



Concept Paper

Afro-Austria: Iconic Portraits and Thoughts

Afro-Austria: Ikonische Porträts und Literatur

Activity Conceptualization Summary

Name of Organization: Kemet Socioeconomic, Cultural and Environmental Project Consulting KG - Austria

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afroaustrian

This whole concept will be available on the project's own website at www.afroaustrian.at as of 15/2/13

Concept

About Kemet

Kemet is a socioeconomic, cultural and environmental projects consulting firm based in Vienna, Austria, with its Africa Office in Accra, Ghana. Kemet is a *Kandidaten Gesellschaft* (Multiple Investor Ownership) registered in Austria with its maximum shareholders working within its set-up. A worldwide technical capacity building, creative ideas and social responsibility project initiation and servicing company. It operates with a unique methodology called the Socioeconomic Improvement Consultancy (SIC). This allows it to function as a “professional affirmative action” in

creating level playing fields for weaker entities to compete, create space for social responsibility and help in alleviating the lingering of certain actors in subservience, especially African actors.

Our work is done on three different levels: at the primary level, kemet executes environmental, economic, social, cultural and educational projects. At the secondary level, we provide services such as project planning, monitoring and evaluation (PPM&E) and support for various Small and Medium Enterprise (SME) ventures through our unique SIC system. The third is provision of cognitive, policy and research support capacity building in socioeconomic conditions improvements.



**Exhibition Item: Photography and Art Work: Ihu
Inyamwu,
2012, Vienna, Austria**

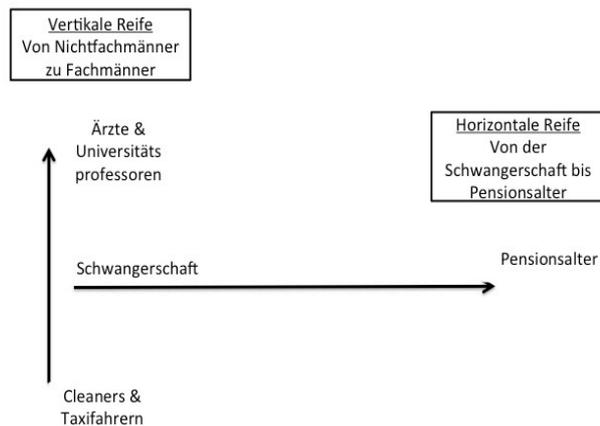
Statement of Intent

The third generation of Austrians of African descent Austria has long taken shape. Yet visibility is still locked in age-old debates. Images often break taboos quicker so Afro-Austrian images in iconic positions need to be promoted. This project depicts Afro-Austrians in positions one would typically not expect to see them in. Taking you through a visual trip from pregnancy to retirement age and setting the stage for the new picture of them in Austria, from doctors to Engineers to lawyers.

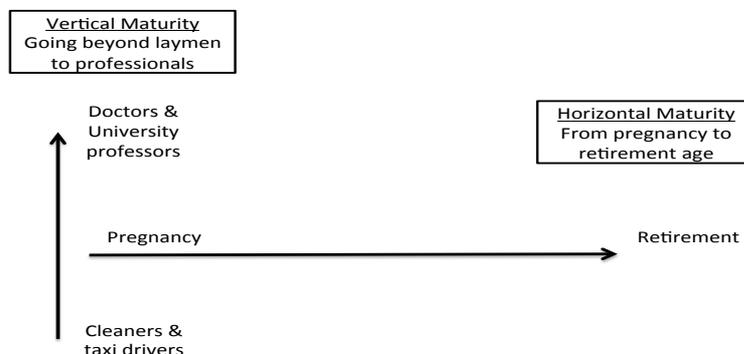
“... In the third generation and firmly anchored at home, Austrians of African descent portrayed in photography horizontally ripe from pregnancy to retirement age and vertically ripe from laymen to Professionals...”

