



INI
OLUWA

FEBRUARY 2025

CHACHA- KILLA!

AN ARTIST'S MISSION TO
CREATE AN "AFRIKANIST"
HERITAGE.

PRESENTED BY
INI OLUWA



THE AFRIKANIST EMPIRE OF CHACHAKILLA

Up until now, we Africans have been separated by dark lines on a map, and the invention of the visa. We have been united only by the land we share. Barely.

So, in a bid to promote our sense of identity, kinship, and shared heritage; I will paint monumentally-sized, visually striking, culture-specific, and singularly-themed murals spread across all 54 African countries.

By crafting an imagery for all Africans, irrespective of boundaries, we may create a unifying heritage and forge a dignified identity.

The Afrikanist Empire of Chachakilla is this identity, and the heritage is monumental murals of figure & fabrik.





A rose thriving through the cracks on a grave, that's who I am. Born at the start of the Ife-Modakeke war in Ile-Ife, Nigeria, I experienced the wretchedness in discord from an early age. And it irks me.

The name "Chachakilla" came to me in 2018, and represented what I considered to be a united Africa. This was after I had read the book: "The State of Africa" by Martin Meredith. I wondered that perhaps the challenge of a divided Africa was not caused by the lines on the map; only represented by them. The problem is unresolved identity, fostered by the lack of a shared heritage.

So, after a decade of full-time professional studio practice as an artist, I choose to solve this problem.

I have made a few paintings which serve as prototypes - in my "Untitled" and "There" series from 2023 - 2024.

FIGURE & FABRIK; AS FLAG & INSIGNIA

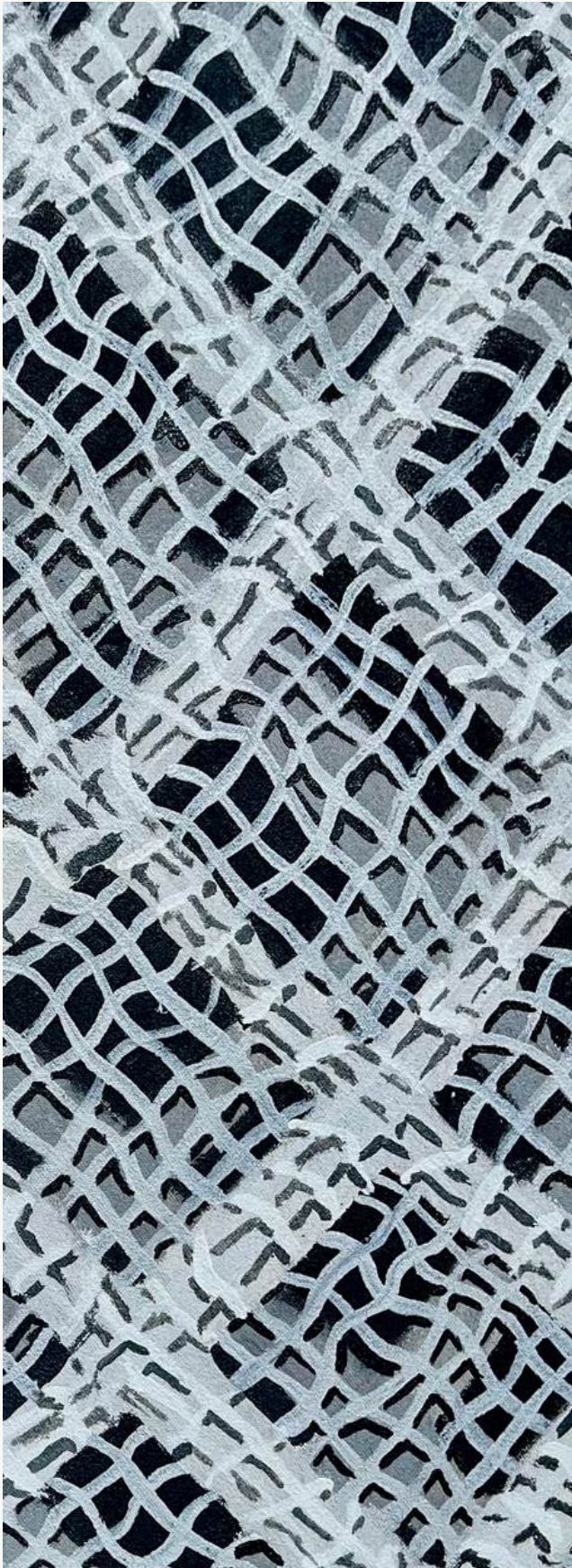


My good friend, Yinka Shittu, once said to me on a visit to my studio: “Ini, do you know that fabric holds memories?”

“Hmmn” I said. It sounded like one of his many eccentricities. But it never left my mind.

So, when I started painting intricately patterned fabric into the background of my figurative paintings, I knew they held more than memories.

They also hold identity, heritage.



Before we started hanging canvases on screeded white gallery walls, our art had purpose, meaning, and communal benefit.

People gathered in the square to see a performance, a dance, or a rendition. An ancestor painted heiroglyphs on a cave wall to protect an abstract heritage, and his clansmen made sculptures to signify belief.

