



# Afrika Handmade

Symposium & Gallery 2015





## Afrika Handmade 2015

We are excited to welcome you to this year's edition of Afrika Handmade Symposium and Gallery!

A market development initiative of Craft Afrika, the event was conceptualised as a solution to the deeply entrenched definition of what constitutes the artisanal sector.

With broad-brush strokes, the sector is depicted as [1] cheap [2] lacking intrinsic value [3] created for the tourist market and [4] belonging to a dusty patch of earth at the ubiquitous "maasai market".

While this depiction may have some truth in it, the more exciting canvas is the one that portrays the evolution that has taken place. There now exists a more sophisticated, more design-focused genre that is meticulously detailed in form and functionality.

However, not much is known about this genre due to the sector's pervasive association with low quality and mass production. This has led to a false shrinkage of potential market opportunities, especially within Kenya's growing middle class.

Afrika Handmade therefore seeks to create visibility for this genre and present it as a viable homegrown alternative for the modern, urban lifestyle.

By curating the exhibition, moving away from a marketplace scenario and developing a professional catalogue as a point of reference, we hope to create an appreciation and demand for products developed within this genre of contemporary handmade.

We have scoured the country to bring you the most innovative home décor solutions: basket weaving from Kisumu, textile printing from Nanyuki, lighting design from Machakos and bamboo furniture from Nairobi...the list is as exciting as it is inspiring.

Also featured at the Gallery are Design Network Africa members: Adele Dejak, Sky Decor, Bud Panesar (Kenya) Uganda Crafts (Uganda) and Matupo Pottery (Zimbabwe).

We are proud of all our partner exhibitors and hope that through this event and many more to come we can create sustainable market opportunities locally.



Enjoy the Gallery experience.

Christine Gitau  
Convenor | Project coordinator

Afrika Handmade Symposium and  
Gallery 2015



Founded in 2012, Craft Afrika is a social enterprise that identifies, creates and supports market access opportunities for contemporary artisan and design products, specifically within the domestic and regional consumer base.

We achieve this objective through three main strategic activities

- We develop and deliver market-oriented business courses for artisans and designers
- We are actively involved in advocating for policies that support a thriving local creative economy
- We host Afrika Handmade Symposium and Gallery, an annual event that promotes domestic consumption of locally made artisanal and design products

Craft Afrika also serves as regional facilitator on two international projects:

- **Design Network Africa** – funded by the Danish Fund for Cultural Development (CKU), the network provides business support to some of Africa’s finest design entrepreneurs
- **Fairtrade’s Finest** – financed by the Dutch government and coordinated by Centre for the Promotion of Imports from Developing Countries (CBI-EU), the purpose of the project is to create opportunities for the expansion of markets for fair trade home decoration and home textiles in Europe.

Afrika Handmade sponsored in part by:



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GALLERY  
#ahmade



## Gallery Schedule

30 September	Media briefing	4 - 5.30 pm	AF, Table 49 cafe	By invitation
	Launch cocktail & party	6.30 - 10pm	AF, terrace	By invitation
1-2 October	Afrika Handmade Symposium	9 - 4 pm daily	AF, 3rd floor meeting room	By registration
2 October	Guided gallery tour	1 - 2pm	AF gallery	Open to public
6 October	Breakfast with interior designers & corporate buyers	8 - 10am	AF, Table 49 cafe	By invitation
8 October	Afternoon with high school students	2 - 4pm	AF, terrace	By invitation
9 October	Guided gallery tour	1 - 2pm	AF, gallery	Open to public
14 October	Guided gallery tour	1 - 2pm	AF, gallery	Open to public
16 October	Public forum "HEVA Fund: Financing Kenya's Creative Entrepreneurs"	2 - 4pm	AF, terrace	Open to all creative entrepreneurs
17 October	AH Lifetime Achievement Award ceremony Elkana Ongesa & Alan Donovan	6 - 10pm	AF, terrace	By invitation



## Matupo Pottery

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[designnetworkafrica.org/people/matupo-pottery/](http://designnetworkafrica.org/people/matupo-pottery/)  
Harare



Working from her quaint backyard studio, ceramicist Majorie Wallace has displayed her work in a remarkable 42 exhibitions. She makes her own porcelain and dyes, in the process creating the quirky designs that make her one of the most recognizable artists in her field. Although her work is found in retail stores all over Europe, Majorie is looking inwards into Africa, hence

her efforts to create a special collection for the Afrika Handmade showcase.