“...In der dritten Generation und fest zu Hause im Land verankert, Österreichs Afro-bewölkerung, dargestellt in der Fotografie: Reif horizontal von Schwangeren Frau bis Pensionisten. Reif vertical, von Nichtfachmänner zu Fachmänner...”

Das Wachstum der Afro-Österreichs



The Maturity of Afro-Austria



Why This Project (Brand Africa)

Austrians of Africans origin have yearned and fought to be considered part and parcel of the Austrian society, yet they have achieved very little. Kemet believes a thriving private and cultural sector partnership could hold key solutions to the problems while making valuable contributions to the Austrian society and economy. Elsewhere in places like the UK, the BBC reported prior to the Olympic games in 2011 that in 2010, Africa related cultural sector activities (without counting tangible African cultural heritage objects such as colonial historical pieces in British Museums), the UK earned over 150 Million Euros with the “brand Africa”. It was expected that the country could double, triple or even in some estimates, quadruple this figure during the Olympic games. In the start of 2011 the Premier League season, the football team *Suntherland* agreed to wear the Invest In Africa logo on their team shirts as a way of

continues the momentum Africa positive Africa partnership in place of stereotypical images. Even though the exact numbers are not out yet, initiatives such as African Markets and invited cultural iconic performances from the continent earned the UK enormous sums during the Olympics in the summer of 2012. In 2000, The Economist branded Africa “the hopeless continent” in just 10 years later in 2011, it branded Africa “the hopeful Brand”. According to Anholt and Kavartzis “fact is that Africa sells, especially its cultural diversity. In the main, a place brand is complex and multidimensional entity, often carrying multiple images. Analogous with other place brands, the *brand Africa* comprises of the cultural, political, economic and historical dimensions”.

Sweden, Norway, and many other European states without colonial past in Africa have recognized the market worth of Africa and contributions of asylum seekers, refugees and other forms of immigrants to the growth of their economies, yet the fate of people of African descent in Austria continue to be in the hands of others than themselves. Iconic black faces are growing quickly in Austria yet a moved to recognize the market worth of "being black" in contemporary times still fails to manifest in the country. Austria still propagates the humanitarian and pitiful images that put people of African descent in positions where things can only be done for them or on their behalf. Although their number can be considered significantly low in comparison to the overall population and other minorities, blacks are some of the most hardworking people in the country considering what kind of discomfiting and discriminatory conditions they have to go through in the country. Moreover in terms stereotyping, they have the worse image a group of people can have in any society.

However, Austrians of African origin have often contributed to the deterioration of their image. For instance, as the propagation of pitiful and humanitarian images become structural, they become channels for some members of the community to earn their living. Therefore often without any intention to harm their own community, earning their living through these activities makes it difficult for them to see what long term harm they are doing to the community. Their unintended patronage of these activities in turn, makes it difficult for those who desire and work towards a change to achieve something. This inevitably makes the community a reliable customer of state funding schemes and the non-profit sector of the country, creating a gap between the community and the private sector.

The assertion above, does not however, deny the fact that there are important allies for the Austrians of African origin in the non-profit and governmental sectors who can help propagate the properly desired images.

The cultural sector has become a sector in which countries have consolidated their economic gains in these times of crises, and research by Kemet proved that the branch in Austria has definitely got the potential for strengthening the country's economy. Furthermore, it is an approach that could help change the philanthropic and humanitarian image that Africa enjoys in Austria. The founders of Kemet Projects Consulting KG sees a recent momentum created by a Vienna based TV station, Pulse 4, as an opportunity to pounce on and consolidate the propagation of more of such fruitful and positive images for the Austrians of African descent in the country who in the meantime, are in their third generation as citizens of the country.

Kemet feels that there can be no better cultural sector to start with than photography and literatures. While photographic images could be a quick change in direction, the

literature send a strong intellectual messages and images that break the taboo of seeing African people in the servitude positions.

