

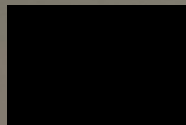


**MoM**  
**CAA.** LONDON

# MUSEUM OF MODERN & CONTEMPORARY AFRICAN ART LONDON

*Advancing African Art in The World*

OLUSEGUN PAUL ANDREW



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**The Museum of Modern& Contemporary African Art London (MoMCAAL)**

The Museum of Modern and Contemporary African Art London (MoMCAAL), is a dynamic institution dedicated to celebrating the rich tapestry of African creativity. At MoMCAAL London, we passionately believe in the power of art to transcend borders, foster understanding, and inspire dialogue.

The idea was conceptualised and championed by Olusegun Paul Andrew who has dimensioned the vision-plan.

MoMCAAL is a vibrant institution dedicated to showcasing and celebrating the rich and diverse artistic expressions of Africa. It serves as a platform for contemporary African artists to share their perspectives, stories, and experiences through various art forms including painting, sculpture, photography, video, and installation.

The museum not only exhibits artworks but also conducts workshops, artist residencies, and educational programs to engage and inspire visitors of all ages. MoMCAAL strives to foster a deeper understanding and appreciation of African art and culture, while also promoting dialogue and exchange between artists, scholars, and the community.



**MISSION SCOPE**

MoCAA London is committed to showcasing the diversity and vibrancy of African art, both modern and contemporary, providing a platform for artists to express their narratives and challenge perspectives. We aim to foster cross-cultural connections, encouraging a global dialogue around African artistic expression.



**UNIQUE PLATFORM**

The Museum of Modern and Contemporary African Art will showcase and celebrate the rich diversity of African art, providing a platform for contemporary African artists while fostering cultural exchange and understanding. It strives to challenge stereotypes and promote a more nuanced perspective on African artistic expression.



**THE LONDON APPEAL**

Selecting London as the location for the Museum of Modern and Contemporary African Art reflect the city's status as a global cultural hub. London offers a diverse and cosmopolitan audience, facilitating broader exposure to African art. Additionally, the city's rich cultural landscape and existing art institutions create a supportive environment for the museum's mission of promoting awareness and understanding of modern and contemporary African art in a global context.



**COLLECTION AND FUNDING**

The financial underpinnings of the Museum of Modern and Contemporary African Art will source private donations from individuals and corporations, sponsorships, fundraising events, and potentially revenue generated from admissions, memberships, and merchandise. Establishing partnerships with cultural organizations, both locally and internationally, could also contribute to financial support. A diverse funding strategy is essential for the museum's sustainability and successful operation. The Museum is implementing a robust governance structure to guarantee artistic intelligence and financial solidity.





The Museum of Modern & Contemporary Art African Art London has entered into official partnership with Champagne Alexander Mea-Devavry as the Museum champagne drink

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Official Champagne Partner



## ADVISORY COUNCIL The Museum of Modern& Contemporary African Art London



### H.E Prof Yemi OSINBAJO

Oluyemi Oluleke Osinbajo, SAN, GCON, Chairman Advisory Board, The Museum of Modern & Contemporary African Art London MoMCAAL. He is the Immediate Past Vice President of the Federal Republic of Nigeria. Born on the 8th of March 1957, at Creek Hospital, Lagos, Yemi is a professor of Law and a Senior Advocate of Nigeria. He is married to Oludolapo Osinbajo (nee Soyode), granddaughter of the late sage and statesman, Chief Obafemi Awolowo. They are blessed with three children and a grandson.

B.A Law University of Lagos, Masters of Law, London School of Economics & Political Science. He is a Barrister and Solicitor of Nigeria's Supreme Court. An accomplished scholar, teacher, lawyer and administrator, Yemi is one of the nation's leading experts on the Law of Evidence, National and Regional Corporate Commercial Laws and Public Law.



### Olufemi AKINSANYA

Olufemi Akinsanya is on the Board of The Nigerian Exchange Group. An experienced financial advisor, and former Investment Banker with a demonstrated history of highly innovative work in the financial services industry, especially, complicated corporate finance advice and transactions. Prior to establishing his boutique Investment Banking firm, Hamilton Hammer & Co. Ltd ("Hamilton Hammer"), he held significant positions in renowned financial institutions. He joined the accounting firm of Arthur Andersen & Co. as a trainee accountant and qualified as a Chartered Accountant. He began a career in merchant and investment banking with First City Merchant Bank (now First City Monument Bank Plc), in 1985, culminating as General Manager and Head of Corporate Finance.