"I believe it's in the interest of Africa to trade with Africa. We need to find local and regional markets for long-term survival. We need to strengthen our own roots, our belief in ourselves. As long as we are focusing on the rest of the world for markets and recognition, we still haven't achieved independence."





## Uganda Crafts

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Kampala



A fair-trade registered company, Uganda Crafts combines traditional weaving techniques with modern colour and design trends to create stunning baskets that are sought after by buyers all over the world.

Through an outsourced production model, the organization provides sustainable employment to approximately 300 artisans in five cooperatives scattered around Uganda.

In every basket created, Uganda Crafts seeks to elevate it from the humble item it is to a work of art by focusing on masterful weaving techniques, contemporary color combinations and detailed patterns.

“Our challenge has been that most people think of baskets only as fruit holders. We want them (baskets) to begin featuring as integral items in interior décor. We hope to enable this shift by presenting them in a dynamic, fresh manner.”



## Bud Panesar

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Nairobi



Bud's design philosophy is based on minimalist optimality, whereby a design is complete when nothing more can be added nor removed.

With an impressive client list that includes Sir Richard Branson and the First Family, he is keen on expanding his brand's foothold into the domestic market. He observes that Kenya's middle class is growing rapidly and with it,

a new demand for more sophisticated products and services.

"While the mentality has always been that imported goods are better than local brands, the truth is we have the skills and expertise to create world class products. That is why I am here. Afrika Handmade is an educative endeavour- exposing potential consumers to our product, our process, our talent and our unique place in the world."



## The Design Kingdom

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Known more for their trendy leather accessories, Yonathan and Merry recently launched their first furniture collection under the brand name The Design Kingdom.

Modern with a minimalist approach, the furniture pieces are a pleasure to engage with; not only

because of the contemporary flair they have, but also because of the way the team manages to bring to the surface the natural beauty of the hardwood *mvuli*. Beyond looks, they are also keen to ensure their pieces are comfortable and durable and that they fit into modern lifestyles that are at once hectic and cozy.



## Maua Moments

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 Naivasha

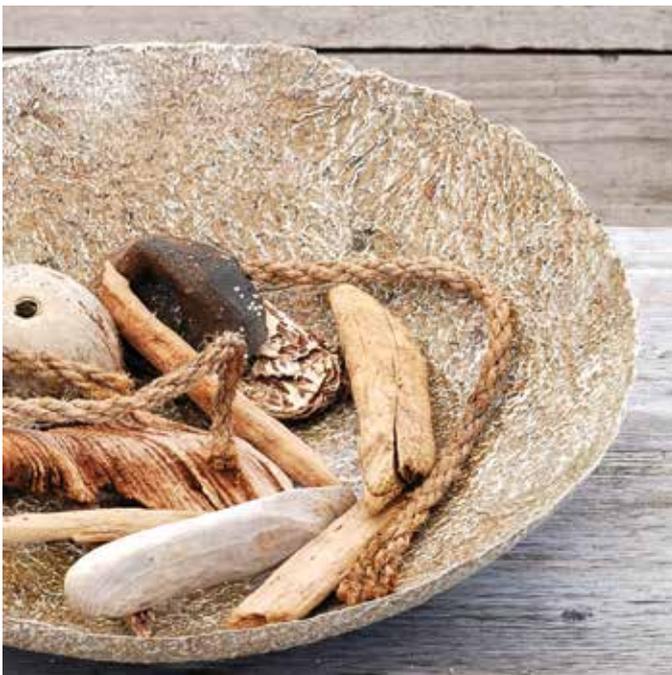


Through her company Maua Moments, Lieke has earned a reputation as a dynamic floral artist, creating contemporary arrangements with flora sourced directly from Naivasha, the beating heart of Kenyan floriculture.

