









# ARTS, CULTURE AND TOURISM IN NIGERIA



EMBASSY OF THE FEDERAL REPUBLIC OF NIGERIA TO THE KINGDOM OF NETHERLANDS









ART WORK BY SYLVESTER AGUDDAH

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# **MESSAGE FROM THE AMBASSADOR**

# THE BEAUTY OF OUR DIVERSITY THROUGH ARTS, CULTURE AND TOURISM IN NIGERIA

It has been the honour of my life to represent President Muhammadu Buhari, GCFR and the people of the Federal Republic of Nigeria as the Ambassador Extraordinary and Plenipotentiary to the Kingdom of Netherlands and Nigeria's Permanent Representative to the Organization for the Prohibition of Chemical Weapons. My life's journey and current work as an Ambassador has further reinforced my belief about the beauty in the diversity of my great country, Nigeria. We are a nation of about Two Hundred and One Million (201,000,000) people with about 250 ethnic nationalities: *Hausa and* Fulani being 29%, Yoruba 21%, Igbo (Ibo) 18%, Ijaw 10%, Kanuri 4%, *Ibibio* 3.5%, *Tiv* 2.5% and others, who all speak English as the other official 500 indigenous language and about languages. Interestingly, in spite of how diverse we are, there are quite a lot of beautiful attributes that run commonly through the length and breath of Nigeria. Apart from our friendly disposition as a people and our unique hospitality; the other one is our rich and beautiful heritage in Arts and Culture. Every tribe is rich in their special monarchical style, traditional attires, clothing styles for different functions, costumes, jewelry, hairstyles, beauty treats, wedding rituals & rites, festivals, food and culinary delights, games, sports, theatre, music, musical instruments, song and dance.





Nigeria is blessed with so many musicians who play different genres of music ranging from gospel, hip hop, fuji, afro-beat, African highlife, traditional fusion, jazz to juju. Some notable musicians from Nigeria include: *Fela Kuti, Victor Olaiya, Sade Adu, King Sunny Adé, Onyeka Onwenu, Adewale Ayuba, Kwam 1, Chief Osita Osadebe, Ezebuiro Obinna, Late Sir Victor Uwaifo, Alhaji Sikiru Ayinde, Dan Maraya, Sir Shina Peters, Ebenezer Obey, Mamman Shata, Rex Lawson, Sonny Okosun, Umobuarie Igberaese, Femi Kuti, Lagbaja, Dr. Alban, Wasiu Alabi Pasuma, Bola Abimbola, Zaki Adze, Bongus Ikwue, <i>Tuface Idibia, Aşa, DaVido, Tems, P Square, Olamide, Waje, Falz, Patoranking, Tiwa Savage, Wizkid, Burna Boy, Simi* and *D'Banj*. We are uniquely blessed with so many talents in comedy and drama. The sense of humour of the average Nigerian is second to none. It is therefore not surprising that we have a thriving movie industry colloquially referred to as *Nollywood,* especially given the quality of authors that Nigeria has produced. Nollywood is now the second largest producer of movies in the world.





Nigeria is blessed to have a Nobel laureate in the person of *Professor Wole Soyinka* and other famous writers and poets which include *Chinua Achebe*, *John Pepper Clark*, *Ben Okri*, *Cyprian Ekwensi*, *Buchi Emecheta*, *Helon Habila*, *T. M. Aluko*, *Chimamanda Ngozi Adichie*, *Daniel O. Fagunwa*, *Femi Osofisan and Ken Saro Wiwa*. A veritable part of our culture as a people is Sports. We have made our mark internationally in Athletics and Soccer. Football is regarded as a national sport in Nigeria. This is a unifying pastime for the people. The Nigerian league is probably the largest in Africa. Our record in female football and basketball internationally is quite significant. It is heartwarming to note that Nigeria is also beginning to participate in winter sports in spite of the fact that we do not experience the winter season. This speaks to the indomitable spirit of the Nigerian.



Our unique landscape from the North to the South confirms how blessed we are in breathtaking mountains, lush valleys sprawling plains and lovely caves. We have a significant body of waters. We have two beautiful rivers, Niger and Benue running through the country and uniquely connecting at a point before terminating in a confluence. The country is bound on the South by the Atlantic Ocean. We are blessed with lakes, the most significant being the Lake Chad. We have waterfalls and the unique Ikogosi warm Spring where the hot and cold water meet in Ekiti State, Nigeria. Lagos is also blessed with several beaches both public and private.



KAJURU CASTLE © IRENE BECKER

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ROAD TO OBUDU CATTLE RANCH © IRENE BECKER

There are many places of interest to visit in Nigeria. Such places include the *Badagry Slave Museum*, *Yankari Games Reserve, Osun Oshogbo Sacred Grove, Erin Ijesha Water Fall, Obudu Cattle Ranch, Sukur Grove* (UNESCO heritage site), *Esa Cave, Tinapa Resort*, several mountain ranges, *Idanre hill, Kajuru Castle, Gashaka Gumti National Park, Eleghusi Beach*, several other beautiful beaches and so many other beautiful places dotting the entire landscape of Nigeria. The palaces of our Kings and Emirs are a spectacle on their own. This brochure gives a slight glimpse of our uniquely beautiful and rich art and cultural heritage. Nigeria is a treasure trove waiting to be discovered. Please explore and enjoy.

We welcome you to a pleasurable experience called Nigeria! Thank you.

# H.E. DR. ENIOLA AJAYI AMBASSADOR OF THE FEDERAL REPUBLIC OF NIGERIA





# NIGERIAN CULTURE

Nigeria's culture is shaped by its multiple and diverse ethnic groups. The country has more than 500 languages and over 250 ethnic groups. The three largest ethnic groups are the Hausa-Fulani who are predominant in the North, the Igbo who are predominant in the South-East, and the Yoruba who are predominant in the South-West. The Edo people are predominant in the region between Yorubaland and Igboland. This group is followed by the Ibibio/Annang/Efik people of the coastal South Eastern Nigeria and the Ijaw of the Niger Delta. The rest of Nigeria's ethnic groups (sometimes called 'minorities') are found all over the country but especially in the middle belt and the North. The Hausa tend to be Muslim and the Igbo are predominantly Christian. The Efik, Ibibio, Annang people are mainly Christian. The Yoruba have a balance of members that are adherent to both Islam and Christianity but some people still practice their traditional religion.

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CHILD IN FULANI ATTIRE © CELESTINE GANDU



kids in kaftan attire © judit ádam



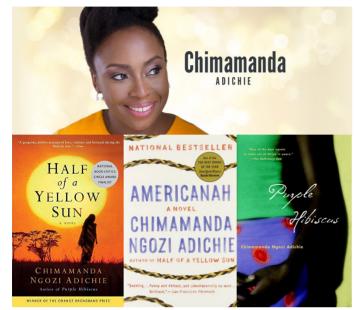


CHILD IN IGBO ATTIRE © CELESTINE GANDU

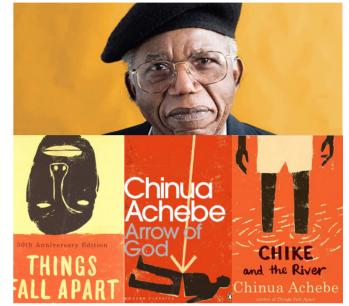


# LITERATURE ART

Literary arts in Nigeria has enjoyed greater patronage since Independence in 1960. With the increasing documentation of folklore and traditions, literary arts, has witnessed a phenomenal growth. This has equally given prominence to Nigerian authors and scholars within and outside the country. These literary icons include *Wole Soyinka*, the *first Black writer to win the Noble Prize of literature* in 1986, Chinua Achebe, Cyprian Ekwensi, John Pepper Clark, Gabriel Okara, Abubakar Imam, Flora Nwapa, Zulu Sofola, Amos Tutuola, Chukwemeka Ike, Elechi Amadi, Chimamandia Adiche to mention these few.



*Chimamanda Adichie* is the author of the novels *Purple Hibiscus*, which won the Commonwealth Writers' Prize and the Hurston/Wright Legacy Award; *Half of a Yellow Sun*, which won the Orange Prize and was a National Book Critics Circle Award Finalist and a New York Times Notable Book; and *Americanah*, *which* won the National Book Critics Circle Award and was named one of The New York Times Top Ten Best Books of 2013. Ms. Adichie is also the author of the story collection *The Thing Around Your Neck*. Her work has been translated into over thirty languages and has appeared in various publications, including The New Yorker, Granta, The O. Henry Prize Stories, the Financial Times, and Zoetrope. A film adaptation of *Half of a Yellow Sun* was written by Nigerian playwright and film maker, *Biyi Bandele*.



*Chinua Achebe* made a splash with the publication of his first novel, *Things Fall Apart*, in 1958. Renowned as one of the seminal works of African literature, it has since sold more than 20 million copies and been translated into more than 50 languages. Achebe followed with novels such as *No Longer at Ease* (1960), *Arrow of God* (1964) and *Anthills of the Savannah* (1987), and served as a faculty member at renowned universities in the U.S. and Nigeria. He died on March 21, 2013, at age 82, in Boston, Massachusetts. *Chinua Achebe* won several awards over the course of his writing career, including the Man Booker International Prize (2007) and the Dorothy and Lillian Gish Prize (2010). Additionally, he received honorary degrees from more than 30 universities around the world.