### Lamon RUTTEN

Lamon Rutten is a veteran international exchange executive who currently is an advisory board member to the Ajlan & Bros Mining & Metals Industries Group. Previously, he was the CEO of the Kingdom of Saudi Arabia Mining & Metals Exchange, an exchange that was never launched.[1]

Also, Rutten has served as the CEO of Indonesia Commodity & Derivatives Exchange (ICDX). He was appointed to the post in 2017 and stepped down in 2022. Before joining ICDX, he served as manager, policies, markets and ICTs at Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA).

Previously, he was managing director and CEO of the Multi Commodity Exchange of India or MCX.[2] Rutten was named to the position in June 2009, replacing Joseph Massey, who became the chief executive officer and managing director of the MCX Stock Exchange.[3] Rutten had been working as the joint managing director.[4]



### Frank KILBOURN

Frank Kilbourn (b. Ventersdorp) is a respected business entrepreneur whose love for art is matched by his exceptional philanthropy. A brilliant student, Frank holds separate degrees in Law, Commerce and Philosophy. He began his professional career as an articled clerk and practised as an attorney until 1991. After a period at Standard Corporate and Merchant Bank, he joined Sun International in 1995. He founded the Bright Group of companies in 2002, focusing on private equity and venture capital. He is also the co-founder of the Bright Foundation, a public benefit organisation involved in education, nature conservation and promotion of the arts and culture.

In addition to his Bright Group activities, Frank also serves on the board of City Lodge Hotels Ltd, in the capacity of head independent director. He was chairperson of the South African Tourism Board until 2014 and chaired the Jan van Riebeeck Primary School Board of Governors, also until 2014. He is a co-owner of Grootbos Nature Reserve near Gansbaai, a trustee of WWF (South Africa) and was a member of the advisory panel of the Centre for Business in Society at University of Stellenbosch Business School



### O. Paul ANDREW

A visionary leader and Technocrat, Paul is the Founder / Executive Chairman of The Museum of Modern & Contemporary Art London MoMCAAL.

Paul is a Painter, Serial Entrepreneur and Investor with over four decades of industry experience and expertise. He has worked with some of the leading investment management firms in Switzerland, The Netherlands and France. His investment advisory practice and private office has acquired interests in Winery, Energy, Automobile and Marine businesses.

He's currently the Executive Chairman of BlackPace Group, a diversified investment advisory firm with presence in Lagos & Paris. Founder, Komani Energies, and he is on the board of several other companies.. Paul runs his Private office out of Lagos, Geneva and with a liaison presence in London. Member of the European Economic Association.



## **Why the need for the Museum of Modern and Contemporary African Art?**

The establishment of the Museum of Modern and Contemporary African Art addresses the need for a dedicated space that recognizes and promotes African artists, fostering a deeper understanding of their work. In this age, where global cultural exchange is crucial, the museum serves as a platform to challenge historical misrepresentations, promote inclusivity, and contribute to a more nuanced appreciation of Africa's diverse artistic contributions on an international scale.

## **Why London?**

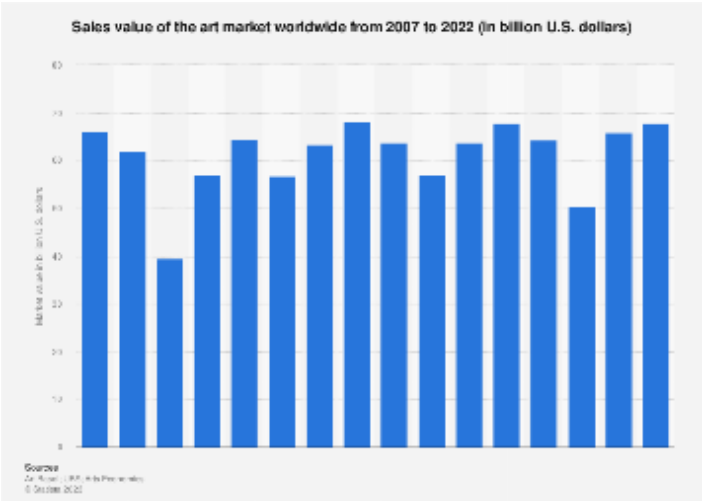
Selecting London as the location for the Museum of Modern and Contemporary African Art places African Art at the centre of the global art conversation. London offers a diverse and cosmopolitan audience, facilitating broader exposure to African art. Additionally, the city's rich cultural landscape and existing art institutions create a supportive environment for the museum's mission of promoting awareness and understanding of modern and contemporary African art in a global context.