Her aim is to present an alternative to floral arrangement as you know it. "We hope to show

that floral design encompasses a lot more than just bunching flowers. The purpose of our job is to catch emotions, and express them in natural materials." True to form, her clients have described her work as 'spectacular', 'awesome' and 'creative'.

Beyond providing these services to almost any event, Lieke continues to explore how to infuse life into brands, living and working spaces.



## Afrodutch Paperstone

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Afrodutch Paperstone is a social enterprise run in partnership between Henriette Oldhoff & Ruth Jepchirchir. The company's mission is to create beauty out of waste, in the process offering work and sustainable wage to their employees, all of whom are women.

"By making these products, it not only gives our women an income it also encourages self- development and makes them proud of their work."

Through a labour-intensive process that utilizes hand-moulding techniques and natural drying methods, the women produce eco-friendly home decor items including vases, bowls and lampshades. "We want to make people aware that with loving hands, patience and an eye for nature, beauty can be created out of waste."



## Sky Décor

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Childhood friends Sam and Khan's design inspiration comes from a love for the unrestricted.

Specializing in the integration of air carrier parts into high

quality household and office furniture, Sky Décor pieces are a testament to a life that soars beyond the mundane and that is a constant search for self-expression and independence.

Looking at their daring aesthetic and top-notch quality, it is little wonder that the duo claims such an impressive list of achievements. Early this year, they exhibited as part of Design Network Africa at the Guild Design Fair in Capetown, side by side with some of the world's biggest names in contemporary design.

Back home, they are aware of the growing demand for their products. "It is important for us to deliver on the design aspirations of Kenya's growing middle class as we believe it will be a powerful emerging market for good design in the very near future".



## Tintseh

Dennis Mukundi (Tintseh)  
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Dennis or Tintseh as he is popularly known, is a Kenyan-based photographer majoring in portraits, travel, lifestyle and events.

He began photography in 2013 and has since made a name for himself as a member of 'Night Bandits', a community of photographers famous for images taken at breathtaking heights; images that peel back the grime and

grit layers of Nairobi city to reveal spectacular depth and content.

Equally impressive is his skill in portraiture "when I shoot portraits, a major consideration is facial expression and mood. If we (the model and I) want to create a sad moment, we have to come up with creative ways to do so because at the end of the day, we are telling stories and making memories."



## Simply Sandara

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A self-taught designer, Sandra's foray in textile design began in 2011. "I followed a link on Facebook and stumbled across the Print & Pattern blog. I literally 'lit up' inside. I had discovered there was actually something called 'Surface Pattern Design' and that people were making a career of it! I had finally found my calling!" She explains in an article featured in [patternobserver.com](http://patternobserver.com).

Fast forward to 2015 and her brand Simply Sandara has curved out a pretty nook.

Next on her agenda is the knowledge transfer she knows must happen. "We hope to inspire fellow Kenyans to follow their creative dreams, find their passion and run with it, just as we are doing. We hope that our participation at Afrika Handmade will plant that seed for a new and innovative textile design movement in Kenya."



## Esprit Ethnique

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 Machakos



Adventure. The one word evoked by Esprit Ethnique. The company description reads thus, "we nomads, travel is our destination. On the way, we collect and leave pieces of our soul. A song, a scent, the colour of a scarf...these things bring us back to the places and people we have met, moments we have shared. For us, life is a safari with unexpected turns. You will find the spirit of our nomadic style of life in our creations."

Although better known for an extensive range of lighting solutions, the company has an equally well-developed repertoire of eclectic objet d'art. "Affordability is important for us. We do not create with a social class in mind, as we do not believe that social class determines taste, rather taste is innate. Any Kenyan who loves beautiful things should be able to own an Esprit Ethnique piece".



## MalizArts & Crafts

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Maliza describes her work as a balance between the best of two worlds. “I never quite know if I am an artist or designer, and my heart still balances between the two. I solve this by having two lines of production: one “haute couture”, which is purely artistic and made of unique pieces, and one closer to street fashion, consisting of ready to use objects.