*Wole Soyinka* is a Nigerian playwright and political activist who received the *Nobel Prize for Literature in 1986*, the first black African to receive this award. He wrote his first important play, *A Dance of the Forests* (produced 1960; published 1963), for the Nigerian Independence celebrations. The play satirizes the fledgling nation by stripping it of romantic legend and by showing that the present is no more a golden age than was the past. Other notable works include *The Lion and the Jewel* (first performed in Ibadan, 1959; published 1963), *The trials of Brother Jero* (performed 1960; published 1963), *The man died* (1972) and *Jero's Metamorphosis* (1973).





# TRADITIONAL GAMES

# AYO OLOPON

Ayo Olopon is a traditional game played by the Yoruba people of Nigeria and the game requires a lot of brainpower and mathematical skill. "Ayo" means seeds and "opon" means holder. A combination of both words mean seeds in the holder hence, Ayo Olopon. The game is played in a carved wooden box, which contains twelve holes (six holes on each side), and forty-eight Ayo seeds (four seeds in each hole). Two individuals take turn to play this game, which runs anti-clockwise. The first player begins by moving seeds from his right-hand side to the opponent's side. If the seed-movement terminates in a hole with three or two Ayo seeds, this player picks up the seeds, and seeds from preceding holes, if any. Players take turn until the seeds are exhausted. The player with upper hand is called *Qta*, and the weak or the losing player is called *Ope*. Spectators comments on the direction of the game adds color to the game. If a player records three straight wins, he becomes a champion (*Qta meaning bullet*), the loser (*Ope meaning 'knowledgeable'*) quits and a new player takes over.



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#### **DAMBE (TRADITIONAL BOXING)**

**Dambe** is a generation old West African style of boxing originally practiced by the **Hausa** people. It is a well-known sport in several Northern cities and it is thought to date back centuries. In **dambe**, a boxer wraps his stronger arm (known as the spear) in cord for striking. He uses the other arm (the shield) for defense. The goal is to knock over an opponent within three rounds. It is a combative sport that is fought within a sand-filled circle and players will be disqualified if they step out of the circle. In recent years, **Dambe** has gained popularity through a YouTube channel, **Dambe Warriors** which launched in 2017. The channel has garnered more than 99,000 subscribers and 24 million views.



© Sunday Alamba

© Mark Rivett-Carnac





# FESTIVALS IN NIGERIA

#### **Argungu International Fishing and Cultural Festival**

Argungu Festival is an annual four-day event held between late February and March to mark the end of the growing season and to usher in the harvest season. It takes place near the Matan Fada river in Argungu, Kebbi State, which is in the North Western part of Northern Nigeria. The festival began in 1934 as a tribute to the end of the centuries of hostility between the Kebbi Kingdom and former Sokoto Caliphate. The event features kabanci, a series of water competitions including hand fishing, canoe racing, wild duck catching, as well as other traditional practices, such as the local style of wrestling and boxing. However, the main attraction is the fishing competition which takes place on the last day. During the festival, thousands of local men and boys line the banks of the Matan Fada River armed with only traditional nets, calabash gourds and their bare hands while the women provide the encouragement performing songs and dances. At the sound of the gun, the competitors have an hour to catch the largest fish in the 1.6 kilometers stretch of river. At the end, the fish are hauled onto scales and weighed. The competitor with the biggest fish gets a cash prize and other prizes donated by the sponsors of the event. In 2005, the winning fish weighed 75kgs and it took four people to haul in onto the scales. In 2016, Argungu Festival was inscribed on UNESCO's representative list of the Intangible Cultural Heritage of Humanity.



©IRENE BECKER

#### **DURBAR FESTIVAL (HAWAN DAUSHE)**

The *Durbar festival* is an annual festival celebrated in several cities of Nigeria. This festival marks the end of *Ramadan* and is also shared with *Eid el Kabir* and *Eid el Fitri* Muslim holidays (known as *Sallah* in Nigeria). It begins with prayers, followed by a parade of the *Emir* and his entourage on horses, accompanied by musicians, and ending at the *Emir's palace*. Durbar festivals are organized in several Northern States. The *Durbar Festival* had been in Hausaland for more than 500 years. It was introduced by *Sarkin Muhammadu Rumfa of Kano* in the late 14th century, as a way of demonstrating military power and skills before going to war. The festival is also an opportunity for local leaders to pay homage to the Emir throughout the *jahi* cheering. Originally a festival associated with wartime allegiance, the rich and colorful *Durbar Festival* is now an event used to mark significant Islamic holidays in Northern Nigeria.



© Maigaskiya Photography



# SALLAH DURBAR IN ZARIA BY IRENE BECKER















#### **OJUDE OBA FESTIVAL**



Drummers dressed in traditional Yoruba attire performing at the Ojude Oba Festival @ Ajibola Fasola / Shutterstock.com

*Ojude Oba* is a Yoruba festival held in *Ijebu Ode*, a town in Ogun State, Southwestern Nigeria. It started in 1890 as *Ita-Oba Festival* and later metamorphosed into *Ojude-Oba Carnival* usually held on the third day of Muslims' *Eid-El-Kabir* (Ileya) Festival. *Ojude Oba* means going to the "*Aafin*" palace ground to pay courtesy visit to the reigning *Awujale* and the Paramount Ruler of Ijebuland. For the Muslims, it is a special annual visit to thank the *Kabiyesi* for the special gift of a ram slaughtered at the Muslim praying ground on Sallah day. The festival celebrates the rich culture and heritage of the people of *Ijebu Ode* and usually attended by over 250,000 people. The *Ojude-Oba* festival is known to the *Ijebus* as a major festival that brings them together. Families use this opportunity for reunions where they gather in their ancestral homes.



Drummers with their Sekere, a beaded guard, performs during the Ojude Oba festival in Ijebu@ Ajibola Fasola / Shutterstock.com





#### **OSUN OSOGBO FESTIVAL**



© Kayode Balogun

This traditional festival which is thought to be over 600 years old takes place annually in the month of August in Osogbo, Osun State. The two weeks festival is the biggest traditional religious event of the Yoruba people. The Chief host of the festival is the current Ataoja of Osogbo, Oba Jimoh Olanipekun Larooye II. The festival attracts thousands of spectators and worshipers from all over the world who are drawn by its religious and cultural connection. Devotees of the festival believe that the sacred grove forest, which is situated on the outskirts of the city of Osogbo, is one of the last remaining places where they can receive blessings from the spirits (Orishas). In recognition of its global significance and its cultural value, the Osun Sacred Grove was inscribed as a UNESCO World Heritage Site in 2005.

The festival is marked with daily performances of people worshipping, dancing, singing, playing drums and offering sacrifices to the goddess of Osun River. The main attraction of the festival is the Arugba, a virgin maiden who is supposed to help the people communicate with the goddess, who leads a procession of devotees to offer sacrifices to the river. The Arugba, also known as the 'calabash carrier', has a large calabash on her head underneath a colorful veil. The calabash contains the image of the Goddess of Osun. The popularity of the festival has been growing since 1980 because of Susanna Wenger (known as Adunni Olorisha), an Austrian born artist who rebuilt the shrines and worked to get the scared grove protected. She arrived in Nigeria in 1950s and lived in Osogbo until she passed away aged 93.



© Adedayo Okedare/BBC



© Alex Mazzeto

The dense forest of the Osun Sacred Grove, on the outskirts of the city of Osogbo, is one of the last remnants of primary high forest in Southern Nigeria. Regarded as the abode of the goddess of fertility Osun, one of the pantheon of Yoruba gods, the landscape of the grove and its meandering river is dotted with sanctuaries and shrines, sculptures and art works in honour of Osun and other deities. The sacred grove, which is now seen as a symbol of identity for all Yoruba people, is probably the last in Yoruba culture. It testifies to the once widespread practice of establishing sacred groves outside all settlements.





## **CALABAR CARNIVAL**

*Calabar Carnival* in Nigeria, also tagged " Africa's Biggest Street Party", was created as part of the vision of making *Cross River State*, the number one tourist destination for Nigerians and tourists all over the world. The carnival which begins every 1st of December and lasts for 31 days, has boosted the cultural mosaic of Nigeria people while entertaining millions of spectators within and outside the State and boosting industry for all stakeholders.The carnival which is presumed to be the largest in the whole of Africa is highly costumed to reflect the cultural heritage of the people.



#### **FELABRATION FESTIVAL**

*Felabration* is an annual festival of music and arts commemorating the life and times of Nigerian's foremost musical icon, the late great *Fela Anikulakpo Kuti*. The festival was conceived in 1998 by *Yeni Anikulapo-Kuti* in memory and celebration of her father *Fela Kuti*, a Nigerian musician and human rights activist known for pioneering the afrobeat genre of music. The one-week-long event which is held annually at the *New Afrika Shrine* in *Ikeja*, attracts visitors from different countries and has thus been considered as an official tourist destination by the *Lagos State* Government.



President Emmanuel Macron (L) watches Nigerian musician Femi Kuti perform at the Afrika Shrine in Lagos ©AFP PHOTO / POOL / Ludovic MARIN]

#### **New Yam Festival**

The *New Yam Festival* is a ceremony which opens the doors for the eating of newly cultivated yams after a successful farming season. The festival is held in several communities across Nigeria. In Igbo land, the festival is referred to as '*Emume iri ji ohuru*' or '*Iwa ji*' or '*Ife ji oku*'. The festival is known as *Odun Ijesu* in *Ekiti State* and its common within the people. It is usually held at the end of the rainy season in August to mark the start of the yam harvest season. Yam is a basic staple food in Nigeria and a good harvest heralds a good year ahead of the community. The festival varies according to local customs but the tradition entails throwing out of any remaining yams from the previous year. The oldest man in the community or a Chief or King offers a ritual offering to the gods and ancestors. A feast of yam dishes is shared among the community and its guests, which is accompanied by celebration of music, dance and singing.





