



Presentation

Art African Excellensitys

Sales and Auction
Exhibition
Artists from the
African Continent

MARCH 2027

Introduction

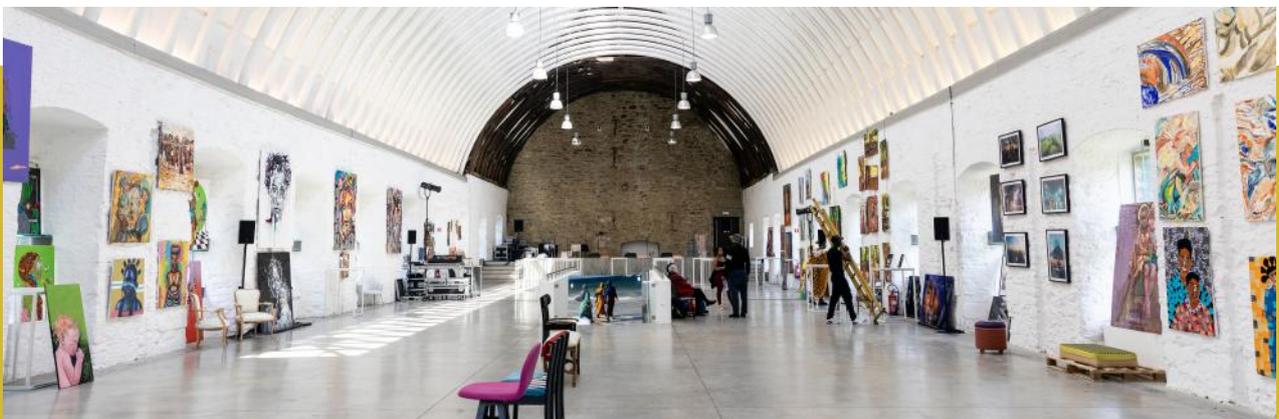
PROJECT CONTEXT

The Art African Excellensitys project was born from a desire to highlight the artistic and cultural wealth of the African continent and its diaspora.

In a context marked by growing recognition of African art on the international scene, it seemed essential to create a platform dedicated to promoting African artists in Belgium, while also addressing specific needs such as promoting their works, supporting local initiatives, and strengthening cultural exchanges.

The genesis of the project is based on several observations :

- Challenges encountered : African artists and those from the diaspora often struggle to find spaces where their works are fully showcased and accessible to an international audience.
- Opportunities identified : The growing interest in African art offers a unique opportunity to promote emerging and established talent while celebrating cultural diversity.
- Market demand : Demand for events that combine art, music, gastronomy, and cultural exchange is growing rapidly, both among art lovers and investors.



Introduction

PROJECT CONTEXT

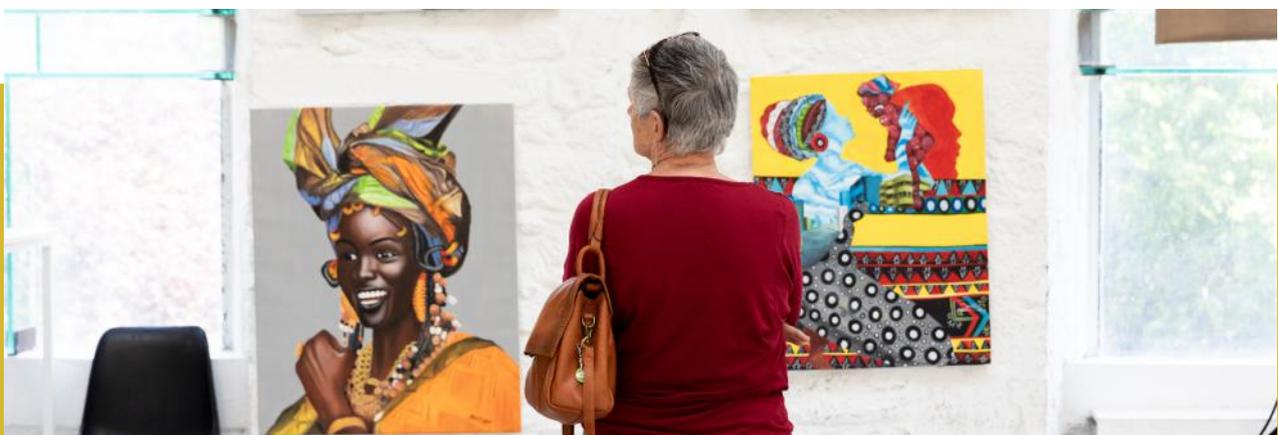
Importance of the project in the current context

The Art African Excellensitys project is part of a global movement where African art is increasingly recognized as an essential pillar of international culture.

