

PROJECT INFORMATION

Bridging boundaries & borders to empower young women through photography and the sharing of life stories

Art for change; connecting and inspiring young women from Ghana & the Welsh Borders between the ages of 16 – 24

An exciting photojournalistic exchange & apprenticeship project which connects, educates and empowers through the art of photography and captioning as a means of self-expression.

Providing access to equipment, arts professionals, expertise and the opportunity of cultural exchange to expand their sense of the world and their own potential.

Find us on Instagram: @ picture_me_worldwide



Photographs by Picture Me UK & GH participants

TESTIMONIALS

"What I love most about Picture Me is the way it provides practical and concrete job skills and career prospects for young women in a still male-dominated sector, yet at the same time works with those young women to unlock their self-confidence, their self-belief and their development of world views that power their journeys through life. The talent unearthed is amazing and the leadership skills engendered through their work and the networking opportunities invaluable.

Young women holding hands across continents, sharing their experiences, telling their own stories through exploration of their personal and their camera lenses.

Insightful, daring, creative - just brilliant, really."

Theo Sowa CBE

Social activist, independent advisor and recipient of the 2021 Unlocking Big Change award

"The Picture Me project has helped me discover my hidden interest for photography which I viewed as a 'man's' job. Through Picture Me I have learnt the A, B, C of photography from the project and can confidently say that I am now my family's official photographer. I have gained more respect and recognition in the sight of family and friends which makes me a proud young woman. Because of Picture Me, I was considered, and am now a part of, the Ghana Photojournalists Association (GPJA). The Project has helped me build my confidence as a young woman. It has made me realize that there is more I can do regardless my gender. I hope a lot more ladies will get the opportunity I got, I would like to say a big THANK YOU to the organizers and facilitators of the Picture Me project.

Florence Aniagyei Aged 19

Picture Me Ghana participant

"Picture Me has not only opened my eyes (and skills) to the world of photography, but has helped me gain a better understanding of the art industry as a whole as well as photojournalism more specifically. It has been invaluable experience, as I had not been inspired or had the means to experiment in photography like this before hand. As well as this, it's been amazing to make international connections, and learn about a whole new culture in Ghana. I have also made a great new friend in my Ghanaian photography partner!"

Winnie Major Aged 17

Picture Me UK participant

"Picture Me has really helped me to improve my skills in photography and it has also helped me to build my confidence in all aspect of my life. It has really changed my doubt about ladies going into photography in Ghana as it is believed that photography is basically for men, Picture Me has helped clear my doubt about that"

Nancy Wudiesu Aged 24

Picture Me Ghana participant



The Picture Me project is one that has really given me a head start in my career path and reignited an ever burning love for story telling and being able to own my narrative hence my decision to further my studies in directing, scriptwriting, photography and production which ,I'm currently studying at the university right after the end of the first phase of the project. Prior to the Picture Me initiative,I was indecisive and was at a total loss as to what I really wanted to do with my life but the project brought with it such clarity, self confidence, fresh fire and a refreshing awakening. It was more or less like a wake up call for me staring me back onto the right track.The mentorship provided in the course of the project gave me the confidence, a voice and recognition in the media community as well as first hand experience on the field with the opportunity to understudy two of the greatest female photographers in Ghana Auntie Tina and Miss Adadevoh,mentorship from the ace award winning Ghanaian Photojournalist Mr David Andoh and World acclaimed photographer Mr Eddie Otchere. These experiences and more I am grateful for and will never take lightly.

Bernice Nsiah Aged 22
Picture Me Ghana participant



Through Picture Me female A-Level Art & Photography students at the Hereford Sixth Form College have been given a unique opportunity to not only engage in a peer-mentoring arts programme but also to work with internationally renowned Photographers such as Ghana's top photographer, Ms Senyuedzorm Adadevoh.

The Department has also been gifted Canon cameras by the project to use as part of this Ghana - UK photographic exchange programme. This has allowed all students in the Art department the opportunity to use a digital camera and gain a better understanding of the technological side of things and future students will continue to benefit from this. Linking with the girls in Ghana has given the students the chance to work with young women on the other side of the world. This has been an amazing chance for Hereford Sixth Form students to have an insight into another country and its culture, and for their students to be able to experience this at first hand.

