



NACD NEWSLETTER

PUBLICATION OF THE NIGERIAN ARTS AND
CULTURE DIRECTORY PROJECT

17th Edition, January 2009

www.nacd.gov.ng

ART CULTURE TOURISM

New
Face
of
NACD



this edition

It's another beautiful and historic year that promises us a bumper cultural and tourism harvest. In line with our avowed commitment and promise of making the year 2009 a year of reality and in keeping you abreast with the ever unlimited cultures and tourism potentials of Nigeria, we once again open our doors beckoning on culture and tourism enthusiasts to our culture-tourism news stable.

In this seventeenth edition of the NACD Newsletter, we will take you back to 2008 and then provide you with a vivid picture of what we have set out to do for the year 2009, as reflected in the title of this edition 'THE NEW FACE OF NACD'.

As you prepare for the next edition a voyage to the world of arts and its creators, we once more welcome our subscribers and esteemed partners around the world as we navigate all parts of Nigeria to bring to your door steps the amazing never heard never seen, never reported beauties and the hidden treasures that beckons on tourist in all parts of Nigeria.

This is what we thrive to achieve, as well as what we have set out at NACD Project to do.

Finally, we invite you to partner with us as we take this important sector to new heights.

In NACD >>>>>>>>>> lays the keys to unlock the doors of Nigeria's hidden arts, culture and tourism potentials to the world..... IT IS SIMPLY AMAZING >>>>>>>>>>

Editor-in-Chief
Prince Chinedu Obi

Editor
Ben Oti

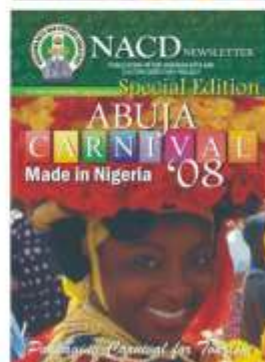
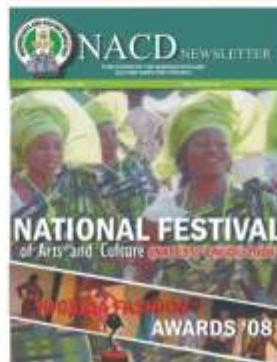
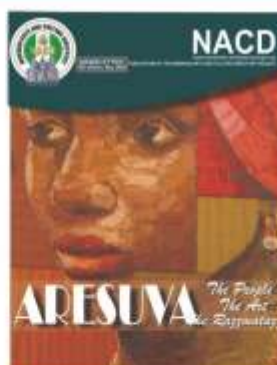
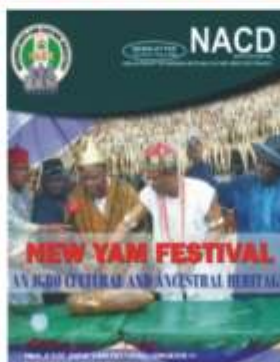
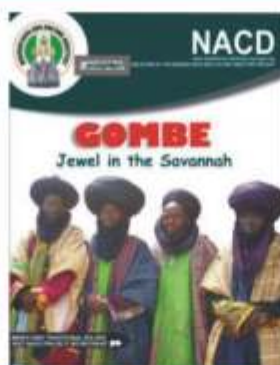
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I

n a bid to always keep one step ahead of challenges and predictable impediments in the way of the uninterrupted pursuit of its specified objectives, the Nigerian Arts and Culture Directory Project's management has decided on a comprehensive action plan for the Year 2009, meant to consolidate its strongholds and strengthen weak areas with the intention of leaving no stone unturned and nothing

all its parastatals had to embark on independent research exercises, the consequent misuse of human and financial resources through the duplication of efforts. This kind eventually accomplishes nothing by its very haphazard nature resulting from inadequate budgeting. Such duplication of effort is not only wasteful but unaffordable by government. It is no wonder then that for years, the sector virtually came to a standstill; for who ever heard of meaningful breakthrough without the vehicle of research? The NACD as some have rightly said came as an answer to stakeholders'



THE NEW FACE OF NACD

to chance that might prove lethal in retrospect. 2009 is the Project's year of resolution during which it means to outdo all previous records and go beyond. No facet of its administration will be untouched by the sweeping changes which the Project's Director has taken pains to inculcate in his team on a psychological level. The important question is how relevant and strategically positioned has the NACD Project become to Nigeria's Arts, Culture and Tourism sub-sector in its five years of existence? By the vision of its founders; an information bank for the formal and informal components of the sector and therefore, a complimentary arm of all, carrying out research and documenting findings, making same available to whosoever has the need. Consider the reverse; a situation where the Ministry of Tourism, Culture and National Orientation and

prayers, especially arts and crafts practitioners who became the first casualties of the general apathy, on their own, wholly ill equipped to tackle such enormous challenges and prevail.