She says that participation in the Afrika Handmade Gallery is a “test case” as it is the first time that she will expose both her graphic and decorative arts side by side. “I am anxious to see what the reaction of the public will be... what is it that will make the audiences’ hearts beat and want to adopt one of my objects or hang a picture of mine on their wall? I also would like to show that there is more to African arts and crafts than zebras and Maasais resting on one leg...even though I love them both” she adds.



## Kenya Bamboo Centre

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Popular in Asia, Bamboo, otherwise known as green gold, is as versatile a raw material as they come. However, its merits have not spread to this part of the world. "Not much is known about Bamboo as an option for furniture and this has been our greatest challenge," says Polycarp the coordinator of Kenya Bamboo Centre.

"With the current environmental challenges, we do not need to be cutting trees. Bamboo offers an excellent alternative," he adds.

The Centre has developed an impressive array of products- from wine racks to cosy low- slung Japanese beds. Yet Polycarp says they are just getting started. "What we can do with Bamboo is mind boggling and we are excited about the products we can develop for the Kenyan market."



## Kenana Knitters

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Nakuru



Founded in 1998, Kenana Knitters creates a range of plush toys, home decor, clothing and gifts using 100% natural wool, which is home spun, plant dyed and hand knitted. With a mission to make significant social impact in rural Kenya by empowering women to take charge of their lives through dignified work, the organization employs over 250 knitters and spinners

in a safe, family-friendly working environment. Currently, Kenana Knitters exports to more than 10 countries around the world, with each item bearing the signature of the woman who created it. "By purchasing one of our products, you are contributing to the pride and advancement of the individual woman and her family, as well as impacting her overall community."



## The Good Life Ltd

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Working with a carpenter in Gisenyi, Rwanda, Tom designed and built his first luxury curved libuyu laminate wooden hammock frame for Hotel Des Milles Collines (Hotel Rwanda) in Kigali.

After selling more than fifty of these 'Luxury Swing Beds' in the region, he moved production to Bombolulu workshop in Mombasa Kenya, where he imparted the skill of hammock making to the largely disabled workforce.

"I hoped to re-focus skilled artisans towards product design that appeals to the affluent domestic African market therefore allowing them to think like creative entrepreneurs and move outside their traditional reliance upon the tourist craft market," Tom says of his objective.

He has recently collaborated with East Africa Canvas in Karen where the hammocks and metal stands are now available.



## Adele Dejak

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Home grown in Kenya, but infused with an entire continent's vibe, the Adele Dejak brand has in a mere 10 years come to epitomize fashion accessories for the urban woman.

With meticulous attention to detail, team Adele Dejak has over the years pushed the envelope, not just for themselves but for the entire sub-sector as well. "Innovation is crucial to our success and we are always on the look-out for that different way of doing things," says Adele.

"Beautiful handmade items take time and lots of hard work but the end product is worth it. The aim is not to produce a 'flawless' piece, but something uniquely handmade, bearing the fingerprints of its human, rather than mechanical nature."

She adds that designer-makers must create a window into this process to create an appreciation of handmade. "Not all hand crafted products are destined for the maasai market as souvenirs and curios."



## Ali lamu

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alilamu.com  
Lamu/Shela



With its beginnings in a love story, Ali Lamu has come to signify what a little ingenuity and passion can do for a business idea. Founded

seven years ago by Ali and Daniela, the couple uses old sail-cloth or tanga as their main medium. They produce one-of-a-kind-vintage-like bags and home accessories with hand-painted messages of love and life... "Our art is based on the mood of the moment...

it is simple, what you see is what we feel" the website says of their artwork.

Looking at Ali Lamu's products, one can understand the loyal following the brand has attracted all over the world. Wind, sun, rain, seawater and many years in the Indian Ocean weathers the sailcloth into a real piece of art, giving it deep character and one impossible to recreate by any other means. To own a piece from Ali Lamu is to own an impossibly rich past, a vibrant now and a future that holds nothing but goodness.