"Students have focussed on taking pictures that tell a story whilst exploring the fundamentals of taking great photographs, throughout which the creative exchange of ideas between Ghana and the UK has also been an incredibly valuable and enlivening process.

Our Art & Photography students have not only been mentored to a high-level photographically but also continue to be given a fantastic opportunity to develop work and gain experience in a professional creative forum which will lead on to potential apprenticeships and final exhibition of work."

Chris Bird

Head of Art & Photography

"The Picture Me project has given our students an opportunity to create work that is presented and seen in a live context. The chance to have their work seen on a wider global scale has given the students a sense of ambition and allowed them to make links with professional photographers.

Despite lockdown and unprecedented times, I feel the students have produced some powerful photographs and the Picture Me Instagram has been a really successful platform to present students work. Picture Me has allowed students to be creative during this unsettling time and working with students from Africa has allowed them to share experiences and given an insight into another's own lives; giving the work focus and purpose.

It continues to be a very worth-while venture!"

Charlie Kimberley

Teacher in charge of Photography

Rationale and concept:

The World of professional photography and photojournalism is still a predominately male dominated one where women are more likely to be encouraged to stand in front of a camera than in control, behind it. As far as women have come in the fight for equality, the majority of women all over the world are still nowhere near realizing the fulfilment of their human rights. It is a global challenge that needs to be addressed through reciprocal action. With the added disproportionate impact of Covid-19 on women and youth at this historic time of uncertainty, the need for a safe platform for young women to connect, express and share in a way that helps dissolve physical and mental barriers has never been more important.



Photographs by Picture Me UK & GH participants

In a time where imagery as a communication tool and artistic medium is more powerful than ever, photography is a compelling way to express and communicate. Picture Me equips the participants with cameras and teaches them the skills they need to operate, navigate, document, share and tell stories with their images.

Picture Me is a currently a platform for young women from Ghana and from the UK Welsh Borders - all from diverse cultural and socio-economic backgrounds - to connect, learn and grow through photography. This path to self-expression through access to equipment, expertise and an online international cultural exchange expands the young women's sense of the world and its possibilities.



Through learning and practicing photography skills, Picture Me empowers and stimulates self-expression and provides a gateway for the participants to continue to develop the skills they learn through interaction with each other and their new wider communities. The young women are acquiring vital skills that assist them in identifying, expressing and asserting their needs, strengthening their life skills, as well as eventual potential employment avenues. Using cameras awarded by the Flaming Lady of Hay Arthouse, the girls are encouraged to explore a variety of associated themes including home, community, sisterhood and identity, the participants are also introduced to issues of women's rights, responsibility, ambition, injustice, abuse, strength and love throughout this project. The girls are encouraged to share thoughts and feelings through an element of written expression, poetic captions or even poems - to accompany some of the imagery.

Picture Me is a Kingdom Project, produced in the UK by RAW Projects CIC with production by Lavish Design Ltd.

Contact: E: ami@lavish-design.com T: 0845 128 4199 A: RAW Projects CIC, 20 Castle Street, Hay On Wye, HR3 5DF

All rights to the information & concept within are the intellectual property of Ami Jade Cadillac Ltd, Rita Ray Mwalimu Express and the Kingdom Project



ACHIEVED TO DATE: SEPT 2020 – SUMMER 2021

OUTCOMES

- OCTOBER 2020: 15 Canon digital cameras, hard drives, memory cards and cases awarded to the young women in Ghana (discount given by Smart Space/GH) - donated by the Flaming Lady of Hay/UK
- OCTOBER 2020: 6 Canon digital cameras, hard drives, memory cards and cases were donated by Rita Ray for the Hereford Sixth form College
- NOVEMBER 2020 – MARCH 2021: Hosting of the workshops in Accra/Ghana and in Hereford/UK, funding and women's rights presentations in Ghana have come from the pioneering African Women's Development fund (AWDF) who are leaders in African women's empowerment.
- NOVEMBER 2020 – FEBRUARY 2021: MEDIA apprenticeships for our participants in Ghana were provided by The Multi-Media Group
- APRIL 2021 - 4 photography books prizes for were awarded to 4 participants by the Flaming Lady of Hay/UK
- JULY 2021 – Inaugural exhibition/World premier at Latitude Festival, Suffolk/UK