It is very important that music and dance, which is very important in all aspects of cultural life, plays a secondary role rather than a primary one because it the part of African culture that often gain all the publicity. It is enjoyed on one-off situations without contributing to the betterment of the image of the people in the country or African culture on long-term bases. As part of the idea of “Brand Africa” the musical performance should be from a high level artist with a major award winning background, one whose background is known to, and he or she commands enough respect among opinion leaders in the western world. This will call the attention of high profile people in the country to the image Africa. Name mentioned includes Vieux Farka Ture, son of the recently passed-way Grammy wining Malian musician Ali Farka Ture who is well known to high-level European consumers of African music. Other names of the same caliber include Richard Boner, a New York based Cameroonian jazz singer and Rokia Traore, France raised Malian Singer who commands a lot of fan base among high-level African music followers in Europe and North America.

Above all the points mentioned, the most first message of this project is that Afro Austria has taken firm place in this society as an identity; the project is supposed to signal end of seeing the African person as guest in Austria and plant into the minds of people that it is possible the next black they across their local politician.

Project Title: Afro Austria: Iconic Portraits and Thoughts

Background (main project idea): it is very important that the starting of such a long term impacting project does not start packed with many activities. The quality of the project should matter more than its quantity. The project is a visual and literary exhibition to last for a period of more than one month. The visual material is made up of photographic portrait of iconic Afro-Austrians¹ and activities typical of their lives in Austria as well as captivating scenes in the lives of blacks in Europe and from the continent of Africa. The literally aspect of the project entails showcasing books by Austrian authors of African origin and other authors who have written about Africa in connection to Austria. Readings from the books and discussion of topics central to these books and relevant to the connection of Africa and Austria will be held on selected evenings during the exhibition.



¹ This is terminology is often loosely used to describe the second and third generation Austrians of African origin, especially the youth. Though from a formal definition standpoint, this group can not be considered an official minority yet, the influence they and thier migrated colleagues are exerting on the country's culture is becoming more and more visible.

About the visual aspect: the visual aspect on the other hand is to strive not to venture into reproducing old images but engage two or more photographers who are well aware of the dynamics of this topic and have been involved with it for some time to produce new images wealthy with contemporary inter-cultural harmony. The portraits will showcase Afro-Austrian lives from pregnancy to retirement age. Some of the images will portray scenes that are historically and Contemporarily valuable to Afro-Austrians.

The project will feature several famous photographers in Vienna and other places. Possible photographers likely to be selected for the project include Derek Roberts, an African-American artist living and working in Vienna since 2002. Patrizia Gapp, a Viennese photographer with a long-term experience in photography and interest in contemporary African culture. Younger Malian and other African photographers are being considered to feature in the event as side acts in the visual aspect. The significance of featuring Malian acts in this programme is enormous in these times in view events in the country. This significance is also underlined by the Kemet SIC approach to projects in Africa; meaning that proceeds of the project will go to projects in Mali in an unorthodox way in comparison to the usual development assistance. Some of the close-to 80 images to be displayed are described below.

Scenery photography

Stadtpark (Scene of Shibane's Death)

Josephine soliman Wohnhaus

Martin Luther King Jr. Park

Marokanergasse

Afrikanergasse

Prayer scene of African Mosque in Vienna

A Portrait of the Omofuma Denkmal (Museumsquartier)

African church congregation

Afro Dance Studios Move-on

A scene in an African embassy with travel enthusiasts getting their visas to go to Africa