In the information age where we are, the database being assembled by the NACD Project will eventually bridge the gap existing between the public and private apparatus of the sector. Haven agreed (by research statistics) that tourism is a solution to the quest for diversification of the nation's revenue base from oil and gas, there is no better time than the year 2009, with crude oil prices at all-time lows across the globe to do better than pay lip service to harnessing the sector's potentials. The alarm clock has gone off but if we had to arrive at such a pass for the long expected but seemingly unattainable paradigm shift in policy implementation to finally commence, then it couldn't have sounded a day too soon.

O

nly a proactive step towards a complete 180° U-turn remains on the part of the sector's leaders. The responsibility for this drive however does not rest solely on the public

arm of the sector. The private arm must play its role; a paramount one at that by first and foremost taking advantage of the various avenues provided by government, a good example of which is the NACD Project's three-version Directory to launch itself into the global village from where the sky would rather than be its limit, becomes its take-off point. Artists, genres, practitioners and stakeholders generally, who constitute the foundation stone of the sector must take this decision of their volition and the earlier, the better. This happens to be one of those cases in which a collective approach alone will suffice. It would be rather delusive to imagine that the same feat could be accomplished individually.

The Project's new office

Adequate working space haven posed a serious challenge to the Project from inception, its management recently had to take a bold step to eradicate this space constraint. Congestion at Abuja's Federal Secretariat Complexes (the Project's office being located on the 5th floor of its Phase II) has become a regrettable reality as civil servants



The Project's new OFFICE

perch along corridors and passageways to perform their legitimate functions, managing as best as they can while waiting expectantly for better alternatives. With no end in sight to the dilemma, the Project Director authorised the lease of a large apartment complex at No. 5 Usman Sarki Crescent, Utako District of Abuja. The new office is without prejudice to the existing office at Federal Secretariat, rather meant to accord the Research Department with the ambience it requires to enhance its output.

The new apartment is furnished with state-of-the-art equipment and interior décor, making it a study in a conducive working environment. It opens to a wide reception area, domain of Marketing and newly created Media Relations Departments, as well as the Chief Secretarial Assistant whose responsibility it is to receive guests and attend to other related protocol pertaining to the Director's office. A mini-lounge has been reserved for this purpose at one extreme of the large room. Its nether recesses holds the Administration Department who along with those already mentioned may be termed the Project's front office group.



The Research and Documentation Department, Conference Room, Accounts and Project Director's Offices located behind, are not immediately evident on entrance. By the nature of their functions necessitating a high degree of concentration, this group requires seclusion to a large extent to ensure accuracy in output. The apartment's exterior wears an unassuming façade, not unlike others in highbrow Utako District, but that's where the resemblance ends. Its interior tells a story of elegance and modernity.

Every convenience has been put in place to facilitate output: the walls painted a luminous cream colour for maximum light effects are complimented by chrome and teak partitioned desks and plush Leather swivel chairs. Split-unit air conditioners, expensive but conservative-type chandeliers, flat-screen desktop and American-specification laptop computers give each of the offices a very high-tech appearance. The compartmentalised workstations ensure a degree of privacy, carving out a separate alcove for each staff, which may not be unduly breached. It serves to extract the deep-seated independent spirit of each staff, which is the mother of every great initiative.