ENGAGEMENT IN DETAIL

SEPTEMBER 2020/UK

Partnering with Hereford Sixth Form College the Picture Me project themes (ME, COMMUNITY & SISTERHOOD) were dovetailed into the art & photography A- Level syllabus

OCTOBER 2020: SELECTIONS

In October 2020 x15 young women from Ghana & x15 from the Hereford Sixth form were selected to take part in the Winter PM zoom workshops & assignments. Digital Canon Camera equipment was sent to each of the 15 GH participants to use both during the workshops and after. We also donated 4 Digital Canon Camera's to the Sixth Form College to be utilized by young women studying art & photography who do not have access to, nor the funds required to buy their own cameras and therefore have to use their smart phones for the duration of their A-Level course
Theme's shared with all 36 participants; ME, COMMUNITY & SISTERHOOD



FROM NOVEMBER 2020: WORKSHOPS

From 30th November we started a series of live photography workshops in Accra led by award winning Ghanaian photojournalist Senyuiedzorm Adadevoh for our 15 GH participants. These were connected up once a month by zoom to the Hereford Sixth Form college participants.

DAY 1

NOVEMBER - INTRODUCTION DAY

To open the AWDF gave an inspiring and educational presentation on Women's rights. Following this the 30 female participants were introduced to each other, also to workshop leader Senyuiedzorm Adadevoh and project Directors Rita Ray & Ami Cadillac. The outline project aims were discussed together, the project format over the coming months and the phase 1 themes given.

DAYS 2 – 4

DECEMBER - X3 DAYS INTENSIVE WORKSHOPS in Ghana followed at the AWDF in Accra led by Senyuiedzorm Adadevoh

Following the first run of workshops and over Christmas/New year - participants both in the UK & also in Ghana were left to explore the given themes and to take photos at home/in their own communities

WINTER 2021 WORKSHOPS, INTERNSHIP & SELECTIONS

Our live photography workshops continued in Ghana through January & February 21, linked up each month by zoom to the UK. The phase 2 themes were given to all of our participants in January; EQUALITY, INJUSTICE, RITUAL & LOVE. Four photo selections were made by an invited guest (Established Art Director in Film) for each theme and a photography book awarded to each of the four winners. During this time our GH participants also greatly benefitted from a media internship at the Media Company in Accra where they covered the National elections.

DAYS 5 - 8

JANUARY - X4 DAYS OF INTENSIVE WORKSHOPS IN GHANA X1 WORKSHOP PER WEEK

Hosted at the AWDF, led by Senyuiedzorm Adadevoh – with a video link to the UK participants on the 8th Jan

DAYS 9 - 10

FEBRUARY – X2 DAYS INTENSIVE WORKSHOP

Hosted at the AWDF, led by Senyuiedzorm Adadevoh – with a video link to the UK participants on the final day

SPRING 2021

Two zoom crits/discussions hosted by Rita & Ami (one in March & one in April) attended by Picture Me participants from both GH & the UK, as well as Charlie Kimberley head of photography at the Hereford Sixth Form



SPRING 2021 SELECTIONS

X4 works were chosen by Filmic Art Director Robert Haynes, on the themes Ritual, Love, Injustice & Equality. Photography books were awarded by Robert to each of the selected participants

1st April 21 phase 3 theme given — FREEDOM & the monthly zoom discussions and crit's linked up by zoom UK/GH continue led by Rita & Ami

SUMMER 2021

INAUGURAL EXHIBITION AT LATITUDE FESTIVAL 35,000 AUDIENCE



Founded by creative & artistic director, producer Ami Jade Cadillac and Rita Ray, Ghanaian broadcaster and curator of African Music and culture, Picture Me continues to be produced by an all-female professional team, led in Accra by Rita and in the UK by Ami.