It addresses several current challenges :

- Market trends : African art is experiencing a rise in popularity among collectors, museums, and galleries.
- Growing demand : Consumers are seeking immersive experiences that celebrate authenticity and cultural diversity.
- Economic changes : The project also aims to support African and diaspora businesses, NGOs, non-profit organizations, and foundations by raising funds for their initiatives.

By creating a space dedicated to art, cultural exchange, and community support, Art African Excellensitys stands out as a relevant and promising project.



Welcome !

Every challenge
is a chance to shine.



Much more than a sales and auction exhibition, we embody a bold vision and a constant quest for improvement.

Summary

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About



WHO ARE WE ?

Olga Matumona Kembi is a woman of many projects and hats, driven by a common ambition: to promote Africa and offer visibility to the African continent through Art African Excellensitys.

Ms. Matumona studied early childhood education, with the hope of one day opening a daycare and preschool based on alternative teaching methods and incorporating foreign languages.

She has also launched workshops to teach parents the art of African braiding, as well as hair care and beauty, highlighting the benefits of products from the African pharmacopoeia.

In a spirit of solidarity, she created a fully equipped space dedicated to beauty and well-being, allowing other professionals from the African diaspora to limit their initial investments while increasing their profitability. These initiatives aim to offer opportunities that are often rare for these entrepreneurs. (Under construction)

Creating Art African Excellensitys was a natural choice for Ms. Matumona, who chose to invest in a field in which she had not yet developed.

Her goal is clear: to be there where she is least expected, while promoting authentic African art on the international scene.

Our History

SOME DATES...

two thousand twenty-four



In May 2024, Art African Excellensitys organized an exhibition-sale and an auction at the Val Saint-Lambert Abbey in Seraing. Partnership with Jeunes Artists D'avenir (Jaa)

This event highlighted talented African artists (painters, sculptors, photographers). This initiative shows the importance of promoting contemporary African art and making it accessible to all.

To ensure continuity after the exhibition and auction, the project includes an educational branch entitled African Artistic Awakening, coordinated by Chloe Adahe and Moulo Martial.

This initiative aims to raise awareness among younger generations about African art while offering them unique opportunities.