Our art was performative to entertain and inform, and our imagery was utilitarian to inspire and unite.

But now, we live in self-made cages, and have limited our artistic expression to conventional classist ideologies.

White wine in thin glass, solemn music, golden white lights, finely pressed clothes, and small talk around paintings we cannot understand without a statement.

24FT BOLD MURALS IN PUBLIC SPACES ACROSS AFRIKA...



I am starting with Ethiopia, the only country in history to have always remained independent. From Bole, in Addis Ababa, to Kigali, Nairobi, Abuja, and to the rest of Afrika. Homogenizing independent minds, one stunning mural after another; Right in the centre of your city; inspiring glory, unity, and dynamism.

Each monument a bold painting of figure & fabrik, as testament to the indefatigability of the human spirit. As an Afrikanist heritage.

...WITH TECH INNOVATION

WITH AI

Each mural will be responsive to smartphone cameras, where they will be recognized as elements of the Chachakilla project, and work to provide immediate on-screen information about the project.

WITH AUGMENTED REALITY

Each mural will react to smartphone cameras also by providing real-time on-screen movement. From the subtle movement of the fabric on the background - mimicking the Atlantic breeze over Lagos, or the Sahara sandstorms over Algeria, or the calm Red sea breeze on the coasts of Eritrea.

Also, the models in each painting, being indigenes themselves; will react with a smile on your smartphone camera.

WITH INFORMATION

Each mural will lead to a website that has interesting facts about every city in Africa - with text, pictures and videos.

GOALS



6



Murals in 6 countries - per phase

1



Photo exhibition & Documentary
Premiere per phase - featuring 20
large-scale photos of citizens
interacting with the murals.

60



Total originally signed prints of mural
photo per phase; 3 per city.

50%



Minimum percentage population of
host countries reached during and
after the painting - through physical
and digital media, and otherwise.

PARTNERSHIPS

You can partner with, and or sponsor Ini Oluwa on the Chachakilla project in any one of the following ways:

- Funds
- Transportation
- Accomodation
- Research
- HR
- Art Supplies
- Logistics
- Documentary
- Modelling
- Security
- Media
- Marketing
- Gallery/Museum Partnership

These partnerships offer priority product placements, excellent brand visibility, a special community engagement or promotional event, private viewings, discounted or free commissions, activations, and more, depending on the nature of the partnership.

TIMELINE; PHASE 1

ADDIS



MAY 2025

NAIROBI



JUNE 2025

KIGALI



JULY 2025

ACCRA



AUGUST 2025

DAKAR



SEPTEMBER 2025

ABUJA



OCTOBER 2025

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CONTACT

LET'S WORK TOGETHER



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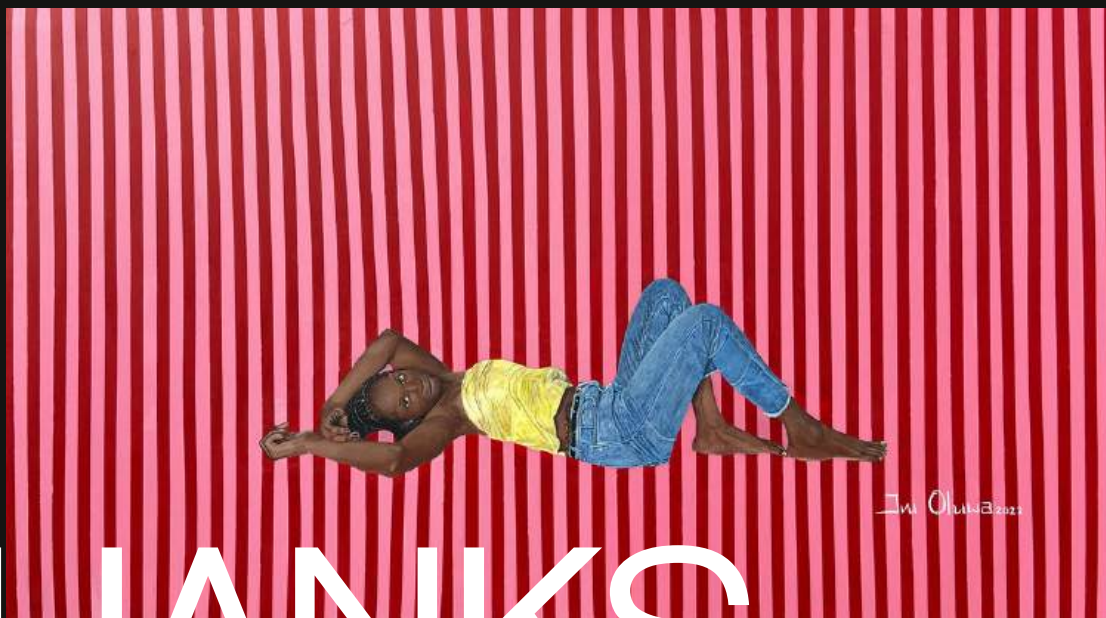
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THANKS