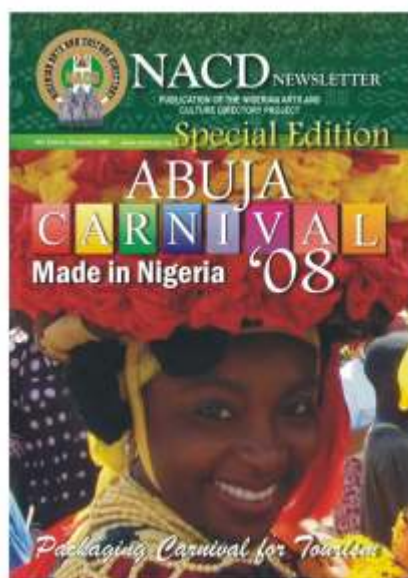
Ground-Breaking CEREMONY

On Tuesday the 16th of December 2008, precisely at 12noon a large entourage arrived at the reception lounge, led by the Project's National Coordinator and Director-General; National Gallery of Art; Chief Joe Musa. It included some pioneer staff of the Project who had left for greener pastures, as well as friends and well wishers invited for the event. Dr. Tandoh; Director of Research, NGA, Mr. Rex Idolor; the D-G's Special Assistant and former Head of Research and Documentation, NACD, Mr. Magnus Ojeonu; Asst. Director; Information

Technology, NGA, Mr. Hilary Ogbechie; Asst. Director, National Council for Arts and Culture and member of the Project's Central Working Committee were among the dignitaries. Others were Mr. Gabriel Ojogbane, Pastor George Ekeh, Ms. Bethy Enwereji and Ms. Rachael Audu. Management and staff of the Project completed the party. On entrance into the lounge, the Project Director led the way on a tour of the complex. Exchange of pleasantries continued in the mean time and it was quite a while

before all could settle down to the business of the day. Eventually following an unceremonious pattern, a welcome address was presented by the P.D. from which ensued other speeches and commendations. The D-G's speech, (highpoint of the day) metamorphosed into a grand extemporaneous piece of oratory, narrating the Project's history and recounting many challenges encountered while striving to consolidate its position. This was to the end of encouraging those on whose shoulders the Project's mandate rests. "My vision for the Project has been realised and even surpassed by what I've seen here today", he said. Two of the Project's staff who lost their lives during the days of struggle; James Imo and Goddy Eboheimen were remembered by the D-G who asked for a minute of silence to be observed in their honour. This done, he led the gathering in an extensive prayer session; lifting the Project and its staff before God for His mercy, protection and provision. On his rounding off, Dr. Tandoh took up the thread and began a process of sanctifying each room, leading the way from one to the other while the whole party responded vigorously to his authoritative decrees for success on the Project. He concluded by calling for a peace pact through the exchange of greetings and hugs. Thereafter, the D-G declared the new office open and called for lunch to be served. *Bon appetit!*

The Past Six Months IN FOCUS



The monthly NACD Newsletter has in the past one year served the purpose of keeping its large audience informed of the Project's activities and those of the sector.

This means that in presenting a special review such as this, nothing surprising is anticipated.

It is rather a refreshing of memories which serves the purpose of estimating the level of success, impossible by considering each event in isolation.

A similar review edition published in June 2008 as readers may recall, carried an overview of the Project's activities in the first six months of that year. The concluding six months presently under review will not deviate much from the already adopted pattern in which events will be placed side-by-side with the Project's objectives and core mandate in order to weigh them on a balanced scale. ■

New Yam Festival Celebrations at Igbo-Ukwu and Umueshi

The Research and Documentation Department responsible for schedules in this category, had on conclusion of arrangements with the Mbido Igbo Cultural Association, travelled to Anambra State on the 29th of August to witness the year's edition of the New Yam Festival. As part of its expansion programme, Mbido Igbo Association had adopted a national approach, going beyond the south-east zone to involve States of Igbo origin in the Niger Delta. Activities leading up to the grand finale on 30th September kicked off a week earlier, making the festival a week-long affair. To the credit of its organisers, it did justice to many an endangered cultural practice of the Igbo by bringing them to the fore with a competitive, prize-winning strategy that pricked the peoples' consciousness of the need to keep these priceless cultural practices alive, some of which regrettably are already lost. They include such customs as the assembling of



Among the Igbo and some challenges facing traditional institutions in the south-east. The intrigues and clashes of interest that attended Eze Obi's ascension to the throne, (as was related to the team) is a typical case scenario. The Project saw it as part of its mission to expose such grievous evils, threats to culture and tradition and proffer tips on preventive measures. Simply put, the Igbo are naturally resistant to coercion. Any attempt to contravene what they see as their ancestral heritage usually results in the fiercest backlash.

a yam barn, palm wine tapping and tasting prowess, traditional wrestling and beauty contests based in native attire and cosmetics.