© [AP/LAURENT REBOURS]

On July 3rd, 2018, French President Emmanuel Macron visited the Shrine and pre-launched the Season of African Cultures 2020 in France. *Felabration* is held on the week of Fela's birthday. The event features musical performances from top music acts from Nigeria and guest appearances from internationally acclaimed musicians and personalities. It also consists of street parades, symposia on social and topical issues, debates and photo exhibitions.





#### **Eyo Festival**

The **Evo** Festival, otherwise known as the Adamu Orisha Play, is a Yoruba festival unique to Lagos, Nigeria. In modern times, it is presented by the people of Lagos as a tourist event and due to its history, is traditionally performed on Lagos Island. The word "Eyo" also refers to the costumed dancers, known as the masquerades, that come out during the festival. The origins of this observance are found in the inner workings of the secret societies of Lagos. The colorful festival expresses and exhibits the culture and traditions of the city of Lagos. The festival has evolved over three centuries and is usually held to celebrate the life and times of, or in commemoration of the passage of or ascension to the throne of an Oba (King) of Lagos.



© Femi Adagunodo

#### **GIDI CULTURE FESTIVAL**

The *Gidi Culture Festival* is an annual one-day music and arts festival that takes place in *Lagos*, Nigeria. The festival was cofounded by Chinedu Okeke and Oriteme Banigo, as a response to a demand from the local youth culture for live, affordable, and accessible entertainment in Africa. The Gidi Culture Festival is a celebration of the progression of urban youth culture which is expressed through music, food, art & games. The goal of the festival is to encourage the development of African talent and promote artists both within the continent and into overseas markets. The festival provides a venue for live bands, DJs, and musical acts to perform. The sixth edition of the festival was held on April 20, 2019 at the Landmark Beach Front in Victoria Island, Lagos. It was estimated that over 10,000 people attended the festival.



© PULSE.NG



#### **ABUJA CARNIVAL**

*Abuja carnival* is a yearly program usually in the month of November. It features road shows, cultural dances, masquerades and durbar. The event draws participants from states across the country, as well as foreign tourists. The carnival started as an avenue to showcase the diverse cultural events and practices in the 36 states of Nigeria and Abuja, the Federal Capital Territory.







#### **AFRICAN DRUM FESTIVAL**

The festival is an initiative of the **Ogun State** Government which brings together an impressive assemblage of cultural icons, groups and artistes across Nigeria and the African continent as well as the Diaspora. Its goal is to promote Africa's drum culture and to display the rich cultural heritage while harnessing the various techniques of drumming as well as unifying Africans through drums. The event which started in 2016 is held in Abeokuta, Ogun State. Drums are an important cultural symbol that has been used to transmit messages sometime across great distances. The talking drum, for instance, was used by tribes to communicate among themselves in ancient times.



© Shutterstock

# **AFAN CULTURAL FESTIVAL**



the Kagoro people in the Southern part of Kaduna State. 'Afan' means mountain or hill and the festival marks the end of the annual harvest of grains and the beginning of the hunting expedition. The hill is greatly revered by the people as they believe it shields them from their enemies. Because of this believe. the Kagoro people in Southern Kaduna adore the hill. On the day of the festival, the Afan (hill) is purified in a sacrifice that is performed by the Chief Priest after which he declares the period of hunting open the next day. The hunters, dressed in their hunting attire return home with the proceeds from the hunting where they are welcomed with various kinds of traditional music and shouts. This festival is celebrated on New Year day but will henceforth be celebrated as a carnival due to the magnitude the event has assumed over the years.

The Afan festival is celebrated by

© Irene Becker





# **BOAT REGATTA FESTIVAL**

**Boat regatta** involves a large fleet of decorated boats with flags and different traditional costumes with illuminating colours. The artistic paddlers display their mastery for water and show off their skill and dexterity. It is a performance with beautiful colours, music, dance step, circus and acrobatic display. The Boat regatta tradition is common in the riverine and delta area of Nigeria and was originally developed to celebrate victories in war during pre-colonial periods. Over the years, the practice has shifted its focus to recreational and tourism purposes. In 1977, the boat regatta was one of the special events that was a major attraction at the *Second World Black Festival of Arts and Culture (FESTAC)* in *Lagos* due to the significance of the regatta in the cultural life of the delta and riverine people. A total of 200 boats from eight states in Nigeria with over 4000 people participated in the event. This important milestone marked the first time a major national regatta was not restricted to localities in Nigeria.



NASARAWA STATE CONTIGENT AT ABUJA CARNIVAL © KUNLE OGUNFUYI

BAYELSA STATE CONTIGENT AT ABUJA CARNIVAL © KUNLE OGUNFUYI

Today, boat regatta is practiced as events and festivals to mark a variety of occasions across several states in Nigeria. In Lagos State, the Ministry of Tourism, Arts and Culture host the Boat **Regatta Funfair** annually. The event is meant to showcase Lagos's rich aquatic cultural asset. The festival has actitivites such as a traditional boat regatta parade, a cultural display by various riverine communities and water safety tips. The River State Government also holds a boat regatta where the finest of Rivers riverine cultural heritage comes on display. The Boat Regetta will be held annually on May 27 to promote the culture of Rivers people. The Ogbaru Boat Regatta is an event that started in 1960 and is celebrated annually on the 1st of October. The boatmen dress in their colourful costume and paddle back and forth across the River Niger. It is held annually in Ogbaru, Anambra State. The State Government has plans to upgrade the event into a major cultural festival so as to attract participants from other states. The Abuja National Carnival also plays host to a boat regatta competition annually.



RIVERS STATE CONTIGENT AT ABUJA CARNIVAL © KUNLE OGUNFUYI



© FUNMI AJALA

#### **OLOJO FESTIVAL**

*Olojo Festival* is an age-long tradition of the ancient city of *Ile-Ife* which is celebrated by the indigenes. It began during the reign of the third *Ooni of Ile-Ife*. It is the celebration of the remembrance of "*Ogun*", *god of Iron*, who is believed to be the first son of *Oduduwa*, progenitor of the *Yoruba* people. The festival is held annually in October.







# PROFILE ON EKITI STATE STANDING CULTURAL TROUPE

The *Ekiti State Standing Cultural Troupe* was established on 1st October 1996 following the creation of *Ekiti State*. In 1997, the Ekiti State Standing Cultural Troupe was rejuvenated through the employment of talented artistes and professional handlers by the then Military Administrator, Late Lt. Col. Mohammed Inua Bawa. The mandate of the Ekiti State Standing Cultural Troupe is to promote the policies and programs of the State government through the vehicle of music, dance and drama. It also showcases the rich cultural values and heritage of Ekiti State at local, national and international level. The Troupe runs a full musical band with state of the arts equipments and performs genres in *Juju music, High life and Traditional music*.



The troupe has represented *Ekiti State* and Nigeria in several cultural festivals amongst them, *PANAFEST International Festival in Ghana* (2012), *Black Heritage International Festival Lagos* (2013), *Ekiti State Festival of Culture and Art Expo, Abuja National Carnival, National Festival of Arts and Culture (NAFEST), African Drums Festival Ogun State, Wemilere International Festival in Cuba* (2009). The Cultural Troupe has won many laurels which includes, 3rd Best Float Design at Abuja National Carnival in 2011, Best Street Dance Parade at Abuja National Carnival in 2012 and Best Masquerade Costume Design at Abuja National Carnival in 2013. The Ekiti State Standing Cultural Troupe is ranked one of the most creative and equipped State Cultural Troupes in Nigeria.





# TOURISM

Tourism experts have described the Nigerian tourism sector as an economic cash cow with a strong potential of contributing to the country's Gross Domestic Product (GDP). Nigeria's diverse and rich culture has always been cited as a strong reason why toursim should be the major foreign exchange earner for the country. The country is naturally endowed with rich tourist sites and the Nigerian tourism sector has great potential than any other single sector due to its multipler effect to support economic growth and job creation. The prevalence of several natural and historic sites add to the sectors's potential to attract investors and generate revenue for the country when fully developed. Two of Nigeria's cultural heritage sites, *Sukur World Heritage Site* in *Adamawa State* and *Osun Sacred Grove* are already on *UNESCO World Heritage list*. Another tourist site worthy of mention is the *Ikogosi Warm Springs* in *Ekiti State* where cold and warm water meet at a confluence. The Tourism sector is seeking for investors that can leverage on the available abundant resources which requires development. The contribution to the tourism industry has been estimated at around \$1.5 billion with the prediction that it will go higher if the sector receives the right amount of investment.



© Irene Becker

# INVESTMENT OPPORTUNITIES

- Beach and Coastal Resort Development
- Protection of National Parks and Game Reserves
- o Development of Hotels, Restaurants, Amusement Parks and Conference Centers
- Water Recreation and Ecotourism opportunities
- Package tour services, scenic and mountain holiday resorts
- Development of Heritage, Cultural and Archaeological sites
- Conservation and protection of 8 national parks and over 10 game reserves
- Promotion of festivals across Nigeria e.g. Eyo Festival, Argungu Festivals etc



© Femi Adagunodo





# TOURIST SITES

#### **ERIN IJESHA WATERFALL**



© Adedotun Oluwatosin Ajibade

Erin-Ijesha waterfall (also known as *Olumirin* waterfall) is a tourist attraction located in Erin-Ijesha, Osun State. "Olumirin" means "another deity," because it seemed it had the appearance of a mysterious figure. The waterfall which has seven levels is said to have medicinal properties. The waterfall was first discovered by a woman called Akinla, founder of Erinljesha town and a granddaughter of Oduduwa, in the year 1140 AD during the migration of *Ife people* to Erin- Ijesa. The water flows among the rocks and splashes down with great force to the evergreen vegetation.

