

# Nnobia Space

## Circular Design Education & youth empowerment in Ghana

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Ich versichere mit meiner Unterschrift die Richtigkeit aller Angaben,

Basel, 22.02.2024. 

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Ort / Datum / Unterschrift

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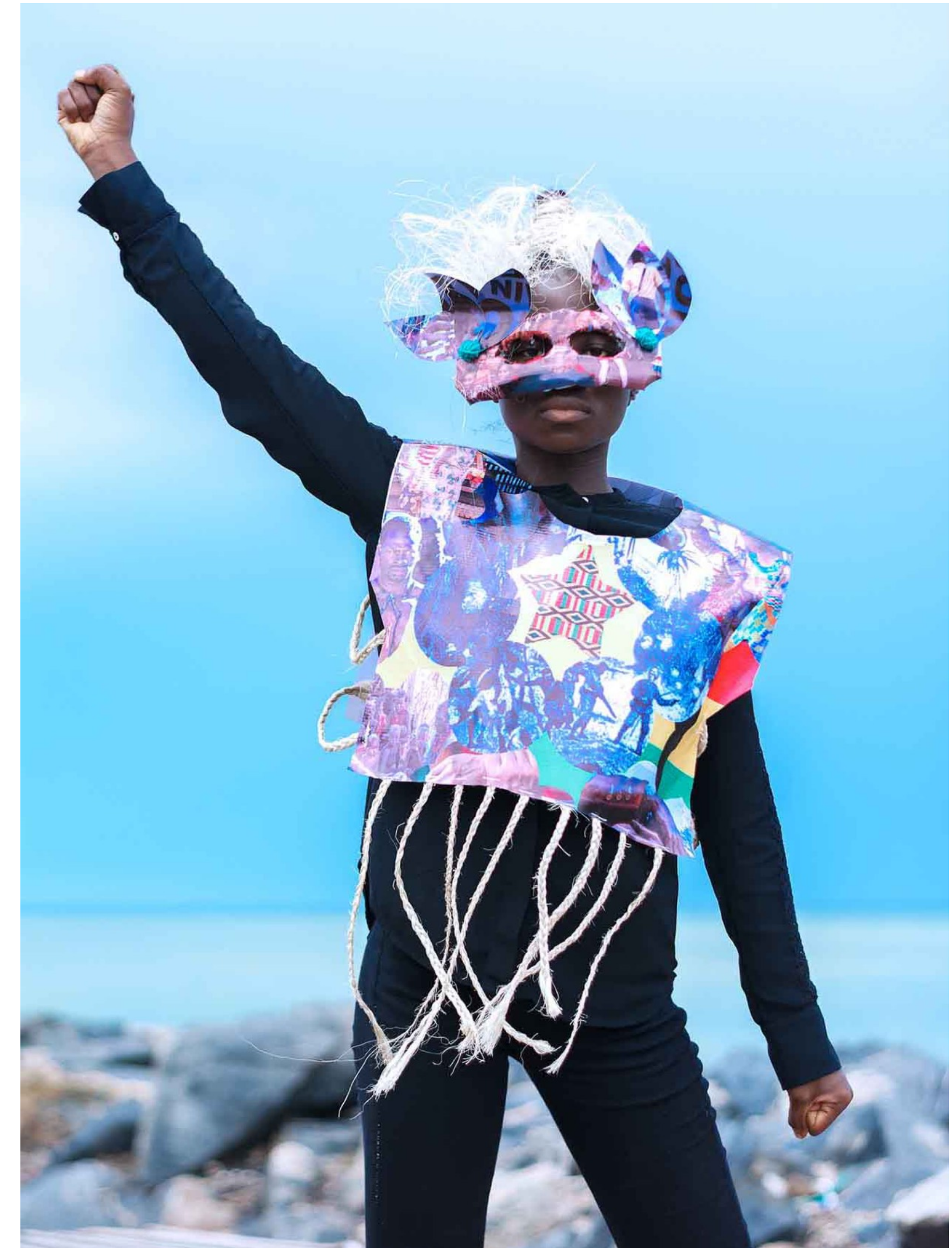
Nnobia Space is a design education program in Takoradi, Ghana. I started the program among two friends in 2023 and with the support of two non-profit organisations from Ghana and Germany. In a team of professionals we set up a curriculum to empower young artists and designers and train them in sustainable creative strategies.

At HGK I integrated the work as my first semester project. Becoming a student again and learning about situated practices, critical thinking and design research clearly enriched my own take on emancipatory pedagogies in the project.

Besides teaching I contributed through strategy design, communication and curating. Over the first course of 6-month we collectively produced three documentaries on community-based work practices and an upcycling fashion collection in collab. with the local carnival (next page).