## Contemporary handmade retailers

### Utamaduni Craft Centre

+254 722 205 028  
Utamadunicraftshop.com  
Bogani East Road, Karen

### Banana Box

+254 723 280 430  
bananabox.co.ke  
Sarit Centre (Westlands)  
Junction (Ngong road)

### Blue Rhino

254 20 4446261  
ABC Place, Lavington

### Spinners Web Kenya

+254 731 168 996  
spinnerswebkenya.com  
Getathuru Gardens,  
off Peponi Road, Spring Valley

### Mofti

+254 737 462 785  
New Muthaiga Shopping  
Centre  
Thigiri Ridge road

### Goodies

+254 727 179 930  
africaninteriors.co.ke  
Viking House, Westlands

### Undugu Fairtrade

+254 733 610 100  
undugufairtrade.co.ke  
Vision Plaza  
Mombasa Road

### Inside the Baobab

+254 725 451 155  
Yaya Centre

### Motieno Designs

+254 720 585 796  
Galleria shopping mall  
Langata road  
Karen

### APDK Fairtrade

+254 44 51523  
apdk.org  
Waiyaki Way,  
opposite Oil Libya  
Westlands

## Craft fairs in Nairobi

### Bizarre Bazaar Craft Festival

info@bizbazevents.com  
bizbazevents.com  
KFEET grounds, Karura forest

### Spring Valley Bazaar

Facebook | SpringValleyBazaar  
12 Bendera lane, Spring Valley  
road, off Peponi road

### Christmas Fair

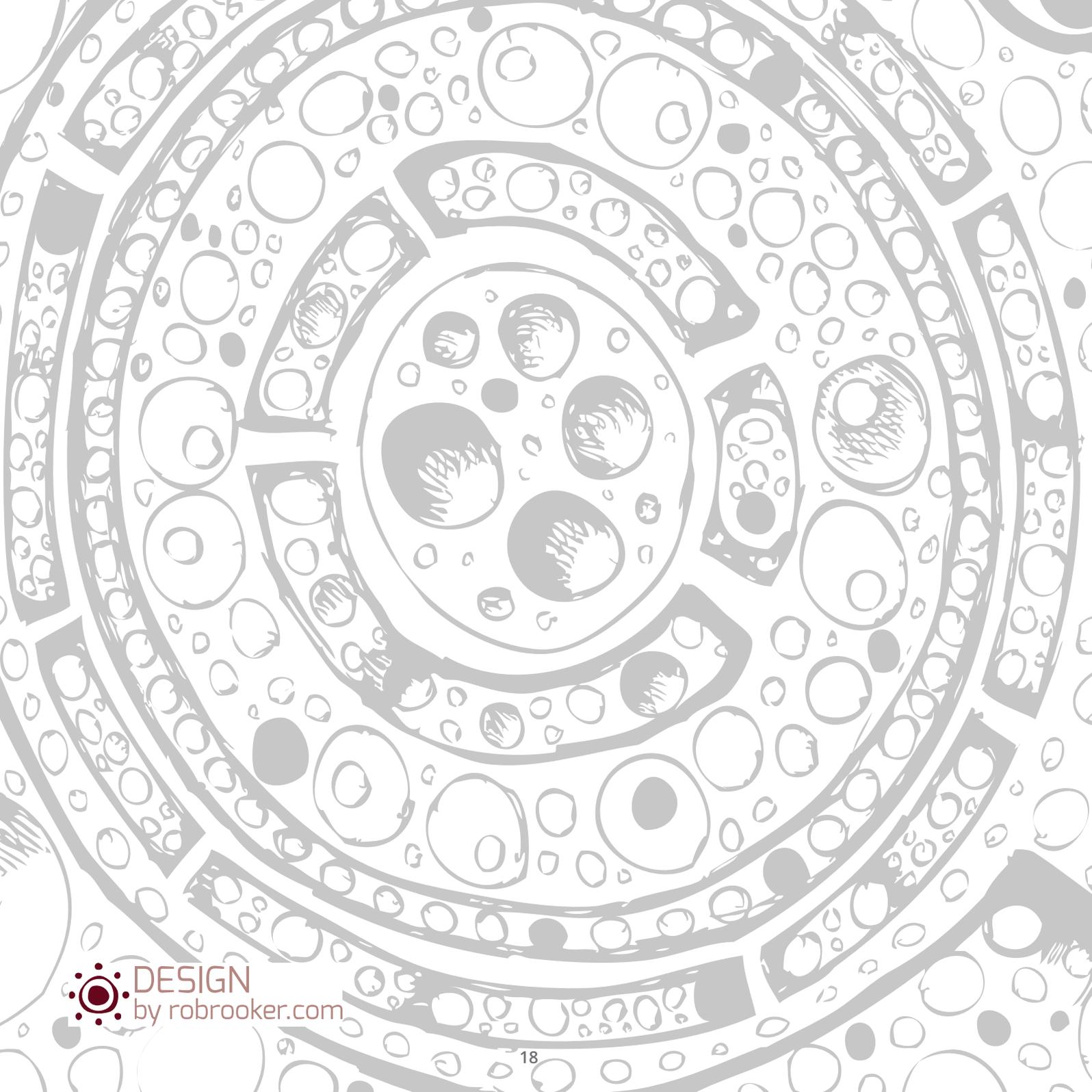
admin@thechristmastrust.com  
thechristmastrust.com  
Ngong Racecourse