Project partners to date are; the Ashley Family Foundation, AWDF, ABANTU for development, Senyuedzorm Adadevoh, Hereford Sixth form College, Smart Space Accra, the Multi Media Group, AllAfrica, Latitude Festival & Festival Republic

Following the June 21 assignments, **Stage 1** of the project culminated in the inaugural Exhibition of **Picture Me** at the award winning **LATITUDE FESTIVAL 2021** to an audience of 35,000. In the Autumn/Winter of 2021 & for 2022 we have moved into **Stage 2** where we hope to continue expanding the project both in the UK and Africa with the help of our existing and new partners such as media partners AllAfrica, as well as in to other Countries, in order to create increasing opportunities Worldwide for young women to drive their own narrative, connect and discover their potential via the camera lens

"Picture me project is a nice initiative that helped the ladies that in enrolled in 2020 for the project.

The young ladies responded positively to the project and are committed.

They really get a lot from the project, indeed, most of them on the course knew nothing about photography and even handling a camera was a problem for most of them at the beginning of the project. But with determination by both the young ladies and the facilitators they turned out better photographs than some practicing photojournalists that they worked with during their first internship of the project with the Multi Media Group in Accra where they covered the National Elections.

The picture me project is a worthwhile initiative as most of the young ladies are now equipped with cameras and practicing and making money from photography. They are covering events like birthday parties, naming ceremonies and more."

TINA ARKORFUL

Ghana Photojournalists Network (GPNet)



picture me

Picture Me is a Kingdom Project, produced in the UK by RAW Projects CIC with production by Lavish Design Ltd.

Contact: E: ami@lavish-design.com T: 0845 128 4199 A: RAW Projects CIC, 20 Castle Street, Hay On Wye, HR3 5DF

All rights to the information & concept within are the intellectual property of Ami Jade Cadillac Ltd, Rita Ray Mwalimu Express and the Kingdom Project

THE LEAD UP TO THE LATITUDE PREMIERE PICTURE ME EXHIBITION - ACCRA

JUNE 23RD 2021

'PORTRAITURE' ON ANALOGUE CAMERAS — ASSIGNMENT LED BY EDDIE OTCHERE



Iconic photographer and film 'alchemist', the wonderful EDDIE OTCHERE led a Picture Me portraiture assignment and processing workshop in Ghana in June! Eddie also donating a couple of his own film cameras to the girls who had been working with our digital cameras until then. Eddie's concept stemmed from informing and celebrating the work and working practice of iconic Ghanaian portrait photographers FELICIA ABBAN and JAMES BARNER who also got involved in the workshops.

Felicia Abban is heralded as Ghana's first professional female photographer who, because she is a Women is relatively Unknown. This is in stark contrast to her male counterpart — internationally acclaimed Ghanaian portrait photographer — The brilliant James Barner, who at 92 was still keen to get involved with Picture Me & Eddie's assignment for our young women in June. As did Mrs Abban, who at 84 finally got recognition at the Venice Biennale in 2019 for her work heralded as an immortalization of the female gaze, capturing the look of Ghanaian women in the 1960's & 70's. Known as the 'ultimate B-Boy alchemist', Eddie is best known for his celebrated works of seminal rappers and DJs such as Biggie Smalls, Goldie, So Solid Crew & Est'elle. Eddie's photographs have been exhibited and published worldwide and include music icons and legends such as Stevie Wonder and Kate Tempest. Eddie also runs his own youth projects and steering programs in 'photography as art' and is a regular contributor to the V&A's education programme. Eddie's photography is rooted in the art of darkroom printing, he describes himself as 'a silent witness observing and contextualizing' as he works. Eddie says:

"Photography is about recording. It's about searching and capturing but leaving the scene unperturbed. It's about time, exposure time and immortality in time, it's about the star we call the sun radiating and casting shadows. Photography is casting shadows on paper, cooked in waters and chemicals. It's about this planet and your relationship to it".

We are so grateful to Eddie for the incredible opportunity he gave our budding young female photographers in Ghana!

<http://otchere.work/>



Kate Tempest & Stevie Wonder by Eddie

Picture Me is a Kingdom Project, produced in the UK by RAW Projects CIC with production by Lavish Design Ltd.

