

On the Occasion of
the Third African Development Forum,
The Economic Commission for Africa and
African Mosaïque present

Weaving the Continent Together

Sheraton Addis
March 7, 2002

Addis Ababa, Ethiopia





Economic Commission for Africa



Sheraton Addis
Addis Ababa



Welcome

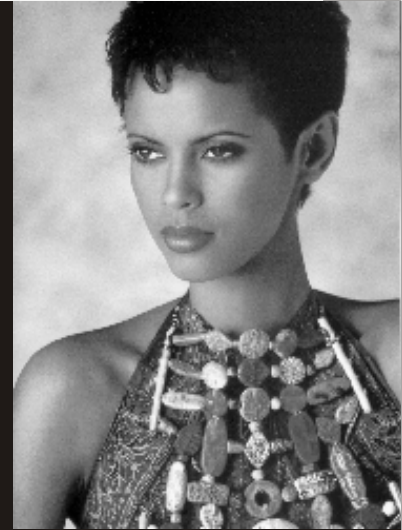
It is with great pleasure and a tremendous sense of meaning that African Mosaïque™ in partnership with the Economic Commission for Africa, presents to this special 3rd gathering of the African Development Forum, a unique rendition of African Mosaïque's cultural programme of design, adornment and music.

The integrationist theme of this year's African Development Forum is one that burns brightly in the spirit and purpose of African Mosaïque. The resilient inspiration that drives Africa's efforts toward regional integration and cooperation is the same inspiration that led to the birth of African Mosaïque. African Mosaïque is more than a cultural programme. It is a spirited social expression of continental aspiration and inspiration in artistic support of a renaissance, and a renewed Africa. It is an effort to promote cross-cultural understanding, appreciation and celebration, both within Africa, as well as between it, the African Diaspora and other cultural systems around the world.

African Mosaïque is an established not-for-profit enterprise that provides support for cultural events, and importantly, for some of the most vulnerable and disadvantaged children in the world through The Ethiopian Children's Fund (www.ethiopianchildrensfund.org).

African Mosaïque is a reality only because of the shared compassion, humanitarianism and generosity of the committed artists, volunteers, partners and sponsors. Without our talented and passionate artists, and you our esteemed guests - many who have come from far - this lovely evening would not have been possible. African Mosaïque is thankful to all its collaborators - and salutes the participants at ADF III in their important deliberations on African regional integration.

Anna Getaneh
March 2002



**AFRICAN
MOSAÏQUE**

PROGRAMME

Introduction

African Mosaïque Show

Oumou Sy
Senegal

Nassila
Algeria

Desta Degene
Children's Collection
Ethiopia

Sara Abera
Ethiopia

Paradise Fashion
Ethiopia

Gigi
Ethiopia

Sonwabile Ndamase
South Africa

Alphadi
Niger

Finale*

* These gowns were specially designed for this edition of African Mosaïque and are available for auction.

INTERNATIONAL MODELS

From left to right

Brita Maselethulini, Miss Malaika 2001

Mpule Kwelagobe, Miss Universe 1999

Leila Rajhi, Miss Tunisia 1998

Katoucha Curtiss, Designer/Model

Coumba Gawlo, Singer

Margareth Lahoussaye-Duvigny

Jasmine Burgess

Justine Parchment

Raeven Western

Chantal Bolivar

Kadra Omar

Eishia Brightwell



Designers

DESTA DEJENE

Desta Dejene's first memory of Ethiopian fashion is her mother's wedding outfit of Afwash and Cibalma. Embracing the legacy of her grandfather, a weaver for the royal family during Empress Zewditu's reign, Dejene entered the fashion area to preserve the treasures of Ethiopian fashion.

Dejene has contributed work to theatrical productions like "People to People", which travels the world promoting Ethiopian culture through music, dance and other cultural exchanges. Dejene likes vehicles such as "People to People," because they allow her to cross both geographic and generational boundaries. It is one of her aims to combine the richness of traditional Ethiopian fashion with a contemporary feel so that future generations remain connected to the tradition.