#### **IKOGOSI WARM SPRINGS**

The *Ikogosi Warm Spring* is a tourist attraction located in *Ikogosi*, a town in *Ekiti State*, South-West region of Nigeria. The *Ikogosi Warm Spring* allows you to explore the unique scenery of warm and cold spring flowing side by side to form a confluence, each maintaining its thermal properties. This merging of warm and cold water is the first of its kind in the world.



© Femi Adagunodo

#### SUKUR CULTURAL LANDSCAPE

In May 1999, UNESCO adopted Sukur as the 29th World Heritage Site, the first of its kind in Africa. Sukur is located in *Madagali, Adamawa State* along the Nigeria/Cameroon border, some 290 km from Yola, Adamawa State. It is a hilltop settlement which stood at an elevation of 1045m. The total land area covered by the site is 1942.50 hectares with core zone having 764.40 hectares and the buffer zone 1178.10 hectares respectively. *Sukur* is an ancient settlement with a recorded history of iron smelting technology, flourishing trade, and strong political institution dating back to the 16th century.



©Ishanlosen Odiauay

#### **OWU FALLS**

The highest and most spectacular natural waterfall in West Africa is located about 7 kilometeres from *Owa Kajola* which is 117 kilometres from *Ilorin*. The fall is described as the wonder in the wilderness" and forms a perennial stream which cascades from a height of about 100-200 meters. At the bottom is a pour of almost ice cold water providing a most refreshing atmosphere with the luxuriant evergreen vegetation surrounding it.



#### **FARIN RUWA FALLS**

*Farin Ruwa Falls* is a waterfall found in the central region of Nigeria. It is among the highest waterfalls in Nigeria. It originates from an amazing height of 150 meters with a water volume of about 50 cubic meters. The whitish appearance of the water spray accounts for its name *"farin ruwa"* in *Hausa* meaning "white water". *Farin Ruwa* is a description of the nature of the falls by the local inhabitants of the *Farin Ruwa* area. The fall is about 30 kilometres from *Wamba* and 120 kilometres from *Lafia*, the capital city of *Nasarawa State*.





# **KAJURU CASTLE**

*Kajuru Castle* is a luxury villa, built between the years 1981 and 1989, at *Kajuru village* in *Kaduna State*. It was built by a German expatriate in Nigeria, living in *Kaduna* at the time. The castle is located at about 45 kms from *Kaduna* on a mountain top in *Kajuru village*. Built with 1 meter thick granite stone in a fanciful medieval-inspired Romanesque style, it is adorned with turrets, an armory and a dungeon. This gorgeous architectural masterpiece with breathtaking ambience is set upon elevated peaks with staggering views. *Kajuru Castle* is styled in a European and clearly German way with a baronial hall, complete with suits of armour.



#### ANCIENT KANO CITY WALLS

The *Ancient Kano City Walls* were built in order to protect citizens and inhabitants of the ancient city of *Kano*. It was built between 1095-1134 AD and completed in the middle of the 14th century. The *Ancient Kano City Walls* were described as "the most impressive monument in West Africa". They were built as a defensive wall with the construction of the foundation. The walls are listed as a *UNESCO World Heritage Site* and are made up of *Dala Hill* where it was founded, *Kurmi Market* and the Emir's Palace. The walls originally had an estimated height of 30-50 feet and about 40 feet thick at the base with 15 gates around it. This 14 km radius earth monument has a spiritual, cultural and historical significance.



© IRENE BECKER

# **NIKE ART GALLERY**



*Nike Art Gallery* is located in *Lekki, Lagos State* and one of Nigeria's hidden treasures. The gallery is arguably the largest of its kind in West Africa and a center of Lagos's buzzy art scene. It spreads quietly across five floors, boasting more than 15,000 paintings, sculptures and textiles all crammed together. The Centre has a diverse collection of art by a multitude of artists, celebrating Nigeria's talent, offering visitors an insight into all cultures of Nigeria through the medium of art. The gallery is owned by *Nike Davies-Okundaye*.

#### NATIONAL THEATER IGANMU



© Akinyemi Olabode / Shutterstock.com

The *National Arts Theatre* is the primary centre for the performing arts in Nigeria. The monument is located in *Iganmu, Surulere, Lagos*. Its construction was completed in 1976 in preparation for the *Festival of Arts and Culture* (*FESTAC*) in 1977. The collection of National Gallery of Modern Nigerian Art is housed in a section of this building. The event emblem of the festival was a replica of the 16th century *royal ivory mask of Benin*, which was crafted by *Erhabor Emokpae*.





# **RIYOM ROCK**

Riyom Rock is located in Riyom Local Government of Plateau State, which is predominantly occupied by the **Berom** people. It is one of the most unusual rock formations in Nigeria. The formation is also popularly known as Three Rocks. When viewed from some angles, the formation resembles the map of *Plateau State*.



© KONGS SHAMAKI

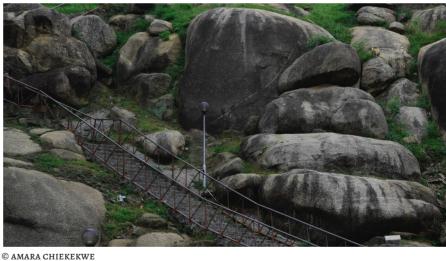
# **OLUMO ROCK**

Olumo Rock, a massive outcrop of granite rock is located in Abeokuta and is the most important tourist attraction in Ogun State. The name "Olumo" means "God built it". The capital city Abeokuta derives its name from the rock, which means "beneath the rock" as it is situated beneath Olumo Rock. The highest point of Olumo Rock is about 137 meters above sea level. The rock is surrounded by a number of caves within which the Egbas took refuge during the Yoruba inter city wars.

#### **EKO ATLANTIC CITY**

Eko Atlantic is an entire new coastal city being built on Victoria Island, Lagos. It is a focal point for investors capitalising on rich development growth based on massive demand and a gateway to emerging markets of the continent. It is being constructed on land reclaimed from the Atlantic Ocean. Upon completion, the new peninsula is anticipating at least 250,000 residents and a daily flow of 150,000 commuters.







STONEHENGE OF IYIN EKITI © FEMI ADAGUNODO





#### BADAGRY BLACK HERITAGE MUSEUM



Badagry Black Heritage Museum preserves artifacts and records from the slave route that once ran through **Badagry**. The artifacts and historical relics housed by the museum chronicles more than 300 years of the movement of slaves through *Lagos*. The museum is located in the ancient town of *Badagry* and houses the office of the former district officer which was built in 1863. The gallery is divided into eight subdivisions intended to take you on a slave history ride as you progress through the museum. The Black Heritage Museum performs an incredibly important function, reminding visitors of a difficult segment of the past. It is also a testament to the resilience of the region. In addition to the Heritage Museum, the entire town of **Badagry** is a living historical museum from the 1502 open market where slaves were auctioned off to makeshift Baracoon cells, which were used to keep slaves to the final exit routes used in the 17th and 18th centuries to transfer slaves to the point of no return at the tip of the peninsula.

#### FIRST STOREY BUILDING IN NIGERIA

The First Storey Building in Nigeria is located in Badagry, Lagos State. The foundation of the building was laid in 1842 while the house was completed in 1845. It is the most popular mission house in **Badagry** because the first sets of missionaries in Nigeria settled at this building. History has it that it was a place where returnee slaves lodged. Samuel Ajayi Crowther, a returnee slave lived in one of the rooms of the building. In the upper floor of the building, there is a glass containing the English and *Yoruba* versions of the bible that was translated by **Bishop Ajayi Crowther**. The restoration of the building was done by Architect Theo Lawson.



# **FIRST CHURCH IN NORTHERN NIGERIA**

Saint Bartholomew Anglican Church, Wusasa, Zaria was built in 1929 by the Missionaries from Britain who came to Hausaland to establish Christianity. The Church was built with local building materials, local architects and in the traditional Hausa architecture. The Church is still in the shape the Missionary built it in 1929 except for the roofing which was modified to zinc instead of the original thatch and mud. HRH Prince Charles, The Prince of Wales visited the Church on 30th November 2006 during a tour of Nigeria.



© Chris Jackson



#### **FREEDOM PARK LAGOS**

Freedom Park is a memorial and leisure park area in the middle of downtown Lagos in Lagos Island, which was formerly Her Majesty's Broad Street Prison. It was designed by Architect Theo Lawson. The Park was constructed to preserve the history and cultural heritage of Nigerians. Monuments in the park reveal the Lagos colonial heritage and history of Her Majesty's Broad Street prisons. It was built to commemorate the 50th Anniversary Independence celebration in October 2010. The Park serves as a National Memorial, a Historical landmark, a Cultural site, Arts and Recreation centre.







# **NIGERIAN CUISINE**

Nigerian cuisine is known for its richness and variety because it consists of dishes or food items from the hundreds of ethnic groups that comprise Nigeria. Many different spices, herbs, and flavorings are used in conjunction with *palm oil* or groundnut oil to create deeply flavored sauces and soups often made with very hot chilli peppers. Some popular Nigerian dishes include *jollof rice, eba* (made from garri), *egusi* (made from melon seeds), *ogbono soup, efo riro* (vegetable mix), *pepper soup, suya* (barbequed meat), *dodo* (fried plantains), *nkwobi, fufu, or iyan* (mashed yams), and *moin moin* (a bean pudding). *Zobo drink*, made from dry hibiscus leaves and *Palm wine* are very popular drinks.