The visit had as an attachment; a research excursion into the ancient town of Ukpok in neighbouring Nnewi South Local Government Area. The team had been invited to the site of a yet undated and very antiquated war tower that served as a look-out security post over a 100 years ago. It is sited in the premises of Dike, the most powerful warrior of the era and though considerably reduced in size, remains an icon of note.

Also visited in Ukpok was a natural spring of unknown source described by natives as the purest waters to be found anywhere.

Subsequently on the 30th, the team was again at Umueshi, Ideato South Local Govt. Area of Imo State on

another New Yam Festival coverage assignment. It happened precisely at the palace of HRH Eze Christopher Obi; Eshi III of Umueshi, a young Prince, who had recently ascended the throne of his forebears and was performing the rites for the very first time. The team had the privilege of documenting the process through which a traditional ruler emerges

ARESIVA'S maiden edition



his was one event that prior to its commencement had built up a frenzy of anticipation within and outside the sector. A visual art summit of the African sub-region, it was organised for the very first time by the National Gallery of Art, led by its ebullient Director-General; Chief Joe Musa. From 8th to 13th September, it raged with never a dull moment. Exhibitions, plenary and discussion sessions, excursions, cultural displays and sampling of Nigeria's rich food

and cuisines swept the days away in an unforgettable tide. An abridged account of the event published in the

13th edition of the Project's Newsletter has been one of the most commended by subscribers. However, the event, far from being a jamboree for visual artists, was an initial stride in the course of presenting Nigeria as a global destination of the art. With subsequent editions of the annual event and the desired awakening of the sector to its undeniable gains, tourism would undoubtedly be the natural benefactor. ■

EID-EL-FITR

Zazzau, one of Nigeria's oldest Emirates predating the jihad era of Usman Dan Fodio with about 800 years as an independent kingdom was the Project's destination from 29th to 31st September 2008. A unique documentation exercise of Eid-El-Fitr celebrations (Sallah) was the purpose; this being the Project's first time embarking on a



mission with a religious overtone. Invitations were issued by the Palace Secretary to the Emir of Zazzau and by the time arrangements were finalised, it became obvious that the Project was striking out into a hitherto uncharted terrain.

In lay parlance, Sallah is considered a religious ritual and the question arises of what its connection could be to the Project's set goals, albeit religion being an integral aspect of culture. It was only on getting to Zaria the capital city and venue of Sallah that the research team discovered the major role played by culture in this festival, erroneously assumed to be a purely religious ritual.

Another surprise came from the enormity of the event itself; in organisation, number and tourism prospects. It was an eye-opener; a hidden gem waiting to be discovered. Subscribers of the NACD Newsletter can expect a little of this spice at least once a year. Zazzau Emirate has been very instrumental to the Project's research into traditional institutions of northern Nigeria, playing a key role during the Project's working visit to Kaduna State in March 2008. Describing the hierarchy, departments, functions and constitution of emirate councils as well as the eligibility and processes involved in the turbaning of an emir were some valuable information made available to the Project from the old archives of the Emir's Palace in Zaria.

NAFEST 'ENUGU 2008'

In October 2008, the annual National Festival of Arts and Culture (NAFEST) was hosted by the government and people of Enugu State, a six-day affair between 3rd and 8th October. The idea behind rotating the event's venue hinges on tourism development. A host State is expected to seize the rare opportunity of having all component tribes of Nigeria present within its domain for one whole week to expose the best of its hidden treasures in art and culture.

An indelible impression is made on the local tourism industry by this means and with concerted follow-up policies and planning, benefits would invariably accrue. At the 2008 event which had most leaders of the sector in attendance, Enugu State rolled out the drums for Nigeria to celebrate culture. Barr. Sullivan Chime; the State's Executive Governor, Senators, Ministers and Members of the House of Representatives, who hail from Enugu State were on ground to receive the Minister of Tourism, Culture and National Orientation; Prince Adetokunbo Kayode SAN and Minister of State; Dr. Aliyu Idi Hong, Chairman and Deputy of the Senate Committee on Culture and Tourism; Senators Bako Gassol and Yisa Braimoh among other sector leaders. Coordinating the event at its helm was Mr. Mwajim Maidugu; Director of the NCAC. The Project has cause to applaud the persistence of the Director for keeping the NAFEST dream alive through the years. Very much in evidence were the recent developmental efforts of the State's government to enhance the State's compliance with tourism trends.