Contact: E: ami@lavish-design.com T: 0845 128 4199 A: RAW Projects CIC, 20 Castle Street, Hay On Wye, HR3 5DF

All rights to the information & concept within are the intellectual property of Ami Jade Cadillac Ltd, Rita Ray Mwalimu Express and the Kingdom Project



SUMMER 21 ART FOR CHANGE — PICTURE ME WORLDWIDE — INAUGURAL EXHIBITION /UK

LATITUDE

LATITUDE FESTIVAL 22 — 25th JULY 21 - WORLD PREMIERE

Stage 1 of the Picture Me project culminated in an inaugural exhibition of fifteen selected photographs by our participants from across the project in the form of large-scale blown up prints onto vinyl (each piece/image 4ft x 8ft). These works were installed on x5 x3 sided (triangular) upright columns to form an impactful, interactive installation for the audience to move freely within, to sit and relax for a while and to take a selfie next to their favorite image. Each single large image was mounted on to a side of one of the x15 5ft x 10ft surfaces (x3 images per 3-sided column). Each image featured its title, a caption, and the young female photographer's credit — these works appearing outside of the standard gallery context in order to make the work as accessible as possible to over 35,000 people enjoyed the Picture Me exhibition.

For 2022 we hope to stage a phase two Latitude exhibition titled **The GenZ PORTRAITS**, as a part of this we hope to offer some of the Picture Me participants an assignment to document the audience's reaction and interaction with the exhibition at Latitude and its impact during the course of the event, led by photographers Billie Charity & Eddie Otchere.

The multi award winning, multi arts Festival - Latitude — is a festival that has been leading light that many other events, since its inauguration in 2006, have tried to follow and which stemmed from the creator's desire, Melvin Benn, to be as much about the Arts as it is about Music. We are hugely grateful to Melvin Benn's support and Latitude's commitment to Picture Me so far, and moving forward into 2022, will enable us to achieve further large scale exhibitions which are a huge boost not just for the project but also its participants in Ghana & in the UK.

Following on from the Latitude exhibition, we will seek further funding to stage a series of Winter 22 pop-up exhibitions in Accra, Ghana and the UK.



'ME' 17 year old Kokor Hesse, Picture Me Ghana

Picture Me is a Kingdom Project, produced in the UK by RAW Projects CIC with production by Lavish Design Ltd.

Contact: E: ami@lavish-design.com T: 0845 128 4199 A: RAW Projects CIC, 20 Castle Street, Hay On Wye, HR3 5DF

All rights to the information & concept within are the intellectual property of Ami Jade Cadillac Ltd, Rita Ray Mwalimu Express and the Kingdom Project

MORE ABOUT

'PICTURE ME WORLDWIDE' CO-FOUNDER & GH PROJECT DIRECTOR

Rita Ray



In Radio, Rita is one of the regular presenters and contributors on *Global Beats*, BBC World Service, the flagship music series that features up-and-coming artists around the globe who have something to say. Rita also presents and is a consultant on *Africa: A Journey Into Music* on BBC4 TV, a three-part documentary.

As a musician and DJ, Rita plays the whole spectrum of global music, having started at the legendary Mambo Inn Club in the 1990s, when she was part of the exciting revitalisation of the world music scene in London. Along with colleague and fellow radio presenter Max Reinhardt, she founded the influential Pan Afro music and culture session, Mwalimu Express, as well as the pioneering Fela Kuti-inspired Shrine club nights, out of which came their 'live artist meets distressed global beats' band, The Shrine Synchro System, where they have collaborated with a variety of artists, including Tony Allen, Eliza Carthy, Shingai Shoniwa, Andy Sheppard and Alabama 3. Rita also creates soundscapes for theatre companies and live soundtracks for silent films.

Leading the Ghanaian side of the project, Rita says:

"As far as women have come in the fight for equality, the majority of women all over the world are still nowhere near realizing the fulfilment of their human rights. It is a global challenge. In a world where images are increasingly used to communicate, Picture Me will equip the participants with the skills to explore, share, document, communicate and tell a story with their images. Picture Me will be the platform for the young women from Ghana and Wales – all from diverse cultural and socio-economic backgrounds – to explore their lives and share their experiences. Picture me is an empowering platform that stimulates self-expression and provides a space for the participants to continue to develop the skills they have learnt through interaction with each other and their communities."