2025-2027



two thousand twenty-seven

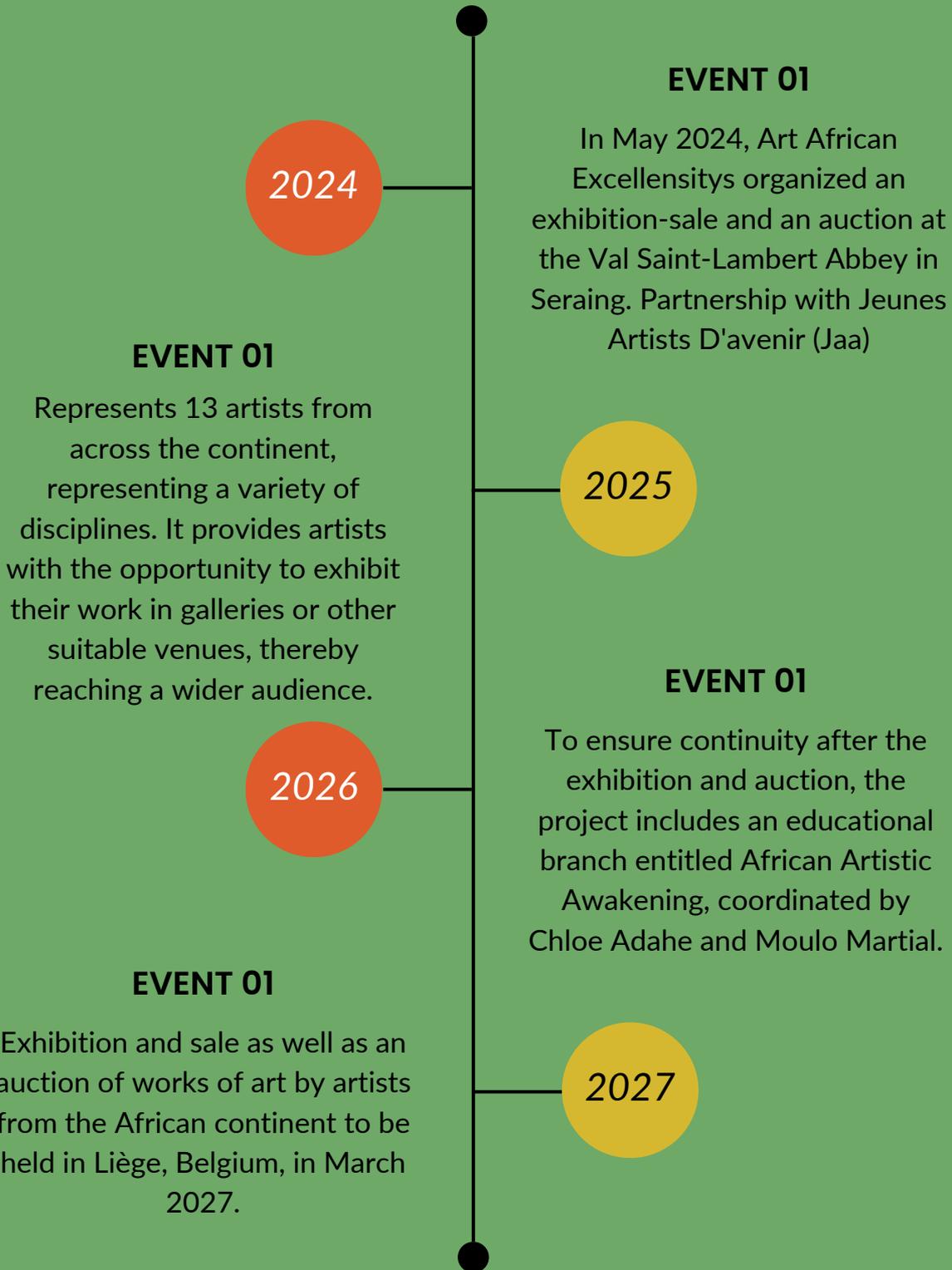


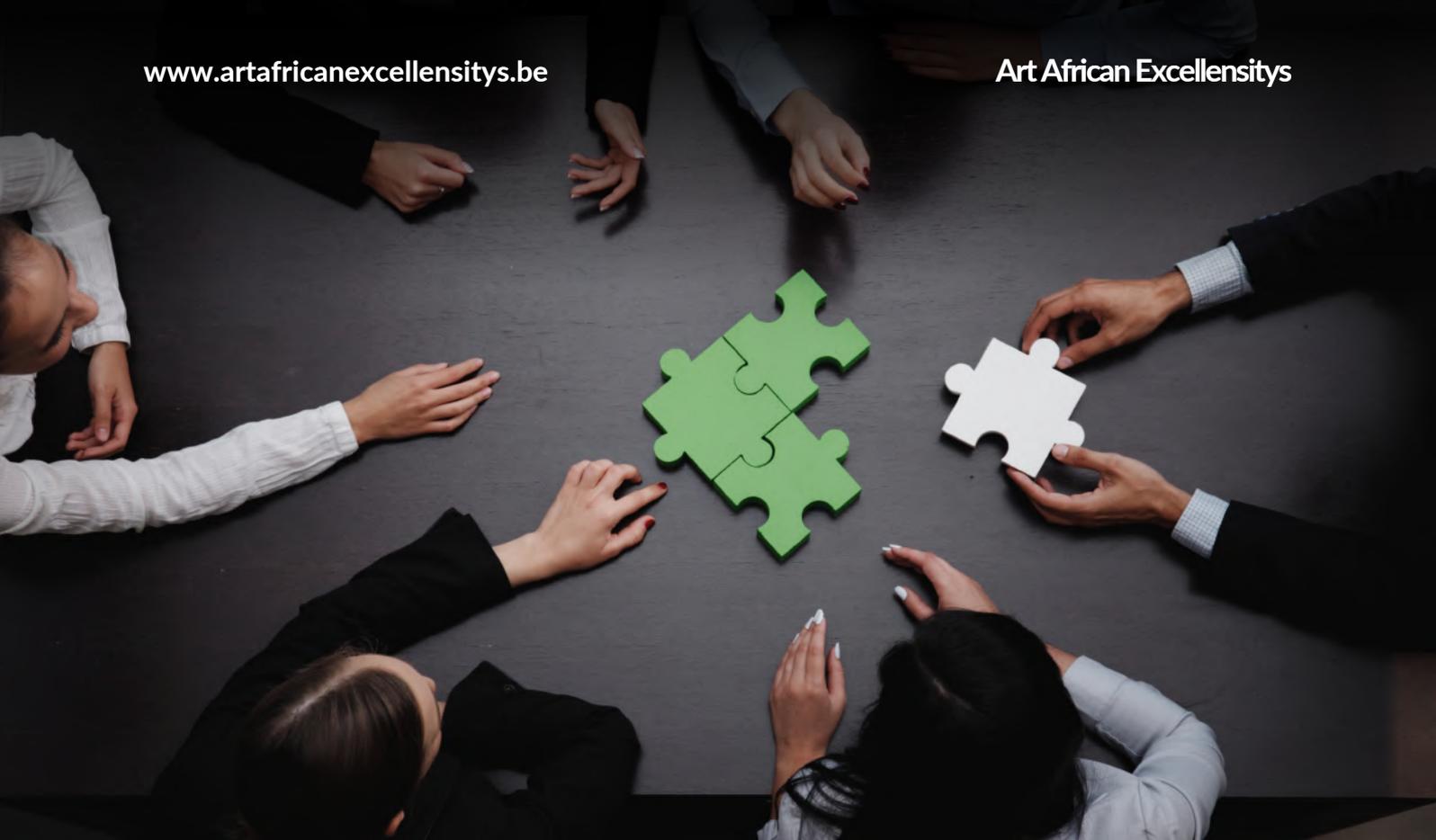
Exhibition and sales as well as an auction of works of art by artists from the African continent to be held in Liège, Belgium, in March 2027.