### Soko Soko

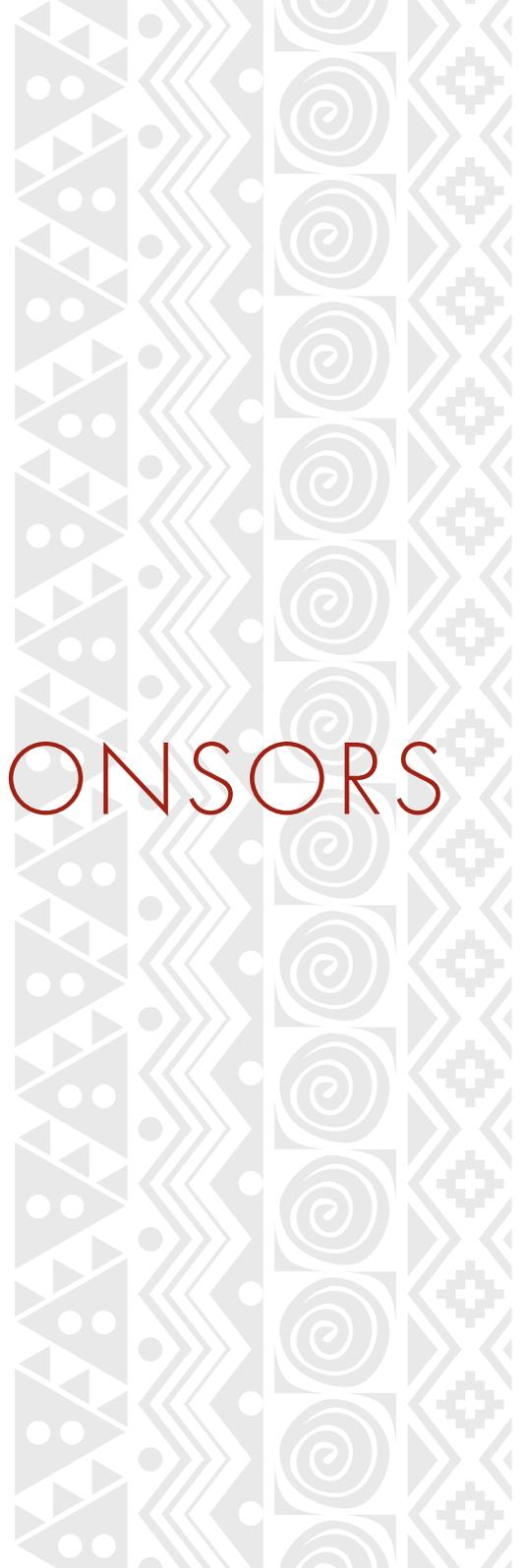
sokosokocraftmarket@outlook.com  
Florienta Gardens, Rosslyn Lane

### Bargain Box | Xmas Box

info@thebox.co.ke  
thebox.co.ke



# PARTNERS & SPONSORS





## Design Network Africa



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Design Network Africa is a design-focused programme initiated by Danish Centre for Culture and Development (CKU), funded by the Danish Government and coordinated by Source based in South Africa.