‘PICTURE ME WORLDWIDE’ CO-FOUNDER & UK PROJECT DIRECTOR

Ami Jade Cadillac



Ami Jade Cadillac is an internationally acclaimed artistic and creative director, artist, writer and producer with more than 25 years’ experience in the arts, entertainment and events industries. A former performer and professional musician, her ‘on stage’ experience includes circus, theatre, fashion, art, dance, music, multi-media, touring with bands and large-scale contemporary productions.

Ami has designed, directed, curated, programmed and produced a host of iconic live art, music and performance pieces, spanning multi-arts and multi-cultural platforms. Always featuring local artists, these high-impact works have been staged worldwide in a diverse range of locations such as the Middle East, Asia, USA, Africa and across Europe and have brought many artists from remote locations into the international spotlight.

Ami is also the founder of Lavish Design, Lavish Art and RAW CIC, all artist-led organizations that curate and produce art, live performance & cultural events and creative opportunities for young people and new audiences.

Her incentive is a belief that arts and culture enriches lives, creates positive change and brings people together. Lavish & RAW consists of teams of experienced female-led artists and curators, with an ethos to empower women through their projects. They involve all genders in their work with a strong emphasis on equality across the gender, culture, age, ability and socio-economic divides - throughout their working practice.

Ami is also co-founder of the Flaming Lady of Hay, an ARTHOUSE set up September 2020 with her partner Robert Haynes www.flaminglady.com. The Flaming Lady arose as a response to the Covid pandemic and from an ongoing desire to address the inequality in the Arts in relation to both gender and accessibility. A place for creative discovery, free thought, and revelation the Flaming Lady endeavours to tell stories, spark up discussion and connect people all under one small, crooked roof. @flaming_lady_of_hay

Picture Me is a Kingdom Project, produced in the UK by RAW Projects CIC with production by Lavish Design Ltd.

Contact: E: ami@lavish-design.com T: 0845 128 4199 A: RAW Projects CIC, 20 Castle Street, Hay On Wye, HR3 5DF

All rights to the information & concept within are the intellectual property of Ami Jade Cadillac Ltd, Rita Ray Mwalimu Express and the Kingdom Project

PICTURE ME PARTNERS IN GHANA

PIONEERING GHANAIAN PHOTOGRAPHER AND PICTURE ME WORKSHOP LEADER

Senyuiedzorm Adadevoh



Senyuiedzorm Adadevoh is an award-winning female photographer and photo-journalist who mostly operates in the inner sanctum of male-dominated photography - Football. Her sporting resume is rich: three Olympic Games, two World Cups, six Africa Cup of Nations tournaments, an English FA Cup final and numerous shoots with some of the world's leading sporting stars.

Adadevoh is now one of Africa's most highly rated sports photographers - a woman of talent and innovation who is holding her own in a male-dominated field. Heralded as a Ghanaian woman who *"by being a female has defied all odds and ensured she makes a mark with photo journalism"* she is known to sometimes 'rock up' to a shoot with her baby on her back.

Self-taught, her career as a photographer began in 1999, eventually transitioning into sports photography when Adadevoh began working with the Black Stars, the senior national football team of Ghana. Now Adadevoh travels the globe covering major sporting tournaments, her unerring eye for a classic shot has become her trademark. Although she had been working Internationally since 2008, few people knew of Senyuiedzorm Adadevoh in her own country until she was recognised as Ghana's Best Sports Photographer at the Sports Excellence Awards in Accra, and earned a spot in the top 50 most influential young Ghanaians.

It's been quite a journey for Adadevoh who is a graduate of the African University College of Communications. She is now an influential artistic entrepreneur and is founder and CEO of photography and photojournalism companies which include Images Image, Sports Unlimited and Society Unlimited.