Restoration of the capital city's decaying infrastructure had created an atmosphere of cleanliness, which had the research team nodding in approval. It has been the team's experience in its research undertakings that only State governments who have made serious efforts to improve its peoples' standard of living invited others on tourism-inclined programmes such as research working visits, NAFEST and carnivals. A lot must therefore be said for Governor Chime along this line, not far behind his counterparts whose states rank as major tourism destinations in the African sub-region. ■

KOGI STATE VISIT

Invited on a presentation exercise, the Director of NACD; Prince Chinedu Obi went with the Project's marketing team to the Governor's office, Kogi State Government House, Lokoja. A presentation exercise is the initial contact between the Project and a collaborating State during which it presents by means of speech, publications and projector slides, the Project's vision to potential partners. It is a one-day exercise, concluded with a question and answer session where the Project Director clears all grey areas and begins initial discussion on the form of collaboration which best serves the needs of a partner. This is an opportunity for the Marketing team to carry out its function of selling the Project's dream to prospective stakeholders. While the Director did the speaking, the marketing team mounted its gadgets on the floor of the Governor's reception room that morning of 9th October and carried out a selective display of strategic aspects of the website (www.nacd.gov.ng) which have that capacity of communicating the desired message most effectively. Copies of the Project's past newsletters were equally distributed to corroborate the P.D's speech. A presentation exercise usually heralds a research and documentation visit, this time by the Project's Research Department. There are indications that such a sequence will evolve in the case of Kogi State in due course. Indications are positive that Alhaji Ibrahim Idris; Kogi State Governor is favourably disposed to the idea.



ABUJA CARNIVAL 2008

Ranking among the topmost accomplishments of the sector in 2008, Abuja Carnival once again lived up to expectation, attracting a large audience of international tourists. The event needs little elucidation, popular enough in its own right. Subscribers of the NACD Newsletter had in its December publication, been treated to a special carnival edition which they continue to savour.

It captured a little of the excitement and thrill of those memorable three days when Nigerians revelled with pride in their cultural heritage in an open demonstration called Abuja Carnival. With the theme of 'Packaging Carnival for Tourism', it is expected that time will see an improvement in all ramifications such that the carnival will not only be self-sustaining but will become an income earner for government.

The NACD Project is of the staunch view that Abuja Carnival is a venture worth promoting and enjoins stakeholders by this medium to lend their full support to the effort which will be nothing if not beneficial to all in the long run. This last but memorable event ended the Project's research activities for the year.





END OF YEAR 2008

PROJECTIONS FOR THE NEW YEAR

Management had distributed a circular among staff on a general meeting scheduled for 17th December, whose agenda was dominated by modalities for ending the year on a good note: vacation and resumption dates, staff welfare, the journey so far and ways ideas for increasing output in the coming year.

Comments and suggestions were taken from all staff to aid management in preparation of a blueprint for tackling the challenges ahead. According to the Director, management has perfected an internal reshuffle plan within its departments, set for implementation by January 2009. It was announced that the office would officially vacate on the 23rd of December and resume on the 5th of January, a two-week recess meant to enable staff unwind and possibly join their families for Christmas and New Year celebrations. A final meeting was held on 23rd which officially ended the year.

It was at this meeting that all staff were informed to expect sweeping and far-reaching changes on resumption.

Since resuming in the New Year, many new and expected changes have been put in place such as the creation of two new departments to compliment the existing ones namely: Media Relations and Monitoring and Evaluation. As their names suggest, the first is to oversee the publicity angle of the Project pertaining to the press while the other is strictly internal, monitoring progress and output within each of the others and ensuring a strict adherence to standards.

Other departments came under different levels of adjustment with redeployment of staff and employment of new ones. With the space issue resolved, a stricter work code is expected to hold sway throughout the year.

Working visits to States are expected to increase in frequency. As already garnered by readers from newsletters of the past six months, this aspect of the Project's mandate had been replaced at the top of the priority table by events considered more sector-encompassing.



State research visits however hold a primary position in the Project's schema, being the means through which information and data for development of its database is obtained. Working visits are to reclaim their place of honour in 2009 as management steps up the general tempo of work. This will not deter other functions central to the realisation of imperative goals. All in all, stakeholders in the NACD Project should look forward to a more proactive and focused approach from its management throughout the year 2009. It means to break its boundaries as never before, building confidence and making its presence felt in a big way. It has decided to take the

Initiative; with the intention of exceeding its frontiers in every direction and demanding due recognition from the sector. Simply put, NACD Project is launching the offensive in 2009 and gone forever are the days of waiting in expectation.