The project links highly respected designers and artisans from East and West Africa who have been selected for their diverse voices, original product and unique global identities and who represent the vibrancy and distinctive expression of a new African identity. The programme has been designed to encourage collaboration between members in a true interchange of skills, aesthetics and narratives.

Exhibiting at several high-level platforms including Design Miami Basel/Switzerland and Southern Guild / Cape Town, DNA members have continued to influence world's perception on the African design aesthetic. "Work by DNA designers is beautifully executed, with exceptionally high quality standards. The designers are being well received at the most important collectible design fairs around the world and are being bought by leading global collectors," says Trevyn McGowan, the South Africa-based coordinator of Design Network Africa.



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The Kenya Copyright Board is a State Corporation specifically established to deal with the administration and enforcement of copyright and related rights.

As contemporary artisans and designers, you have the right to enjoy the economic and moral rights of your intellectual creativity and the Kenya Copyright

Board exists to ensure protection so that you can freely create, not only for individual benefit but also for the growth of the creative economy.

Get in touch today and inquire about services we offer including training on intellectual property rights and enforcement of these rights when they are infringed upon.



copyright.go.ke  
info@copyright.go.ke  
Twitter | Facebook  
+254 20 253 3859/ +254 20 253 3869  
5th Floor NHIF Building



# CREA

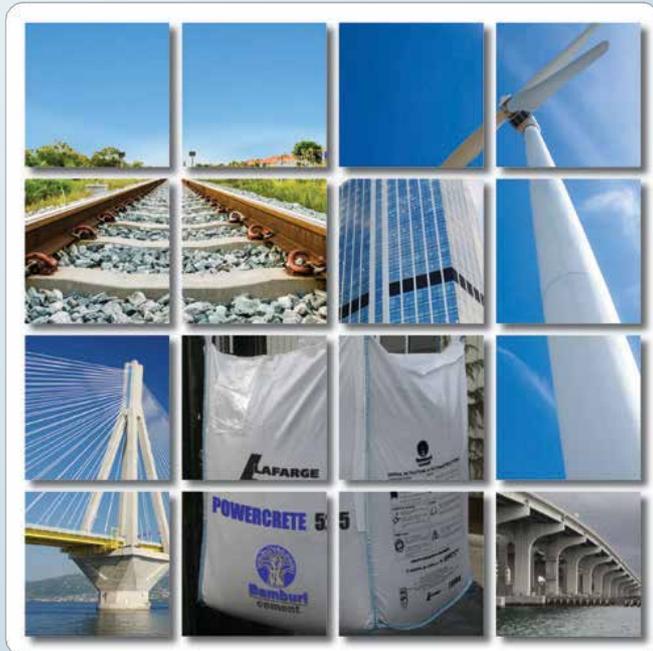
LUXURY FASHION HAND MADE IN KENYA

CREA is a luxury, high-fashion accessories brand that was born in Kenya in February 2012. It is an eclectic place of creativity, design and production excellence that collaborates with prestigious international and African designers to produce modern and stylish accessories.

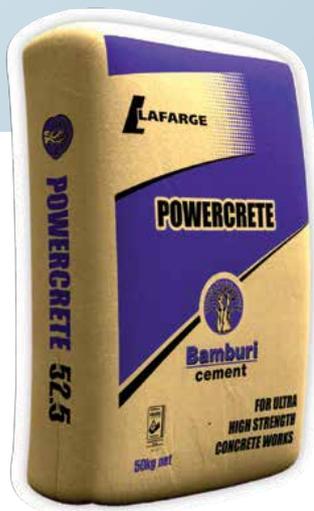
CREA was conceived to be a 100% "Made in Africa" luxury accessories, couture jewellery and home-ware brand. CREA believes in the importance of producing locally as a means of empowering people, and seeks to work on the ground by supporting and training artisans so that they are able to achieve the highest possible levels of craftsmanship.