**EQUSI SOUP** 



FRIED PLANTAIN (DODO)



**OKRO SOUP** 



YAM TUBER



MOIN MOIN(BEAN PUDDING)



**ZOBO DRINK** 



JOLLOF RICE





#### **NOLLYWOOD**

The Nigerian Film Industry colloquially known as *Nollywood* is globally recognized as the *second largest film producer in the world*. The industry started in the 1960's when the first Nollywood movies were created by the first generation film-makers such as *Ola Balogun, Hubert Ogunde, Jab Adu, Moses Olayia* and *Eddie Ugboma. Hubert Ogunde* has been described as a pioneer in the field of Nigerian folk opera. In 1945, he formed the first professional theatrical company in Nigeria known as *Ogunde Theatre*. Due to his immense contribution to the creation of the Nigerian film industry, he is often hailed as the father of Nigerian theatre. *Ola Balogun* is also another pioneer filmaker who contributed towards the creation of *Nollywood*. He is credited with directing a variety of films that covered a broad range of subjects like politics, corruption, poverty, and music. He is famously known for his 1978 Nigerian-Brazilian movie titled "*Black Goddess or A Deusa Negra*" which won an award at the 1980 Carthage Film Festival.



*Nollywood*, which forms a significant part of the Arts, Entertainment and Recreation Sector, is one of the priority sectors identified in the Economic Recovery and Growth Plan (ERGP) with a planned \$1billion in export revenue. This sector *contributed* 2.3% to the Nigerian GDP in 2016. According to PWC, the revenues from box office sales rose by 36% between 2017 and 2018 from \$17.3 million to \$23.6 million. Nollywood has long kept viewers entertained with tales of romance and riches, and now foreign investors are increasingly looking for a part of the action. US giant Netflix, France's Canal+ and China's StarTimes are among some companies making moves in the world's second most-prolific film industry, which churns out over 2,500 films each year.



Nollywood films are more popular in Africa and within the Nigerian and African diaspora around the world. Due to its popularity, global streaming service Netflix took interest in *Nollywood* and started distributing Nigerian movies on its platform in 2015. Netflix currently has the rights of blockbusters movies such as Kunle Afolayan's "October 1st," Biyi Bandele's "Fifty", Kemi Adetiba's "King of Boys" and several others movies that have already been distributed in Nigerian cinemas. During the Toronto International Film Festival 2018, Netflix announced the acquisition of worldwide exclusive distribution rights for Nollywood star Genevieve Nnaji's debut film as director, the comedy "Lionheart." The film marked the first Netflix original film from Nigeria. Some succesful movies coming out of the industry includes, the Wedding Party (directed by Kemi Adetiba and co-executive produced by *Mo Abudu*) which was acquired by Netflix in 2017 and became the highest-grossing title of all time at the Nigerian box office. Its sequel The Wedding Party 2: Destination Dubai (directed by Niyi Akinmolayan), surpassed the original movie in terms of domestic and international revenues, making The Wedding Party 2: Destination Dubai, the highest-grossing Nollywood film of all time. In 2018, the comedy, Chief Daddy by Niyi Akinmolayan grossed over \$600,000. Chief Daddy was the 'Official Number 1 Nollywood film of 2018' and the third-highest grossing Nigerian film. In 2019, Netflix acquired 'Chief Daddy' after weeks in cinemas. Another successful Nigerian movie is Kunle Afolayan's The Figurine: Araromire, which received 10 nominations and won 5 awards at the African Movie Academy Awards in 2010. In 2018, *EbonyLife* and Sony Picture Television (SPT) signed a three-project deal that will include a TV series inspired by the Dahomey Warriors, an all-female army that fought on behalf of the West African Kingdom of Dahomey until the late 1800s. This is the first of its kind between SPT and a Nigerian production company. In August 2021, Netflix released "King Of Boys: The Return Of The King". The seven-part project is Netflix's first Original Series from Nigeria and a sequel to the highly acclaimed 2018 King of Boys movie directed by leading director Kemi Adetiba







# TRADITIONAL MONARCHS

Monarchy grew obsolete as a form of direct rule in Nigeria following the advent of colonialism and independence in the 19th and 20th centuries. The country's traditional rulers were stripped of their constitutional power in 1963, but their descendants still serve as the local custodians of law and order. Each locality in Nigeria has a Council of Chiefs with a Regional King. In the South West, Kings are known as *Oba*, in the South East as *Obi* and in the North as *Emirs*.

#### **EMIR OF KANO (KANO EMIRATE)**

The *Kano Emirate* is a traditional state in Northern Nigeria with headquarters in the city of *Kano*. Preceded by the Emirate of Kano, the Council was formed in 1903 after the British pacification of the *Sokoto Caliphate*. *Ado Bayero* became the Emir in 1963, reigning for almost 51 years until his death in 2014. He oversaw the transformation of the Emirate under Nigeria's federal constitution that subjects Northern Nigeria's Emirates to political leaders. The *Emir of Kano* serves as the leader of the *Tijaniyya Sufi* order in Nigeria, historically the second most important Muslim position in Nigeria after the *Sultan of Sokoto* who is the leader of the more populous *Qadiriyya Sufi* order in Nigeria. On 8th June 2014, former Nigerian central banker His Royal Majesty *Muhammadu Sanusi II* was selected to succeed Bayero as *Emir of Kano*. On 9th March, 2020, *Aminu Ado Bayero* ascended the throne after the deposition of Muhammadu Sanusi II.



© THE SUN NIGERIA

© MAIGASKIYA PHOTOGRAPH

#### **Ooni of Ife (Yoruba Kingdom of Ile-Ife)**

The *Ooni of Ile-Ife (Qoni of Ilè-Ife)* is the traditional ruler of *Ile-Ife*. This Nigerian town is seen as the cradle of the *Yoruba* people. The *Ooni dynasties* go back hundreds of years. All the *Oonis* are traced down to *Oduduwa*, who is seen as the ancestral father of all the *Yoruba* people. The four actual Ruling Houses are named from *Ooni Lafogido, Ooni Osinkola, Ooni Ogboru* and *Ooni Giesi*. The first three were sons of *Ooni Lajodogun*, and the later a maternal grandson of *Ogboru*. The current *Ooni* is His Royal Majesty, the *Ooni of Ife, Oba Adeyeye Enitan Ogunwusi, Ojaja II*.





#### **OBA OF BENIN (KINGDOM OF BENIN)**

The Kingdom of Benin began in the 900s when the *Edo* people settled in the rainforests of West Africa. By the 1400s they had created a wealthy kingdom with a powerful ruler, known as the *Oba*. *Ewuare II* was crowned the *Oba of Benin* on 20 October 2016. He is the 40th Oba, a title created for the Head of State (Emperor) of the *Benin Empire* at some time between 1180 and 1300.









# **Sultan of Sokoto**

The Sultanate of Sokoto is a traditional state in Northern Nigeria with headquarters in the city of Sokoto. Preceded by the Sokoto Caliphate, the Council was formed in 1903 after the British pacification of the caliphate. In 2006, Sultan Muhammadu Sa'ad Abubakar was crowned the 20th Sultan of Sokoto. As Sultan of Sokoto, he is considered the spiritual leader of Nigeria's Muslims and head of the Jama'atu Nasril Islam (JNI). Sultan Abubakar is the fifth heir to the two century-old throne founded by his ancestor, Sheikh Usman Dan Fodio.



THE ENTRANCE TO THE SULTAN'S PALACE, SOKOTO © IRENE BECKER

#### **OBI OF ONITSHA**

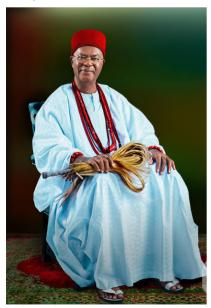
*Obi Alfred Nnaemeka Achebe* is the 21st *Obi of Onitsha*, a traditional ruler in *Anambra*, South-Eastern Nigeria. He is Chancellor of Ahmadu Bello University since 2015 and was earlier Chancellor of Kogi State University. He emerged the *Obi of Onitsha* on 14th May 2002. His predecessor was Obi Okechukwu Okagbue (1970 - 2001)



The *oba* (meaning 'king' in the Yoruba language) in Oyo, is referred to as the *Alaafin of Oyo* (*Alaafin* means 'owner of the palace in Yoruba). The current *Aalafin of Oyo* is *Lamidi Olayiwola Adeyemi III*. Lamidi Adeyemi succeeded *Alaafin Gbadegesin Ladigbolu II* in 1970.

#### **OBA OF LAGOS**

Rilwan Babatunde Osuolale Aremu Akiolu is the current Oba of Lagos who was crowned as the 21st Oba on 9th August, 2003. All Obas of Lagos trace their lineage to Ashipa, a war captain of the Oba of Benin and first Oba of Lagos. Iga Idunganran is the official residence of the Oba of Lagos, situated on Lagos Island and also a tourist attraction.





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© BIYI ADELEKE



© Kurt Riggs





#### **OLUYIN OF IYIN EKITI**

Oba Ademola Ajakaiye, **Oyinyosaiye** Uyin II is the 17th Oluyin of Iyin Ekiti, a town in Ekiti State. He is the pioneer Chief Judge of Ekiti State and former administrator of the National Judicial Institute, Abuja. He was also at various times commissioner in the defunct Western State and old Ondo State. The monarch was born to the family of His Royal Majesty, Oba Samuel Ajakaiye, Oyinyosaiye Uyin *I*, who reigned between 1940 and 1946.

