



AFRIKIN®
ONE SHEET 2018
CULTURE PERFECTED (*Synthetic or Syncretic?*)

AFRIKIN® was born from the concept of Africa plus kinship as a foundation for people of color to show who they really are. People of all colors need to be true to themselves, and each other, without social constructs.

AFRIKIN® is a collaborative arts platform for the presentation of conscious culture and positive media through events. The transformative effect of creative people on societal progress is the key feature being presented in the **AFRIKIN®** programming platform. To advance the ingenuity and promise of people of color through the arts is our goal.

We demonstrate a sound strategy of managed growth by presenting global arts content in a modular and scalable platform, utilizing resources in a responsible and thoughtful way. We are creating a new narrative by means of cultural production in a DIY digital age that benefits artists, patrons, audiences and sponsors -- **AFRIKIN®** is *culture perfected*.

Our intergenerational multicultural audience seeks cultural enrichment and want creative perceptual experiences to be a routine part of their world. **AFRIKIN®** presents desirable content for families and is also attractive to a demographic comprised of influencers and innovators, bringing multiple demographics together in one model. This consolidated target demographic is comprised of Baby Boomers and Millennials who are an audience totaling over 2.3 billion people of color from all four corners of the earth.

We are presenting the current culture recognized by our target demographics through **AFRIKIN® Art**, **AFRIKIN® Talks**, **AFRIKIN® Fashion**, food, innovation and performance content that provides room for our branding partners to receive a positive response to their corporate presence.

MISSION: The **AFRIKIN®** experience promotes connectivity, culture, oneness, racial and social justice, as expressed through the arts. We believe that art speaks louder than words and has always been a peaceful way to foster understanding between opposing sides. *Culture transcends language and race*. The world's African origins bind us together in kinship – acknowledgement of this reality called for the creation of **AFRIKIN®**.

THE EVENT: The key value of **AFRIKIN®** is its superior original content – dynamic art, creative, culinary offerings and world-class entertainment. **AFRIKIN®** presents positive, thought provoking content to motivate and inspire. This content was developed to assist in the advancement of social justice and to present a contrast to the negative societal elements that affect the **AFRIKIN®** nation. We are featuring the following art forms:

ART: **AFRIKIN® Art** is multicultural – from all continents and presented from a world-view and intercultural aesthetic. **AFRIKIN®** provides a platform for both emerging and established artists through curated exhibitions that include digital art, fine art, multimedia, photography and works on paper. In addition to creating a space for core participants, **AFRIKIN®** also creates an environment for budding collectors while presenting content that highlights trending art movements. **AFRIKIN® Art** exhibitions include works from Africa, the Americas, Asia, the “Black Aesthetic”, Indigenous works and Street Art.

INNOVATION: The **AFRIKIN®** Innovation Consortium views the universe through the eyes of the creative mind. With invited entrepreneurs, founders and leaders in thought, we examine the known world while reaching into unexplored territories including the realms of science and technology. We are providing a forum for those who have remained largely unrecognized and that are now surfacing in newly established spheres such as, Afrofuturism and Afrotech.

TALKS: The **AFRIKIN® Talks** presents discussions, interviews and lectures with artists, scholars and influencers in the arts industry while focusing attention on the world's collective challenges. Our next series discusses synthetic or syncretic.

MUSIC: The **AFRIKIN®** Music experience features singers and players of instruments from around the world and provides a perspective on how different cultures occupying the same space and time converge. This expansive approach allows for growth and forward movement of music as a universal language, producer of joy, and instrument of peace.

FASHION: **AFRIKIN® Fashion** is an integrated part of a cultural lifestyle – art, folklore, futurism, history, imagery and the language of world culture as reflected through clothing and adornment. **AFRIKIN®** explores new frontiers of style, substance and quality as seen through couture, street fashion and photography from a new platform for artists and designers whose works reflect trending global styles.

FOOD: **AFRIKIN®** culinary experiences offer more than food for sustenance. We curate some of the finest in handcrafted world cuisines for the enjoyment of event attendees and patrons. Sponsored pairings and wine tastings will also be featured.

TEAM AFRIKIN®: We are a dedicated and accomplished group of fine arts, entertainment, international relations, marketing, media and production professionals who pool our expertise to create cultural events unlike any other. Our services range from event management to programming and development of effective campaigns.