Also working passionately within the non-profit realms – Adadevoh's first major exhibition titled "The Legacy of War" was a self-help initiative at the Bujumura Refugee camp in Accra that highlighted the destructive nature of wars and the plight of refugees, .

She has inspired and supported other women and continues to 'give back' to society recently mounting a three-day exhibition which culminated in an auction of some of her finest works to raise money to provide footballs for deprived communities.

THE AWDF



The **African Women's Development Fund (AWDF)** is a grant-making foundation that supports local, national and regional women's organisations working towards the empowerment of African women and the promotion and realisation of their rights. By specialising in grant-making and focused, tailored, movement-building programmes, we work to strengthen and support the work of African women's organisations.

By amplifying and celebrating African women's voices and achievements, AWDF supports efforts that combat harmful stereotypes, and promotes African women as active agents of change. The vision of AWDF is to create a world where all African women live in peace, with dignity and justice and where there is equality and respect for women's rights.

Their mission is to mobilise financial, human and material resources to support initiatives for transformation led by African women, women's rights organisations and African women's movements.

"AWDF defines what it means to feel the pain of other women but also to celebrate womanhood. AWDF has taught us not to apologise and explain for what we do to create opportunities for women. Thank you for enabling African women live their dreams through your support"

Hilda Twongyeirwe
Executive Director Uganda Women Writers Association – FEMRITE



The Multimedia Group is the largest independent commercial, media and entertainment company in Ghana. As part of Multimedia's 25th-year celebration, the young Picture Me participants in Ghana were engaged in photojournalism internships that covered the presidential election of 2020.

“The young women from Picture Me received practical in-field work experience and their credited images covering the election and stories of the day were shown across Multimedia platforms including MyJoyonline and Adomonline”.

The Multimedia Group is Ghana's largest radio, television, and online network and is sub-Saharan Africa's biggest media entity.



AllAfrica.com have recently come onboard as media partners to help us expand further into Africa in 2022



OTHER POTENTIAL FUTURE PARTNERS & COLLABORATORS - TO DATE

ASBO magazine:



*"Addressing the issue of male domination in the creative arts is something we focus on at **ASBO**. An example of this was our recent project entitled 'Promoting women in media and fashion' in association with the Mayor's Office.*

The project created an exhibition of 20 portraits of women from numerous countries and featured an opening night event headed up by Swarzy Macalay (Kiss FM) and Matthew Ryder, Deputy Mayor.

More broadly, at ASBO we promote the work of young creatives through our print and digital platforms. The magazine is published 4 times a year; digital content is created on an ongoing basis and shared on our website and via Instagram.

All our content is created by young people (16-24) for an audience of the same age group. Our teams are made up of models, designers, stylists, journalists, photographers and project managers, who work for us from all over the world. A recent example of our international work is the creation of a special issue of the magazine for the Balkans. Countries such as Bosnia suffer from youth unemployment rates of 60 per cent. We are providing a means of expression for young people, giving them access to new audiences through which to share their work.

*We see strong potential in working with **Picture Me** and believe it possible for us to feature young women, and their work, from **Wales** and **Ghana**"*

FULL BLEED TV www.fullbleed.tv: Photographer JUDE EDGINGTON, following the project on Instagram. Full Bleed is a channel Jude founded, making films on photographers and their projects, shows or books. Full Bleed, in association with the British Journal of Photography, documents photographic culture from around the globe, telling the story of photographers and their pictures.

SAM BARCROFT – Welsh Borders based Photographer & Film maker who used to be the photo editor for the Guardian has offered to be the project photo editor for our instagram

RURAL MEDIA/HEREFORDSHIRE – Are keen to partner with align Picture Me

ACTION AID – Preliminary discussions were made pre Covid and an interest shown in potentially collaborating/supporting Picture Me

Picture Me is a Kingdom Project, produced in the UK by RAW Projects CIC with production by Lavish Design Ltd.

Contact: E: ami@lavish-design.com T: 0845 128 4199 A: RAW Projects CIC, 20 Castle Street, Hay On Wye, HR3 5DF

All rights to the information & concept within are the intellectual property of Ami Jade Cadillac Ltd, Rita Ray Mwalimu Express and the Kingdom Project