#### THE ALAWE OF ILAWE-EKITI

His Royal Majesty *Oba Adebanji Ajibade Alabi, Afuntade I*, The *Alawe of Ilawe-Ekiti* was inaugurated as the Chairman, Council of Obas on August 15, 2019. *Oba Alabi*, a retired diplomat who had worked in Nigerian Embassies and High Commissions in many parts of the world, ascended the *Alawe* throne in 2012 after the late Alawe, *Oba Adeyemi Ademileka*, joined his ancestors.



#### EMIR OF ZARIA (SARKIN ZAZZAU)

The *Zaria Emirate* also known as *Zazzau*, is a traditional state with headquarters in the city of *Zaria, Kaduna State. Alhaji* (*Amb*) *Ahmed Nuhu Bamalli* is the the current Emir and 19th Fulani Emir of Zazzau and the Chairman of Zazzau Emirate Council and Kaduna State Emirate Council. He ascended the throne on 9th November, 2020 following the demise of Alhaji Shehu Idris, the 18th Emir of Zazzau. Zazzau's most famous early ruler was *Queen Amina*.



hrm amb. Ahmed nuhu bamalli © bbc

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#### **KALABARI KINGDOM**

The *Kalabari* Kingdom, also called *Elem Kalabari* is the independent traditional Kingdom State of the *Kalabari* people, an *Ijaw* ethnic group, in *Rivers State*. The Kingdom was founded by the great Amachree I, forefather of the Amachree dynasty, which is now headed by the Princewill family. The Kingdom is ruled and controlled by *King Amachree XI* Professor *Theophilus Princewill CFR*, along with his Council of Chiefs, most of whom, are royal princes. Together, they make up the traditional Kalabari government, similar to a royal court.





# NIGERIA: ARTS AND CULTURE



# WEDDING CULTURE

In Nigeria, weddings are not just for the joining of two people but also an opportunity for celebration. Nigeria has always been known to have a culture of celebration and weddings are no exception. Weddings are when two entire families join together as one and the wedding becomes an all out affair that is full of cultural traditions, food, music and colorful dresses. The process of getting married varies across the ethnic group based on their financial means, whether families are traditional or modern and on their religious beliefs. Weddings are generally civil, religious or traditional. Due to Nigeria's diverse ethnic nature, various forms of wedding traditions exist but the most well-known are from the *Yoruba*, *Hausa*, and *Igbo tribes*. This convergence of customs is evidenced in a Nollywood blockbuster film, *"The Wedding Party."* 



© Klala Photography





© George Okoro Photography **Gele** 

*"Gele"* pronounced gay\_lay is a *Yoruba* term for a woman's head gear. It is a fabric which folds into an ornate shape atop a woman's head. This is the standard in African women's wear during events in Nigeria. During a traditional wedding, the most important part of the bride is the look of her *"Gele"* 

































# **PROFILE ON BOLATITO FATOGUN**



Bolatito Fatogun (nee Holloway) is a multi talented Nigerian Craft and Graphic Design Artist. She produces dolls depicting the various ethnic nationalities in Nigeria and also decorative wall frames using dried tropical plants. The dolls showcase the culture and dress modes of some of the two hundred and fifty (250) tribes in Nigeria. They have been exhibited in different fora, notably: A Solo exhibition for the dolls organized by UNESCO to celebrate the World Culture Day. She was invited to Germany by an African Cultural Centre called "AFRO CENTRE" Jena. For 4 weeks, she went to several cities in Germany exhibiting the dolls in Museums and teaching about the various cultures of the Nigerian ethnic groups using the dolls as a reference point. She has also exhibited at the American Women's Club Christmas Bazaar, the Nigerian Arts and Crafts Exhibition organized by the National Museum and the Institute of Management, the Nigeria-China Arts and Crafts exhibition organized by the National Museum and Chinese Trade Promotions. She is happily married with four children.



© CELESTINE GANDU



© CELESTINE GANDU



© CELESTINE GANDU





#### Adire: The art of tie and dye

Adire is a material designed with wax-resist methods that produces patterned designs in a dazzling array of tints and hues. "Adire" is derived from two Yoruba words-adi (to tie) and re (to dye). The material is common among the people of *Egbaland* in *Ogun State* but also throughout Yorubaland. Adire is made by resist-dyeing which involves creating a pattern by treating certain parts of the fabric in some way to prevent them absorbing dye. Adire's intricate design is the result of hand painted work carried out mostly by women. Adire textile more than any art form, reflects the culture from which they originate and a viable means of which the rich Yoruba cultural heritage and ideas are conveyed to other cultures of the outside world. A professional decorator for Adire is traditionally referred to as "Aladire". In the traditional society, the Adire is made, designed, dyed and sold as well as worn by these Yoruba women who pass on the techniques from one generation to another. Traditional "Adire Eleko" refer to designs created by the application of starch paste made from cassava flour. This starch resists the dye from penetrating through the cloth. It takes roughly three days to complete a yard, and about two weeks to complete five yards.



© WWW.SALONGE-DESIGNS.COM



#### **Aso Oke**

*Aso-Oke* (pronounced: ah-SHOW-kay) is a handwoven cloth made from cotton that is peculiar to the *Yoruba tribe* in South West Nigeria. *Aso Oke* is worn to weddings, birthday events or any special occasion. *Aso-Oke* is often also worn as *Aso-Ebi* (ebi meaning friends, and/or family) where similar colors are worn by all to an event to symbolize unity. The complete outfit for a Yoruba woman consists of the following elements; *Iro*– a large wrapper tied like a wraparound skirt, *Buba*–a loose fit blouse worn on top, *Gele*– a head-tie, *Ipele or Iborun*– a shawl that goes around the waist or over the shoulder. The complete outfit for a Yoruba man consists of the following elements; *Buba*. a loose fit top/shirt, *Shokoto*– loose fit trousers, *Agbada*, a large robe worn over the *Buba* and *Fila*– a soft cap. The red coloured *Aso-Oke* is called *Alaari* while the blue is known as *Etu*.







# MUSIC CULTURE

Nigeria is unrivalled in Africa in terms of cultural output. Its cultural heritage is a great source of pride, and Nigerians also have a great sense of the intrinsic wealth of their nation. The music of Nigeria includes many kinds of folk and popular music, some of which are known worldwide. Styles of folk music are related to the multitudes of ethnic groups in the country, each with their own techniques, instruments, and songs. The *Yoruba* people are well known for their elaborate drumming traditions, although the heart of their music is the spoken language. Two common percussion ensembles found widely today are the *dundun* and the *bata*. Other *Yoruba* percussion instruments include *bembe, koso, abinti, agogo, shekere* and *sakara*. The *Igbo* perform in a great array of musical styles, but one commonly found instrument is the *ikoro* or *slit gong*. Another common and influential *Igbo* instrument is the *udu pot drum*. In the North of Nigeria, one finds string instruments such as the three-stringed lute called *molo*, and the boat-shaped lute called *kontigi* by the *Hausa*. *Late Dan Maraya Jos* is a Nigerian musician famous for playing the *kotigi*. Other instruments found in the Northern region are Jew's harps, flute, reed instruments, the *kakaki* (a bass trumpet over ten feet long) and the *kananngo drum*. In Nigeria's diverse middle states, there are rich traditions of balafon or xylophone. In the Delta Region, they have lush-sounding vocal music with the accompaniment of large and deeply resonant drums.



UDU POT DRUM

In the 20th century, Nigeria produced a number of classical composers such as Lazarus Ekwueme, Fela Sowande, Joshua Uzoigwe, Ayo Bankole, and Akin Euba. Sowande was one of the first and most famous African composers in the Western classical tradition, and founder of the Nigerian art music tradition. Sowande was also an organist and jazz musician, incorporating these and elements of Nigerian folk music into his work. Echezonachukwu Nduka is poet and pianist, specializing in piano music by African and Africandescent composers.



man playing the kakaki © irene Becker



Nigerian music has evolved over the past 50 decades and its growth has been tremendous with lots of success stories. The Nigerian music industry is arguably the most popular in Africa right now and artists and their style of music are getting recognition worldwide. Afrobeat is a style most closely associated with Nigeria, though practitioners and fans are found throughout West Africa, and Afrobeat recordings are a prominent part of the world music category found throughout the developed world. The term was coined in the 1960s by Nigerian multi-instrumentalist Fela Kuti, who is arguably the most famous Nigerian musician. He was responsible for pioneering and popularizing the style both within and outside Nigeria. Fela's style of music has influence a new genre of music called Afrobeats, which is a fusion of African pop, dance, and hip hop. This new sound has become one of the fastest growing genres in streaming and airplay charts across Nigeria, US and Europe. The popularity of the new genre has attracted several records companies and individuals who are willing to bet on its success. In early 2019, Warner Music Group, the world's third largest record label invested in the Afrobeats genre, by sealing a partnership deal with one of Nigeria's leading labels, Chocolate City Entertainment. The deal will see Warner Music invest in Chocolate City's talent development and handle it's international distribution. Chocolate City, which was co-founded by Audu Maikori and Paul Okeugo, was one of the early breakout Afrobeats labels. It currently manages one of Nigeria's legacy artists, Afrobeat star Femi Kuti, son of Fela Kuti. Burna Boy, three times winner of BET International Best Artist (2019-2021) has created his brand of Afrobeat and Nigerian highlife sounds which he refers to as Afro Fusion. The genre encompasses a melange of influences including pop, R&B, dancehall, reggae, and Afrobeat. In recent times, WizKid alongside other Nigerian artists have made great strides in taking Nigerian contemporary music into the global main stream. Wizkid's fourth studio album "Made in Lagos" is now the most streamed African album on Spotify after gaining international recognition due to "Essence " featuring Nigeria's breakthrough star, Tems. The album clinched the No.1 spot on the Billboard World Album Chart in August 2021.