In the future we aim to develop a lab for re-cycling PET to fibers for use in our fashion productions. We are currently applying for further funding and looking for partners in industry and research for sustainable textiles. Therefore the interaction with Stiftung Sitterwerk could be of great use in terms of further research, networking and visibility.

@Nnobia\_space @Impari\_moda <https://www.artco-gallery.com/de/exhibitions/186/overview/>



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# The Carnival Project

The Takoradi Masquerade has become West Africa's largest Carnival celebration. With over 10.000 participants it brings together locals and visitors from inside and outside of Ghana.

Every year multiple carnival clubs design highly vibrant dresses in order to compete for the town's best costume. After the celebration thousands of dresses are resold to other communities or stored without any further purpose.

Nnobia Space used the massive leftovers for a unique fashion collection. It adapts the typical patterns, colours and cuts while simultaneously turning it into ready-to-use outfits. The Carnival's visual identity is reinterpreted to create a meaningful and appealing union of tradition and innovation.



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# Exhibitions and Fashion Shows



Nubuke foundation, Accra (Ghana) December 2023

Berlin Fashion Week @ ArtCo Gallery, Berlin February 2024

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# Nnobia Space

## Philosophy

“Nnobia” is an ancient Akan concept for embodied reciprocity and cooperation.

At Studio Nnobia, we are revitalizing Nnobia to inform a movement of mutual learning and support among creative makers dedicated to positive and sustainable impact in their locality.

## Pedagogy

Creative Identity

Circular Design

Marketing Skills

## Strategy

Bring together  
experts and learners from fashion, media, design research  
from Takoradi, Accra, Berlin, Basel

Share knowledge  
by shared goals for educating the next generation  
in sustainable production and empowering storytelling

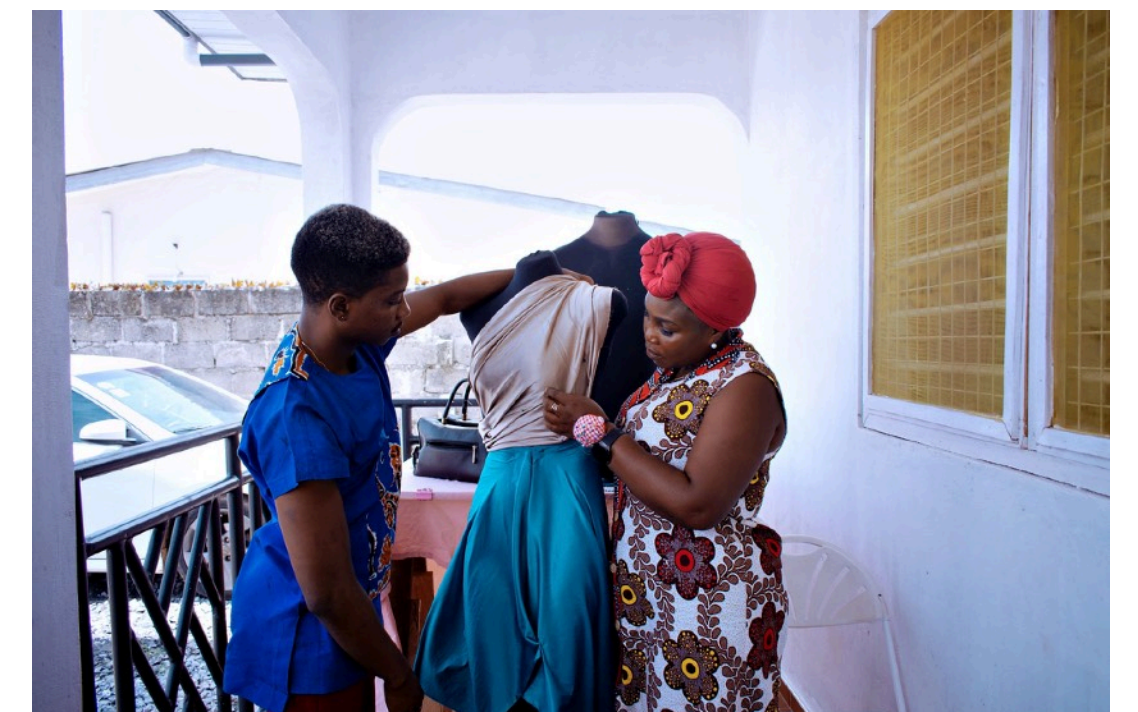
Research  
locally rooted organizational principles  
of Nnobia practices within regional communities  
and combine learnings with up-to-date work strategies

Co-create / Teach  
with an innovative teaching curriculum

Process / Produce  
in a new lab for fashion design and media production at SE-HuB

Collaborate  
with local businesses and communities with  
significant impact on the local economy and culture

Network  
act as catalyst to connect local and international cluster of  
sustainable design, media and creative entrepreneurship



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