Personal Portraits

At least 4 African countries ambassadors

Afro-Austrian Actor/Activist

Omofuma

Tram drivers

Restaurant dishwasher

Secondary school teacher

Journalist

Award winning writer

A black University professor

African mosque Imam

Prayer scene

Black OeBB Senior Engineer

Black police

Angolan Austrian musician Paulo

3 black female medical doctors

Black editor of an Austrian medical journal

The Afro Austrian neurosurgeon
An African engineer
An African Church congregation
MA 48 cleaner (An African works for Austria's state cleaning and gardening authorities)
Pregnant Afro Austrian Woman
Portraits of 4 African countries ambassadors
A young black professional struggling though life in Austria
A Nigerian killed through police brutality in Austria
Famous faces of young Afro Austrian TV acts
Airport scene: an African traveller in Europe (An African who does not know what awaits him at his arrival in Austria)
A refugee from an African Country
African worker in an Austrian factory
Tram driver
An Afro Austrian lock politician
Imam of an African Islamic community in Vienna
Restaurant dishwasher (An African dishwasher)
A cook
Truck driver
Taxi drivers
Black Lawyers
Afro-Austrian film Director
A trade congress member
Afro Austrian Woman Lecturer
UNIDO Secretary General

Associated Publication

Whiles the exhibition is underway, experts in art, artists, art critiques and art historians will be invited to give their views on portraits and choose their favorites and write pieces of articles or opinions on them. These will be taken in publication compiled about the topic of the exhibition, the images displayed, why the experts like them and the significance of these images.

About the literary aspect: this aspect of the exhibition will feature a minimum of 10 selected books telling their unique stories as well as engaging some of the authors to read from their books and host the discussions central to the topic of their books. This aspect aims to look into both historic and contemporary aspects of Afro-Austria. Some of the works expected include:

Historical perspectives

Mathias Sayovitz (A thesis on a Marxist perspective of the role African migrants in Austrian political economy)
Karl Vocelka (Historical perspectives: Austria and the transatlantic Slavery)
Chibwueze Udeani (The Role of African Theologians in Austria)
Joshua Kwesi Aitkins (On Mey Ayim and Afro-Deutsch Resistance)

Contemporary perspectives

Obiora Ofuedu (Die Morgen Grauen)

African Lace: Revisit (the role of factories in Western Austria in Social life in Africa)
This revisit has been deem important in order to create consistency and build on the past successes of important African cultural presence in Austria.

Abdallah Salisu (Being Afro Austrian: theories and Practices of Black Austrian identity – means for combatting Social Inequity)

Berlinder Kazim (Contemporary interpretations of Angilo and Josephine Soliman and the early history of Afro-Austria)

Main Description of material for exhibition:

Photography from two selected photographers

Books about and by Afro Austrian Authors

Other ornaments relevant to the topic (for example: textile and jewelry)

2 selected made in Austria films on Afro Austria

Video Installation (installation concept)

A background of red/white/red Austrian flag with the eagle in the middle. Two Austrians of African origin appears on the screen from both corners of the screen at the same time, shaking hands and then one ask the other "wer bist du?" The he replies "Ich bin der österreichischen Obama"... Same scene will be installed to keep repeating itself. By Patrick Yoka

Events attached to the projects:

- Evening readings
- Film Evening (A selected film that gives insight into the issues bundled in this project)
- Within the framework of the program, Kemet has reached an agreement with the management of Vieux Farka Toure, son of the Grammy award winner Ali Farka Ture, to perform as part of the events in September 2013, Venue will be given later
- Afro Austrian politician: Toutou from Linz
- An agreement has been reached with Wiener Konzerthaus (Vienna Concert House) for 28th 09 2013. The Artist will meet with the African community and the Malian community at the venue of the exhibition. More about the Artist at http://www.vieuxfarkatoure.com/?page_id=4



Vieux Farka Toure in Action

- Video installation: "Who is the Austrian Obama?"

Cooperation Partnerships

The cooperation partnership of the project has been designed to go in two directions: as said above, the non-profit sector is an important ally with whom Afro Austrians need better ways of cooperation. Allies for this project in this sector expected to work with Kemet on Brand Africa include the most important global cultural organization, UNESCO, the Vienna Museum of Ethnology, Austrian Development Agency, *Wirtschaft für Integration*, the Federal ministry and the Vienna State cultural authorities, etc. The other direction the project is supposed to go is to cooperate with the private sector and the media to bring the necessary push that such projects require. These partners expected include banks, the ORF, Pulse 4, communication companies and private foundations. The organizers are seriously in search of cooperation partners.