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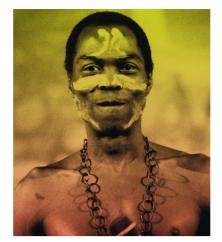
# Burna Boy

**Burna Boy** was born Damini Ogulu in Lagos in 1991. He won a Grammy Award for the Best Global Album category ("Twice as Tall album") at the 63rd Grammy Awards in 2021. He is the first Nigerian artist to receive back to back Grammy nominations for his albums "African Giant" and "Twice as Tall" respectively. In 2021, he won the BET award for Best International Act, thus making him the first African artist to be nominated and win the award three consecutive times.



Femi Kuti

**Femi Kuti** is the eldest son of Afrobeat pioneer Fela Kuti. He began his musical career playing in his father's band, Egypt 80. In 1986, Femi started his own band, Positive Force. In 2017, Femi Anikulapo Kuti was referred to in the Guinness World Records under the catalog of a single note held on a sax in a method called circular breathing. He set the record at 51 min 35 seconds. He is a four time Grammy nominee for Best World Music Album category.



# Fela Kuti

Fela Kuti is a Nigeria multiinstrumentalist and composer who is regarded as the pioneer of Afrobeats. He was nominated for the 2021 Rock n Roll Hall of Fame alongisde Jay Z, Tina Turner and Mary. J Blige. He is remembered as an influential icon who voiced his opinions on matters that affected Nigeria through his music. The Felabration festival at the New Afrika Shrine is held each year to celebrate his life and his birthday.



# Wizkid

Ayodeji Ibrahim Balogun is listed in the 2018 Guinness Book of World Records under the "Most streamed song on Spotify" category along with Drake for their collaboration "One Dance." In 2021, WizKid won a Grammy Award for the Best Music Video "Brown Skin Girl', a collaboration with Beyonce. His song "Essence" feat Tems, off the "Made in Lagos" album is the first Nigerian song in history to chart on Billboard 100 and has been certified platinum by Recording Industry Association of America(RIAA).



Tiwa Savage

Tiwa Savage is a singer, songwriter, philanthropist and fashion icon. In 2018, she was crowned Best African Act by the MTV European Music Awards and made history as the first female to win the accolade. In the same year, she became the first African female to sell out London's IndigO2. Tiwa has managed to carve a career as a reputable songwriter for some of today's biggest and most successful musicians.





DaVido

David Adedeji Adeleke popularly known as Davido, is a Nigerian-American singer, actor, songwriter, and record producer. DaVido holds the record for the longest charting Nigerian pop song on Billboard for his single "Fall". The music video for the 2017 hit is also the first Nigerian music video to reach 100 million views on YouTube. As of March 2020, "Fall" has been certified gold by the Recording Industry Association of America (RIAA) and Music Canada.



# **TRADITIONAL HANDICRAFTS**

Nigeria is the home of rich cultural handicrafts in the world. Nigerian local handicrafts come in diverse colours and forms and are very exquisite. A prominent place among the Nigerian handicrafts is the *weaving of fabrics* or *palm fibers from raffia mats* and a variety of *straw or cane baskets*. Other different varieties of handicrafts include *pottery, knitting, woodwork, carving, sewing, tie and dye, calligraphy* and *iron smelting. Carved ivory* is used for jewelry and small decorative items. Woodcarvers create decorative practical implements, such as household utensils, but also figurines and decorative panels and doors for the home. The most famous woodcarving comes from *Oyo, Benin, Awka* and *Osogbo. Woven grass* is used to make baskets, fans, hats and small tables, while *cane weaving* creates larger household furniture such as tables and chairs. *Ogotun* community in Ekiti South West Local Government Area of *Ekiti State* is renowned for *weaving mats*. Mats are made from a popular grass called *"Eniron"* in the local dialect of the people. *Mat weaving* is a traditional craft that has come of age in Nigeria and it is practiced by the large variety of indigenous people of Nigeria.



BASKET WEAVING IN SOUTHEAST NIGERIA© CHUKWUKA JUSTICE



SHOES MADE BY TUNDE OWOLABI FROM TRADITONAL ASO OKE FABRIC





THE WEAVING OF TRADITIONAL ASO OKE FABRIC

Leather work is another handicraft that is common and thriving in Nigeria. The city of *Kano* in Northern Nigeria is the largest commercial hub for the leather industry. The Kano tanneries process hides and skins into leather and are the oldest and biggest suppliers of local leather. Leather produced becomes footwear, bags and clothing and also exported globally. Some of the world's biggest fashion brands like Louis Vuitton are known to source their leather from Kano tanneries. According to estimates, Nigeria tans between 40 and 50 million skins annually, earning \$600 to \$800 million yearly from export of leather. This is a testament to the sheer quality of leather goods from Nigeria and a sign that our artisans are the foremost in the leather industry.



leather products from Naraguta Leather Works







# **KOFAR MATA DYE PITS**

*Kofar Mata Dye Pits* was founded in 1498 and located in the ancient city of Kano in Northern Nigeria. Kano is a sprawling city in the North-West of Nigeria with a population of over 10 million. Textile production started as early as the 9th century and was well known for the rich variety of designs, colours, materials and production techniques. Production techniques included weaving followed by tie and dye: the fabrics were formed by the weaving process using raffia, silk and cotton and then dyed in blue indigo. These dye pits became a tourist centre as many were fascinated with the authenticity of the process and the maintenance of a long lasting traditional method of dyeing fabrics.



A CRAFTSMAN DYES CLOTH WITH INDIGO © JAMES. A. BROWN

What is unique about the dyeing process in Kofar Mata is that the ingredients and equipment are locally obtained or constructed. The materials includes a pit within which the dye process takes place, a locally constructed stirrer for the dye pits, potassium (potash) used in the preparation of dye mixtures, a dyer holding some pieces of the baba plant, firewood ashes used in the preparation of dye mixtures and a pit within which the dye process takes place. The process involves dipping woven fabrics or yarns into fermented dye solutions made from indigenous dyes obtained in the region. The next process begins with the stage where the fabrics (woven, cotton or silk) are tied into different patterns and the solution for dyeing is prepared. The patterns are divided into regular and royal patterns. The fabric is prepared by the weaving or patterning process using raffia, silk and cotton cloths. The royal patterns are usually in straight lines while the regular ones are made in different circular patterns. Various patterns can be made on the same piece of cloth to produce a cascading design after the cloth is dyed. The design can also be made using raffia which is a woven cloth made from raffia palm leaves.

To create the dye solution, about 1550 litres of water is poured into the pit. The water is measured according to the depth of the pit (which is about 6m). Forty buckets of ashes are then added into the water and left for three days to enable the water penetrate the ashes. Finally, the baba plant (about 200kg) is measured and added into the solution and left for another three days. After three days, he leaves and sticks in the baba plant rise to the top of the pit and are filtered out from the solution. At this point, three buckets of potash & and another component called '*Katsi*' will be included. This is left for another 3 days to make a total of 9 days.



a craftsman dyes cloth with indigo © AP Photo/Ben Curtis)





# POTTERY



POTTERY AT ISAN EKITI© FEMI ADAGUNDO



#### **NOK CULTURE**

The *Nok culture* is an early iron age population whose material remains are named after the *Ham village* of *Nok* in *Kaduna State*. Famous for the distinctive terracotta sculptures of human heads and figures discovered in 1928, *Nok* was the first known culture in West Africa to produce such art and the first sub-Saharan culture to perfect iron smelting technology. The *Nok Culture* is one of the most significant and well known cultures in black Africa. The *Nok Culture* is over 2500 years and it is believed to be one of the oldest in Nigeria in Africa at large. The *Nok Terra Cotta* has some excavations like heads of men, monkey, elephants, spears, axes, pots and antiquities.

from 100 B.C was found at the archaelogical site Iwo Eleru, and terra cotta artifcats dating from A.D.800 were found at Ile Ife. Today Suleja, Abuja and Ilorin are considered important centers of traditional pottery, although the craft is practiced throughout the country. Excavations have shown that pottery attained a high level of development in Nigeria several hundred years ago. The tradition has been maintained and Nigerian pottery today ranks among the most artistic in the world. The best-known pottery centre in the country is in Suleja, Niger State. In 1963, a Nigerian pottery worker, the Late Dr. Ladi Kwali, toured Great Britain and Europe to demonstrate the art of pottery making in Nigeria. Products of the Pottery centre at Okigwe, Imo State are widely distributed in Nigeria and abroad.

Pottery has a long tradition in Nigeria. Pottery



© Marie-Lan Nguyen



#### **IGBO UKWU**

The next known phase of Nigerian cultural evolution was *Igbo-Ukwu bronze casting*. Found in the small village of *Igbo-Ukwu*, near *Awka*, the casts date from the 9th Century A.D. They first came to light in 1938 and consist of staff heads, crowns, breastplates, pendants, ornaments, anklets, wristlets and chains. The bronze reveals not only a high artistic tradition but also a well structured society with wide ranging economic relationships. It is believed that the bronzes were part of a furniture in the burial chamber of a high personage who held religous but not political power over large parts of the *Igbo* inhabited region well into the 20th century.







# TRADITIONAL DANCE

# **SWANGE**

The Swange Dance is a traditional dance which originates from the *Tiv* people in *Benue State*. The dance is characterized by fluid, contorted, and rhythmic movements, which has been described as the "boneless dance". Swange dance has a very wonderful and graceful beat and rhythm with heavy percussion lead by a sonorous traditional horn called "Algaita flute" which blows in an unbroken succession and also dominate the rhythm and songs for as long as the drumming, singing and dancing continue. Benue State possesses a rich and diverse cultural heritage which finds expression in colourful cloths, exotic masquerades, music and dances. Traditional dances from **Benue State** have won acclaim at national and international cultural festivals.