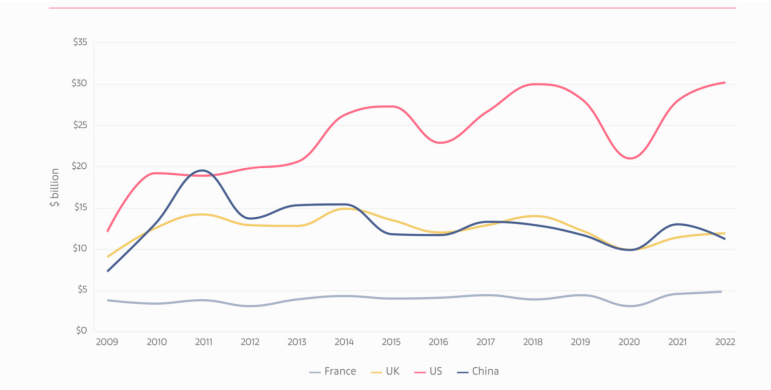
COLLECTION AND MISSION

- The collection for the Museum of Modern and Contemporary African Art will be comprehensive, representing a diverse range of artistic styles, mediums, and voices from across the African continent. The collection will include works by established and emerging artists, spanning various periods and regions. Emphasizing both historical significance and contemporary relevance will contribute to a well-rounded and dynamic representation of African art. Collaborations with artists, collectors, and institutions can help build a robust and culturally significant collection for the museum
- We will champion the yearning whilst providing exposure in both our permanent and temporary collections to leading and established African Artists

source: STATISTA



source: ArtBasel Report



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## Why the need for the Museum of Modern and Contemporary African Art in this age?

The Museum of Modern & Contemporary African Art (MoMCAAL) serves as a platform for the promotion and celebration of contemporary African art. The primary objective of the museum is to showcase and exhibit a wide range of artworks created by African artists, both established and emerging, across various mediums such as painting, sculpture, photography, installation, digital art, and more.

The museum is dedicated to fostering a deeper understanding and appreciation of contemporary African art by providing a space where artists can showcase their work and visitors can engage with and explore the rich diversity of African artistic expression. Through its exhibitions, the museum seeks to challenge existing narratives and stereotypes about African art and culture, while also highlighting the dynamic and evolving nature of contemporary African artistic practices.

In addition to exhibitions, the Museum also aims to educate and engage visitors through educational programs, workshops, artist talks, and interactive experiences. These initiatives provide opportunities for dialogue, learning, and collaboration, allowing visitors to gain a deeper insight into the artistic processes, themes, and concepts explored by African artists.

Overall, the African Museum of Contemporary Art is committed to promoting African art, nurturing artistic talent, and creating a vibrant and inclusive space where art enthusiasts, scholars, and the general public can come together to appreciate and engage with the diverse and dynamic world of contemporary African art. This will be the first of its kind in Europe.

## Our Operational Strategy

The operational strategy for the Museum of Modern & Contemporary African Art is designed to ensure the sustainable and efficient functioning of the museum, while fulfilling its mission and objectives. Key elements of our operational strategy include

**Collection Development:** We will actively seek and acquire artworks from African artists, ensuring a diverse and comprehensive collection that represents the breadth and depth of contemporary African art. This will involve establishing partnerships with artists, galleries, and collectors, as well as conducting research and attending art fairs and exhibitions.

**Exhibition Planning:** We will curate and organize exhibitions that showcase different themes, artistic movements, and mediums within contemporary African art. This will involve collaborating with curators, artists, and experts to develop compelling exhibition concepts, selecting artworks, designing exhibition spaces, and ensuring proper conservation and display of the artworks.

