAMIC), the National Urban League and the Caribbean Chamber of Commerce and Industry (CCACI).

## **Bongani Madondo**

Bongani Madondo is an award-winning profile writer, music and social critic, as well as urban tales chronicler. An obsessive star-tracker, he has interviewed, toured with, stalked and written on the art and follies of a varied cast of local, continental and international artists, thugs, celebrities, royalty and pop figures such as Miriam Makeba, Nathaniel, Brenda Fassie, Bouga Luv, Rita Marley, the last Queen Modjaji, Naomi Campbell, Boom Shaka, Naughty by Nature, John Legend, Freshlyground and Will Smith, amongst others. His work has appeared in publications such as *Mail & Guardian*, *City Press*, *Sunday World*, *Marie Claire*, and he was a features writer for the *Sunday Times Lifestyle* section. Just completed Madondo stays in, writes from, and walks the streets of Johannesburg for inspiration. His has also written *Professional honours include Vodacom Features Writer of the Year (Gauteng, 2004)*, *Arts and Culture Journalist of the Year (2003)* and *The Steve Biko Journalism Fellowship (1999)*. He recently published a book of his *Sunday Times arts journalism pieces*.

## **Partners:**

Black Design News Network

**Media Partner - Black Design News Network (BDNN)** is the premier black design content website and voice of black designers world-wide features four key service components: a news bureau, online publication, digital library and 'workspace' hub for designers. Serving as a hub for black design and a social media network for black designers across the African Diaspora, **BDNN** focuses on creating awareness of black design, distributing news, content and information about Architecture, Interior Design, Product and Industrial Design, Fashion and Textile Design, Communication, Media and Graphic Design. <http://www.blackdesignnews.com>

## **Calabar Magazine**

**Media Partner - CALABAR magazine** is a bi-monthly lifestyle publication about Brooklyn home décor, fashion, culture and the arts and a brand extension of Calabar Imports. It explores people and places of this unique borough through the lenses of some of its resident writers. It can be found at <http://www.calabarmag.com>

## **Calabar Imports**

**Exhibition Partner - Calabar Imports** is a specialty store for African, Asian and South American home furnishings, jewelry, fashion, aromatherapy, and gifts based in Brooklyn, New York. The store is located at 820 Washington Avenue, Brooklyn, NY 11238. Telephone: 718-638-4288 and can be found at <http://www.calabar-imports.com>



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## **Blacksonville**

**Technology Partner - Blacksonville.com** is the premiere digital gateway to education, media, and technology for web enthusiast seeking B2B and B2C news and information. **Blacksonville.net** is a member-driven, social marketing firm that specializes in Websites, Branding, Naming, Color Print Solutions, Public Relations.

## **Focus on Design**

**FocusOnDESIGN™**, formerly known as **OBD/DC**, evolved out of that membership. With the collaboration of several designers the organization grew with the vision: to create a more socially conscious and culturally sensitive design community; to expand the horizons and influences of the designer; to explore new directions in design and to introduce cutting-edge ideas and technologies into the design professions.

## **Designers421**

D421 is to serve as a hub, engaging and connecting the community of multidisciplinary designers-of-color, through social networking, story-sharing, mentoring and advocacy on relevant and critical issues that affect their work and lives. Through an active exchange of knowledge, experiences and initiatives, the members of D421 can more effectively sensitize the greater design industry to the importance of diversity in the design field, and educate students and families from underrepresented communities to the opportunities in design. D421 is not exclusive, and thus seeks to embrace and celebrate all who share its mission and values.

## **Black Creatives**

The Premiere Network for Multicultural Talent is a global community of creatives and marketers with a multicultural background. Our mission is to promote greater diversity in advertising and marketing management as well as to encourage sound practices and success in business design management. The Black Creatives Network is composed of over 1000 creative problem solvers in advertising, marketing, media, fashion, construction, and auto industries as: Creative Directors, Art Directors, Copywriters, Account Managers, Marketing/Advertising Strategists, Diversity Managers, Creative Managers, Illustrators, Animators, Motion Graphic Designers, Web Designers, Web Producers, Web Developers, Information Architects, User Interface Designers, Graphic Designers, Event Communication Designers, and Art Buyers.

## **National Minority Business Council**

**The National Minority Business Council, Inc. (NMBC)** has been helping small, minority- and women-owned businesses succeed for over a quarter century. Founded in 1972 as a full-service, non-profit (501)(c)(3) corporation, the organization is dedicated to providing business assistance, educational opportunities, seminars, purchasing listings and related services to hundreds of businesses throughout the tri-state area and across the nation. The strength of the organization resides in its members of successful entrepreneurs who are committed to their business and to the NMBC's continuing goal of expanding opportunities available to small, minority and women business owners. The Council's leaders, whose combined experiences spans score of years of fostering and nurturing businesses, provide the highest assurance that the NMBC will continue to address the needs and goals of its constituents. See <http://www.nmbc.org>

## **National Minority Business Council Global**

For more than a quarter of a century, the NMBC has provided assistance, education, advocacy and guidance on international trade to its members and other small and



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medium-sized firms and individuals. We have taken members and other interested entrepreneurs on several investment and trade missions overseas, including to Jamaica, Great Britain, South Africa, Puerto Rico, Barbados, Costa Rica, Trinidad and Tobago, and the Dominican Republic. In our initiatives and programs, we collaborate and partner with U.S. government agencies, such as the U.S. Small Business Administration, the Overseas Private Investment Corporation, EXIM Bank, U.S. Department of Commerce, as well as with the investment and promotion agencies of foreign governments. See <http://www.nmbc.org/global/>

## **Blacksoftware**

Blacksoftware is a Boston based company run by William Murriel providing African American designs, black clip art, software games, black fine art screen savers, digital music distribution and ring tones. See <http://www.blacksoftware.com>. Blacksoftware created [AboutBlackBoston.com](http://AboutBlackBoston.com)

## **Currently Negotiating Partnerships with:**

- **The National Organization of Minority Architects (NOMA)**
- **Black Interior Design Showcase**
- **Medgar Evers College – Film and Culture Series**

## **Sponsorship Opportunities Available**

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