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GIGI

Guenet "Gigi" Fresenbet, is a world-renowned fashion designer from Ethiopia, specializing in "ecologically-friendly hand-woven fabrics made with natural fibers." Called a "new millennium designer", Fresenbet studied design in Washington, D.C., Virginia and at Boston's School of Fashion Design. She launched her design career in America before returning to Addis Ababa, where she owns her own label, "Gigi's Designs" and publishes Ethiopia's first fashion magazine. Fresenbet has worked with several international fashion houses as well as her own design studio in California. She was one of the 16 designers that M-Net selected from over 100 African designers for its Face of Africa modeling competition in Dar Es Salaam, Tanzania. Fresenbet currently designs and produces her few of a kind couture as well as native African safari collections exclusively through her catalogue Gigi-ECM. Her fashions can be viewed on her website www.gigiecm.com

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PARADISE FASHION

Paradise Fashion, known for its modern clothing, was established in 1991. Genet Kebede, the owner and designer of Paradise Fashion went to Buenos Aires, Argentina after completing her high school education to attend a three-year course in design and high fashion couture. Ever since her first fashion show in April 1993 Genet's creations have frequented the fashion runways both in Addis and abroad. Her stunning designs were seen swaying on the stages of the 1996 African Mosaïque in Paris (France) and the 1997 Le Jourdu K'Palezo in Abidjan, Cote d' Ivoire. Genet also presents her collections every year here in Addis Ababa.

Materials overlaid with intricate cotton or silk threads, are prevalent in Genet's design. With a wink to fashion, colour speaks of cultural influence as well as mood and emotional motivations. And in Genet's designs, vibrant colors as well as petals and earth tones unite to define the sunny Ethiopian climate and free existence. Genet's designs have been described as *small-quantity-good-price* clothing items as a result of the distinctive nature of fabrics used, placing Genet creations in the category of high fashion. The fusion of these unique and striking materials with timeless elegance ensures that, however time might change, Genet Creations will remain true to its sparking beauty and unique Ethiopian silhouettes.

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SARA ABERA

Sara Abera was born in western Dembidollo, Ethiopia. Prior to starting her business, Sara Garment Designers and Manufacturers in 1989, Abera studied fashion design in Ethiopia and Europe. More recent academic pursuits have focused on the rigors of running and expanding an international business.

While Abera's designs are influenced by European styles, she has a great interest in increasing global awareness of Ethiopian hand-woven fabrics. To that end, she has not only carved a niche for herself in the high fashion and ready-to-wear markets, but she has built a client base in the hospitality industry, creating uniforms for Ethiopian Airlines and Hilton Hotel personnel. These markets provide much needed visibility for her designs and for Ethiopian textiles.

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Designers

ALPHADI

Educated at the Chardon Savard Studio in Paris and the Fashion Institute of Technology in Washington, D.C, Seidnaly Alphadi has been a significant presence on the international fashion scene for some time.

Known as the "the child of the desert", Alphadi combines traditional African techniques with contemporary style to create fashion for the modern African woman. Keenly aware of the fashion's power to bridge cultural gaps, Alphadi has expanded his collections from the Avant Garde and Haute Couture to include Ready -to- Wear fashion. He continues to draw inspiration from the desert where he grew up.

Alphadi is a founding member of the Federation of African Creators. From his base of operations in Niger, Alphadi organized the first Festival International de la Monde Africaine, FIMA. He would like to prove that African designers "can reach the summit of fashion like all other famous designers".

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OUMOU SY

Oumou Sy has made a name for herself as a designer of Couture and Ready-to-Wear fashion, as well as jewelry and other fashion accessories.

In addition to her efforts for consumers of fashion, Sy has made a name for herself as a costume designer for theatre and films, garnering awards for her work in film festivals in Milan, Johannesburg and Ouagadougou. She has even extended her artistic gift into the area of set design in films. She has over a dozen films to her credit for her efforts as a costumer and a set designer. With her strong ties to the international entertainment industry, Sy counts singers Baba Maal and Youssou N'Dour and filmmakers Ousmane Sembene and Flora Gomes among her clientele.

An artist and a businesswoman, Oumou SY works to build a sound infrastructure for the African fashion industry. To that end she has organized the annual Semaine de la Mode (fashion week), during which designers from all over Africa display their work. Further promoting the continued African presence in the world of fashion, Sy has taught at Ecole des Beaux Arts and ultimately founded Ateliers de Stylisme et de Formation aux Arts et de la Parure en Afrique et en Occident. Métissacana, a cybercafe Sy created, not only highlights her work, it is a project she uses to help build and promote a stronger Senegalese presence on the Internet. It is concerns such as these that garnered her the Principal 1998 Prince Claus Award.

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E-mail: oumousy@metissacana.sn

Website: <http://www.metissacana.sn>

Designers

MAISON NASSILA

Fatiha Kitoun, founder of the label Nassila (named after her daughter), shares a life between Algiers and Cairo. She is one of the most respected designers, in both Algeria and Egypt. Her first show in Algiers, in 1963, at the El Djazair Hotel was a great success and helped launch her career.

It had been Kitoun's dream to be a designer since she was fifteen years old. Her designs are heavily influenced by nature, specifically the Algerian countryside. Favoring earth tones, Kitoun strikes a balance between the traditional and the contemporary that is uniquely hers.