**Visitor Experience:** We will prioritize providing an engaging and immersive experience for our visitors. This will involve creating visually appealing and interactive exhibition spaces, offering guided tours and educational programs, organizing workshops and artist talks, and leveraging technology to enhance visitor engagement and understanding of the artworks.

**Marketing and Promotion:** We will implement a comprehensive marketing and promotion strategy to create awareness about the museum and its exhibitions. This will involve utilizing various channels such as social media, traditional media, partnerships with other cultural institutions, and targeted outreach to art enthusiasts, tourists, educational institutions, and the local community.

**Partnerships and Collaborations:** We will actively seek partnerships and collaborations with other museums, cultural institutions, artists' associations, educational institutions, and corporate sponsors. These partnerships will allow us to expand our reach, access expertise, share resources, and develop joint initiatives and projects that contribute to the advancement of contemporary African art.

**Financial Sustainability:** We will develop a sustainable financial model for the museum by diversifying revenue streams. This may include a combination of ticket sales, membership programs, sponsorships, donations, grants, and merchandise sales. We will also implement effective financial management practices to ensure prudent budgeting, cost control, and accountability.

**Outreach:** London is an important home to a large African diaspora, an important part of the Museum. Mission will be to develop programmes and interaction with diasporan communities.

**Staff Development:** We will invest in the professional development of our staff, providing training, mentorship, and opportunities for growth. This will ensure that our team is equipped with the knowledge and skills necessary to effectively manage and operate the museum, deliver high-quality visitor experiences, and engage with artists, scholars, and the wider art community.

By implementing this operational strategy, we aim to establish the African Museum of Contemporary Art as a leading institution for contemporary African art, fostering creativity, cultural exchange, and appreciation for African artistic expression.

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A visionary leader and Technocrat, Paul is the Founder / Executive Chairman of The Museum of Modern & Contemporary Art London MoMCAAL.

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Paul runs his Private office out of Lagos, Geneva and with a liaison presence in London. Member of the European Economic Association.



## MoMCAAL IDEA LAB

The Museum of Modern and Contemporary African Art in Europe aims to showcase and celebrate the rich diversity of African art, providing a platform for contemporary African artists while fostering cultural exchange and understanding in the European context. It strives to challenge stereotypes and promote a more nuanced perspective on African artistic expression.



*Olusegun Paul Andrew*

# MoMCAAL

## Museum of Modern & Contemporary African Art London

**DATE: 24<sup>TH</sup> MAY 2024**  
**TIME: 10am (BRUNCH MEETING)**  
**VENUE: CHELSEA HARBOUR**

Special Guest  
**Prof. Yemi OSINBAJO, GCON**  
Former Vice President of the  
Federal Republic of Nigeria.

Speaker/ Museum Expert  
**Mme. Bonnie GREER OBE**  
Former Deputy Chairman, British Museum  
Board Member Royal Opera House

Special Guest  
**Hannatu MUSAWA**  
Minister of Arts, Culture and the  
creative Economy. Federal Republic of  
Nigeria.

MoMCAAL /HOST  
Olusegun Paul ANDREW



### Guest Invitation

You are specially invited to this Brunch Roundtable  
By O. Paul ANDREW of The Museum of Modern & Contemporary African  
Art London

### Special Guests/Speakers include

His Excellency Prof. Yemi OSINBAJO GCON, Former Vice President Federal  
Republic of Nigeria, Her Excellency, Barr. Hannatu MUSAWA, Honourable  
Minister of Arts, Culture and the Creative Economy, Federal Republic of  
Nigeria

### Guest Speaker

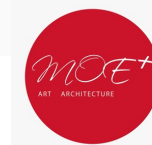
Mme Bonnie GREER OBE  
Former Deputy Chair, British Museum,  
Former Board Member, Royal Opera House, Former Board Member, Royal  
Academy of Dramatic Art (RADA)

### Host

Olusegun Paul ANDREW, *Promoter*  
The Museum of Modern & Contemporary African Art London (MoMCAAL)



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▫ **Contacts**

Olusegun Paul ANDREW  
63, Eccleston Square  
London  
SW1V 1PH  
+44 7467 791786

Switzerland  
Case Postale 1211  
Geneva  
+41 7864 61659  
[paul@paulandrewcie.com](mailto:paul@paulandrewcie.com)



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