**ATILOGWU** 

*Atilogwu* is a traditionally spirited youth dance from the *Igb*o ethnic group of Nigeria that focuses on vigorous body movement and often includes acrobatics. In the Igbo language, the word itself *"Atilogwu"* translates into "has magic—as in sorcery/witchcraft—been put into it?" *Atilogwu* is the one of the most popular, oldest and widely performed dance in *Igbo* land.

#### BATA

The *Bata* dance performed by the *Yoruba* people of Southwest Nigeria is a ritual dance move for the local *Sango* deity, the fiery god of thunder. In ancient times, the dance was a sacred means of communication between worshipers and the deity. In modern times, however, *Bata* dancers perform their dance routines at both secular and religious occasions.



©Kunle Ogunfuyi



© UMEH BEDE

**EDO DANCE** 





# **CONTRIBUTORS**



**Femi Adagunodo** 

*Femi ADAGUNODO* is the CEO of **Artdagunodo Media House (ARTMHO)**. He is a practiced journalist, an author, a speaker and a creative photographer. He acquired his diverse media skills through personal scholarship; research assistantship, reading, online resources, and constant professional practice involving events, industrial, politics, nature and landscape photography spanning more than a decade. *Adagunodo* remains one of the few internationally published Nigerian journalists to have successfully combined writing and photography in a journalism practice spanning over two decades within and outside Nigeria's mainstream media organizations. He was a **former Public Relations Manager of King Sunny Ade organization**, after which he began making personal portrait photographs of King Sunny Ade himself in 2004. He holds the single largest individual collection of KSA's photography. His hobbies are reading books, music and traveling for photograph collection. *Mr. Adagunodo* is currently the **Special Assistant on Photography to the Ekiti State Governor, Dr. John Kayode Fayemi.** 



**Sylvester Aguddah** 

Sylvester AGUDDAH is the CEO and Head of Business Operations at Sylverscreen Integrated Concepts Limited. He holds a Bachelor of Science in Business Administration from Ahmadu Bello University, Zaria, Kaduna State Nigeria. Sylvester has nineteen years of professional experience with Procter and Gamble, British American Tobacco and Globacom. He has always had a passion for Arts, and this is reflective of his representation of Art. Sylvester AGUDDAH is a prolific contemporary Artists whose Art is an ever changing and growing interpretation of his love for Africa, interactions, experiences, human knowledge and nature. He is a self taught artist who began drawing from childhood and has practising for over 27 years. His art mediums includes collage, mixed media, spray on canvas, photoart and photography. In October 2016 Sylvester AGUDDAH established his own organisation, Sylverscreen Integrated Concepts Limited (an art, bicycle shop and packaging company for tours). His artworks are very unique, rich in colours and style. In the last two years he has participated in over thirty two Art Exhibitions within and outside Nigeria and has done over 27 solo exhibitions. Collectors of his works spread across Africa, Europe, America and Asia



**IRENE BECKER** 

**Irene BECKER** is a freelance travel and editorial photographer. She works on assignment for editorial and commercial clients, she produces stock photographs for Getty Images. Her images have appeared on everything from postcards to billboards, in magazines, newspapers, guidebooks and adverts around the world. *Irene Becker* is participating regularly in international photo competitions and exhibitions since 2011. Her pictures have been shown in more than 30 countries, on five continents and she won several prizes and awards in international and national photo contests. Some distinct achievements: National Geographic – My Shot – Best of August 2012, Stern Magazine – The 100 best photos of all time –No 9, National Geographic – My Shot – Best of August 2012, CCTV, National Geographic – Facebook. Irene Becker is the photographer commissioned to take photos for the New Nigerian enhanced passport.





# **ADDRESSES OF RELEVANT GOVERNMENT AGENCIES**

# Nigerian Investment Promotion Commission(NIPC)

Plot 1181 Aguiyi Ironsi Street Maitama District, Abuja Website: www.nipc.gov.ng Email: infodesk@nipc.gov.ng, osicinfodesk@nipc.gov.ng

Federal Ministry of Industry, Trade and Investments Old Federal Secretariat Area, 1, Garki District, Abuja Website: www.fmiti.gov.ng Email: info@fmiti.gov.ng

# Federal Ministry of Agriculture and Rural Development

1 Capital Drive, Area 11, FCDA, Garki, Abuja Website: www.fmard.gov.ng Email: adm@fmard.gov.ng

#### Federal Ministry of Mines and Steel Development

No 2, Luanda Crescent, off Adetokunbo Ademola Crescent, Wuse II, Abuja Website: www.minesandsteel.gov.ng Email: info@fmmsd.gov.ng

# Federal Ministry of Information and Culture

Radio House, Area 11, Garki, Abuja Website: www.fmic.gov.ng

# National Agency for Foods and Drug Administration and Control (NAFDAC)

Plot 2032, Olusegun, Obasanjo Way, Zone 7, Wuse, Abuja Website: www.nafdac.gov.ng Email: nafdac@nafdac.gov.ng

# Nigerian Export Promotion Council (NEPC)

Plot 424, Aguiyi Ironsi Street, Maitama, Abuja Website: www.nepc.gov.ng Email. Address: ceo@nepc.gov.ng

# Nigerian National Petroleum Corporation(NNPC)

NNPC Towers, Central Business District, Herbert Macaulay Way, Abuja. Website: www.nnpcgroup.com Email: contactus@nnpcgroup.com

### Nigerian Tourism Development Corporation(NTDC)

Old Federal Secretariat., Area 1, Garki, Abuja Website: www.tournigeria.gov.ng Email: hello@tournigeria.gov.ng

# Ministry of Foreign Affairs (MFA)

Tafawa Balewa Building, Federal Secretariat, Abuja Website: www.foreignaffairs.gov.ng Email: info@foreignaffairs.gov.ng

### Federal Inland Revenue Service (FIRS)

12 Port Harcourt Crescent, Off Gimbiya Street, Abuja Website: www.firs.gov.ng Email: enquiries@firs.gov.ng

# Federal Ministry of Finance and Budget Planning

Ahmadu Bello Way, Central Business District, Abuja Website: www.finance.gov.ng

#### Corporate Affairs Commission(CAC)

Plot 420, Tigris Crescent, Off Aguiyi Ironsi Street, Maitama, Abuja. Website: www.cac.gov.ng Email: cservice@cac.gov.ng

### Standards Organisation of Nigeria(SON)

52 Lome Crescent, Zone 7, Wuse, Abuja Website: www.son.gov.ng

### Federal Ministry of Power

Headquarters, Mabushi, Abuja

# Federal Ministry of Petroleum Resources

Block D, NNPC Towers, Herbert Macaulay Way, CBD, Abuja Website: www.petroleumresources.gov.ng Email:info@petroleumresources.gov.ng

#### National Automotive Council (NAC)

Plot 23, Parakou Crescent, Off Aminu Kano Crescent, Wuse II, Abuja. Website: www.nac.gov.ng Email: contact@nac.gov.ng

#### Manufacturers Association of Nigeria(MAN)

77, Obafemi Awolowo Way, Ikeja, Lagos State Website: www.manufacturersnigeria.org Email: info@manufacturersnigeria.org





ART WORK BY SYLVESTER AGUDDAH

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A DISPLAY OF NIGERIAN TRADITIONAL CLOTHES AT THE AFRICA DAY CELEBRATION



AMBASSADOR (DR) ENIOLA AJAYI IN A GROUP PHOTO WITH GUESTS AT THE 58TH INDEPENDENCE DAY CELEBRATION



Aerial shot of the pepper hill in ungwan pan filani, kaduna state  $\,\,$   $^{\odot}$  irene becker  $\,$ 



gatehouse to a mud-walled compound of fifth chukker polo and country club, kaduna  ${\rm \textcircled{s}}$  irene becker



TALA ©SYLVESTER AGUDDAH

**FRONT COVER :** FULANI CALABASH ©**CELESTINE GANDU**, QUEEN MOTHER PENDANT IYOBA MASK -**CREATIVE COMMONS CCO 1.0**, HRM SANUSI LAMIDO SANUSI, ©**MAIGASKIYA PHOTOGRAPHY**, CULTURAL DANCE TROUPE AT OJUDE OBA FESTIVAL IN IJEBU ODE ©**AJIBOLA FASHOLA/SHUTTERSTOCK.COM**, NIGERIAN ARTIST PERFORMING FOLK MUSIC ©**JACK O/SHUTTERSTOCK.COM**, LADY IN GELE HEAD WEAR ©**CELESTINE GANDU** 

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**SOURCES:** CULTURE SMART: NIGERIA-**DIANE LEMIEUX**, NIGERIA: TOURISM IS LIFE-**DAYO ADEDAYO**, NIGERIA: ART AND CULTURE: **EMMANUEL ALVIN**, WWW.NIGERIANEMBASSY.HU, WWW.BRITANNICA.COM, WWW.FMIC.GOV.NG, WWW.BILLBOARD.COM, WWW.BBC.CO.UK, WWW.GUINNESSWORLDRECORDS.COM, WWW.ARTSANDCULTURE.GOOGLE.COM, WWW.MOTOWNRECORDS.COM

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A PUBLICATION OF THE EMBASSY OF THE FEDERAL REPUBLIC OF NIGERIA Version 1.0: SEPTEMBER 2019, Version 2.0: SEPTEMBER 2021









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