Subscribers' COMMENTS

Hello Chinedu,

A good job you are doing. You remember that I talked to you about the Association France-Nigeria that wants to republish a Nigerian Touristique guide. We are looking forward to partnering with your organisation.

Please note that the association is a young one and do not have money. But due to its desire to make Nigeria known especially to French community both here and in France, it is undertaking this project hoping that the future will hold better for the association, it's supporters and the entire Nigerian people and French people also.

Thank you for accepting this offer which will enable the association involve your organisation formally into it's activities.

Take care,

Nonye

Hi Prince Chinedu,

My name is Kunle Ajayi, one of your regular NACD Newsletter readers. I cherish your effort in bringing out this Newsletter across to people. In my own personal opinion, there is need to work on the pictures that would appear on the newsletter. To be candid, some of the photographs were not well composed or properly treated.

Photo in this context should be seen beyond graphical illustration but as an art on its own. They should be more appealing.

Once again, I appreciate your effort and looking forward to read the next edition.

God bless.

Kunle

Prince Chinedu Obi

Project Director

Esteemed Prince Chinedu:

We acknowledge receipt of your message. Thanks for the information you sent us. Be sure we'll share that information with our colleagues. It's nice to know about the website. We'll visit it.

We take advantage of this opportunity to let you know that a management team from Cuban arrived to Abuja to work at the center The Dome. We're also expecting in a few weeks a Cuban artistic troupe of more than 10 peoples, between dancers and singers who will be at The Dome too. This as a way to enhance the Culture and Tourism between Nigeria and Cuba.

Regards,

José Luis Noriega

First Secretary

Embassy of Cuba to Nigeria

Dear Prince,

Thank you for sending the newsletter about your organization. It looks very exciting. I believe that Africa House and the division of Nigerian

Arts and Culture should work closely and collaborate on initiatives

between Nigeria and the Diaspora.

Africa House had the exhibition opening for

Philippe Dodard: Spirits of

the Caribbean, one of Haiti's top contemporary artist this past weekend.

Here is a copy of the press release:

<http://www.africaresource.com/house/press-release-philippe-dodard-spirits-of-the-caribbean.html>

To learn more about Africa House:

Mission:

<http://www.africaresource.com/house/our-mission-and-goals.html>

Advisory Board:

<http://www.africaresource.com/house/advisory-board.html>

Our general website is:

<http://www.africaresource.com/house/>

Let me know if you have any questions. Or you may call as well.

Thank You,

Azuka Nzegwu

Hello Obi,

In fact I have to give kudos for a great job done so, keep it up! In fact am impressed with what I saw as regards new developments in the site.

I have seen that you migrated from

www.nacdonline.net to www.nacd.gov.ng

Big Kudos

Thanks

Mr Eric Obeagu

Do you have this newsletter on a live weblink (instead of PDF)? IF so,

one can link to it for greater circulation. Please send this

information if you have it. Cheers,

Sylvester Ogbeche



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NIGERIAN ARTS AND CULTURE DIRECTORY PROJECT

Nigerian Arts and Culture Directory Project, the No.1 information bank for the Arts, Culture and Tourism Sector, presents an unprecedented mileage and prospect for promoting products and services. With the now popular NACD website (www.nacd.gov.ng) and it's more recent but far-reaching monthly newsletter (with over 110,000,000 online subscribers' worldwide and 50,000 hard-copy distribution) as vehicles; the NACD Project offers prospective advertisers the deal of a life time.



OPPORTUNITIES EXIST FOR:

1. State Governments to showcase their arts, culture tourism potentials to the world.
2. Product owners and corporate bodies to market and promote their goods and services.
3. Nigerian Artists to enlist and upload a maximum of four art works (free of charge) on the Project's website.
4. Relevant arts, culture and tourism associations, Film producers, writers, traditional institutions, craft centres, guilds, museums and monuments, Cultural site managers, NGOs, etc to publicise their associations and interests. **ENLIST NOW!**

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NACD...an initiative of **The Presidency** aimed at documenting
Nigeria's rich arts, culture and tourism potentials