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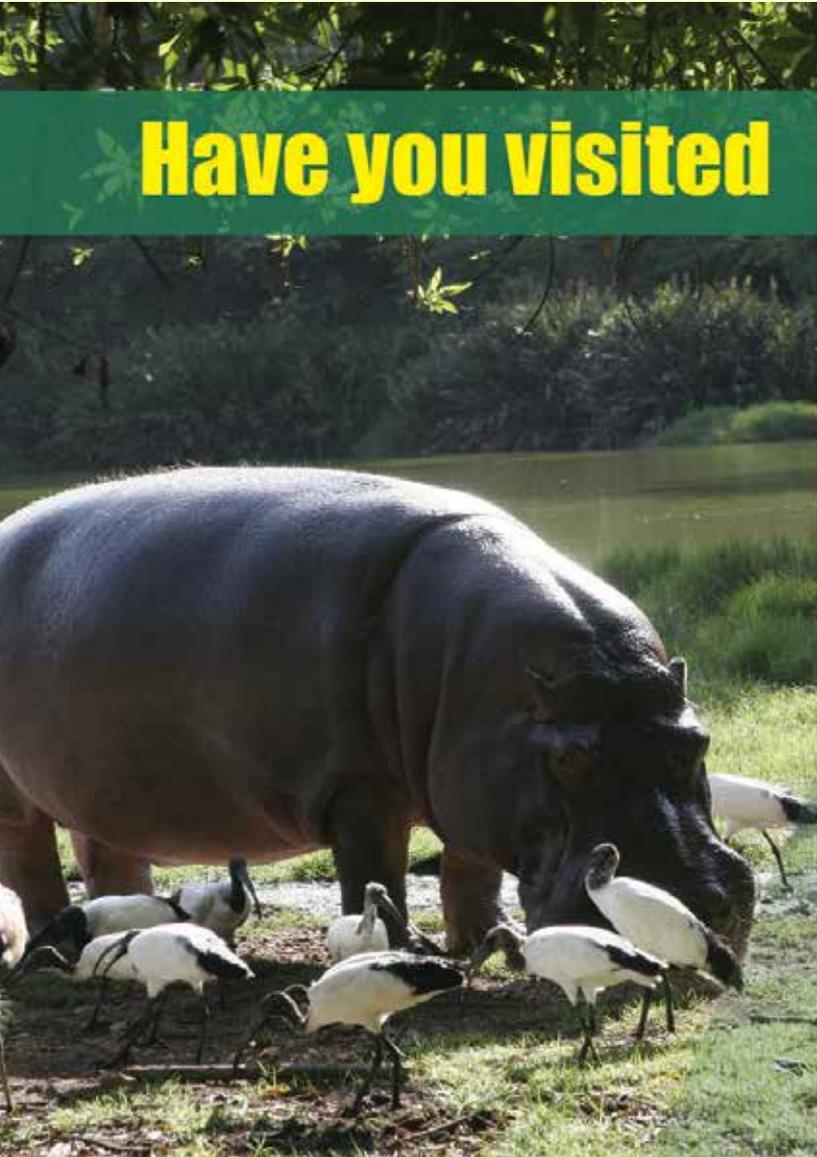
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## **Bamburi Nature Trails?**

Lafarge Eco Systems, the environmental division of BAMBURI CEMENT, since its inception more than 40 years ago, has been rehabilitating exhausted quarries into environmental show-cases such as Haller Park and the Forest Trails. These are internationally recognized world class nature and environmental parks developed through rehabilitation of various quarries in Mombasa. These parks are utilized for environmental education and recreational activities. Haller Park and Forest Trails are a sanctuary to diverse flora and fauna, with Haller Park home to different animals such as giraffes, hippos, giant aldafran tortoises, elands, oryx, buffaloes, crocodiles, genet cats, bush babies, mongoose and various snake species. Forest Trails has rich biodiversity reflected in the over 400 plant and 180 bird species found there.

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**[www.lafarge.co.ke](http://www.lafarge.co.ke)**

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