Overall Expected Impact, Objectives & Sustainability of the Project:

Financial Impact:

Part of proceeds from the exhibition will go into projects in Mali as a relief for some of the people. This is a conscious and responsible contribution from Kemet towards helping to restore Mali's famous role as Africa's hub of civilization, art and culture. Two film and photography festivals have been canceled due to the current situation.

Economic Impact For Austria

As stated in the reasons why the project was started, Kemet sees enormous financial and economic benefit for the Austria in such projects. As a starting point for creating a "brand Africa" cultural sector for employment creation and economic benefit, supporting this sector does not only give Africa a better image in the country but also helps to restore confidence in a continent that give the world also all of its resources.

Expected immediate impact:

The main objective the project hopes to achieve is to help rearrange the image of people of African descent in Austria from a cliché driven one to an intellectually capable and socioculturally beneficial one.

To contribute to formulating the discourse of sociopolitical and cultural diversity management tools and skills in Austria

To contribute to shaping and saving one of Austria's fastest growing cultural heritage (the Afro-Austrian heritage)

Medium and long-term impact:

To continue intercultural dialogue, something that has become very important in recent times; using images and literature

Sustainability:

As the population of the country continues to diversify ethnically, Austria is everyday confronted with new global trends that require serious debates about sociopolitical and cultural diversity management tools and skills. This project will serve as part of foundation for social harmony. It is also a contributing factor to viable diversity management strategies for the future of Austria

To assist legislative instruments of diversity management with the needed practical tools for anchoring them in Austrian societies

Expected Medium of finance: Kemet will invest the initial project cost calculated as total endowment needed to execute the project.

Any public, private, corporate body interested in partnering and/or sponsoring Kemet projects should contact: + 43 699 81209946 or see sponsorship package chat for details at the resources page on our website www.kemetconsulting.com/resoouces

Expected exhibiting time: the tentative time set for the project is expected to be in the fall of 2013 – Mid or Ending September.

Venue: while Vienna will be the first place to host the project, other places in Austria where the discourse of the project topic are present will be considered if the first outing is successful.

Possible hosting places: the project is to be marketed to a host of museums in Vienna. The winning bidder is selected according to four criteria

- Demonstrated interest in the Afro-Austrian community
- Flexibility towards affirmative action plans e.g. access for general public, most importantly for under privileged people and communities
- History and track record of positive sales of the image of Africa in Austria
- Demonstrated interest to invest further in similar projects

Challenges of the project

It is clear to the proprietors of Kemet that as the case has often been, getting allies for this project may not be easy. However, with early planning and consolidation of the activities, in many different ways, it hopes to get these activities through. The approach as stated above, is to give all those who will align with Kemet and African community in this project will have clear positive gains to consolidate, e these in terms profit, exposure or social responsibility visibility.

Kemet also has come to realize the realities of the fact that the overall long term objective of the project, which is to present to Austria, the highly contemporary Africa whose image has not suffered any battering can only be presented if the necessary funds is there.

Therefore one the challenges that the project may face could be the ability of its initiators to raise funds. Kemet is it to combine accessing private sector funding with the non-profit sector funding that are usually available for Africa related activities for the patronage of the "brand" called Africa.

Conclusion

Overall, the detail plan and research conducted on this project as well as this proposal remain, and must be kept as the property of Kemet Consulting KG until agreements are reached with various partners for executing the project. Kemet with its capabilities in project initiation, management and implementation amongst other competences, is ready with the necessary technical and strategic adeptness to realize this project within set perimeters and constrains to mirror all of its different commitments and objectives mentioned herein.