Address:

31 rue Dedouche Mourad, Algiers, Algeria

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SONWABILE NDAMASE

Sonwabile Ndamase (Sonny), the guiding light of Vukani! Range Creations, which has exhibited in Africa, America and Europe, combines original designs and limited edition African Fabrics into his range of clothing.

Sonny has designed garments for business, community and political leaders in Southern Africa, the United States of America and Europe. Some of the individuals for whom Sonny had the pleasure of designing garments include former President of South Africa, Nelson Mandela, Music Maestro and Violinist, Lord Yehudi Menuhin and former Mayor of Atlanta, Bob Campbell and his wife.

One of the pioneers of the characteristic Madiba Shirt worn by Nelson Mandela, Sonny's range of clothing can be worn in corporate, couture and casual environments.

Sonny is also the Executive President of the South Africa Fashion Designers Association.

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Website: <http://www.vukanifashions.com>

AFRICAN MOSAÏQUE

African Mosaïque is a dynamic African cultural programme that was established in 1996, and has since been presented with acclaim numerous times internationally, in Africa, Europe and North America. It was born out of the conviction to celebrate and showcase some of the living treasures of Africa's rich social and cultural heritage, as embodied in its creative designs, colourful textiles, and original adornment. It is more than a cultural programme of artistic celebration. It is a vehicle for exposing the creative genius and promise of African designers and artists. It highlights the fact that African art and culture have for centuries been a motif and inspiration, not only to Africa's identity and social fabric, but to the multi-billion dollar global industry of clothing, fashion, textiles. As the world continues to integrate, we can expect to see African designs and creativity increasingly influencing this important industry. And with the right support, this should translate to greater opportunities for the development of this important sector, and participation in global trade.

www.ethiopianchildrensfund.org



Past African Mosaïque events

The Louvre Museum,
Paris 1996, 1997

Fashion Theatre,
New York, 1997

Kennedy Center for the Performing Arts,
Washington, D.C., 1998

Sheraton Addis,
Addis Ababa, 1998

Marriott Marquis,
New York, 1999

Detroit Institute of Arts,
Detroit, 2000

Sheraton Addis,
Addis Ababa, 2002

ACKNOWLEDGEMENTS

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Jean-Pierre Manigoff and the Sheraton Addis Staff and Production Crew

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Ford Models, Inc.
Major Model Management, Inc.
Reiko Love - Make-up Artist/Hair Stylist, New York
Teri Style - Hair Stylist, Addis Ababa
Tel: 251 9 21 1413
Yeshiwork Shiferaw - Flower Arrangements
Biogenic - Make-up Assistance
Yaphet Lijalem - Programme Book Design
Amhayes Hailu - Stage Design /Background Display Design
D.J « Z » Addis Zema

Meskerem Asrat
Jean-Louis Dumas
Indrias Getachew
Dany Leone
Margo T. Lewis
Tove Nord
Rahel Kebede
Sosena Gessesse
Limia Mohamed
Karen Ben-Akoh
Aida Assefa
Rahel Mebratu
Konjit Seyoum

Peter da Costa
Ali Todaro
Charlotte Mfasoni
Heruy Arefe-Aine
Martha Mogus
Teshome Yohannes
Martha Getachew
Seifu Dagnachew
Sosina Tilahun and The Express Travel Group

Anna's speech gown by: Claire Kane
Clairekane@santoo.sn

Anna's jewelry donated to African Mosaïque by Bruna Jewelry-Tel: 251-1-61 00 79

Many thanks to all of the participating models and dedicated volunteers.

SPECIAL THANKS



Lufthansa





SHERATON ADDIS

Addis Ababa



The New Flower of Ethiopia

The Sheraton Addis stands on a hilltop overlooking the city of Addis Ababa, set in mountainous Countryside, 8,200 feet above sea level. The unique architecture of this new Luxury Collection combines the richest elements of Ethiopian culture with international and neoclassical architecture

The hotel is conveniently located near the capital's main attractions, including: The National Palace, The Filwoha thermal baths, St. George's Cathedral and Mercato, the largest open-air market in Africa

The Sheraton Addis provides one of the largest banquet and conference facilities in Ethiopia accommodating up to 1,500 persons. The eleven function rooms with state-of-the-art technical capacities include a luxuriously decorated ballroom, 2 Executive Boardrooms and 10,000-sq. ft. of open-air cocktail and banquet area situated within the beautiful landscaped gardens and grounds of the hotel. The business center supplying full secretarial, fax-printout and up-to-date computer services, is the perfect complement to the Conference and Meeting facilities.

For reservations call (251)-1-17 17 17



STARWOOD PREFERRED GUEST
Be One



THE LUXURY COLLECTION
www.luxurycollection.com

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