Hosted by musicians playing traditional instruments and caterers offering culinary specialties from the African continent (black Africa and the Maghreb) as well as from the African diaspora as well as the Antilles and the Caribbean.

Our History

SOME DATES...





Partners

A SYNERGY OF EXPERTISE AT THE SERVICE OF AFRICAN ART AND CULTURAL EVENTS

Our project is based on a unique collaboration between partners with diverse skills, united by shared values and a shared ambition: to promote African art and organize exceptional artistic and cultural events.

Each partner brings essential expertise, strengthening collective success in a spirit of partnership.

Together, this team embodies a diversity of talents that allows each member to showcase their professional skills, personal qualities, and strengths.

Our goal is clear: to evolve in a harmonious partnership for shared success while celebrating African art.

Partners

A SYNERGY OF EXPERTISE AT THE SERVICE OF AFRICAN ART AND CULTURAL EVENTS



MATUMONA KEMBI OLGA

FOUNDER

ART AFRICAN EXCELLENSITYS

WILIGAMA ART

CURATOR, À STANLEY' AUCTION

Expert curators in African art : Recognized specialists, they ensure the authenticity and promotion of African works, while enriching events thanks to their in-depth knowledge of the market and artistic trends.



DAFFA KONATÉ

FOUNDER / ART KELEN ET CULTURE

Expert curators in African art: Recognized specialists, they ensure the authenticity and promotion of African works, while enriching events thanks to their in-depth knowledge of the market and artistic trends.

Partners

A SYNERGY OF EXPERTISE AT THE SERVICE OF AFRICAN ART AND CULTURAL EVENTS



CARLOS DJISSO
EVENT ORGANIZER IN LIÈGE

Event planners in Liège : These experienced professionals guarantee creative and efficient project management, exploiting the cultural and architectural riches of the region.

HAYAT NASRI
FOUNDER / SALINE COLLECTION

Event planners in Liège : These experienced professionals guarantee creative and efficient project management, exploiting the cultural and architectural riches of the region.



SOREL KENMOGNE
BUSINESS COACH / FOUNDER
METAMORPH'OS COACHING

Sponsorship and Derivatives Manager : Responsible for developing strategic partnerships, she ensures that collaborations are aligned with the project's values while maximizing their financial impact.



Partners

A SYNERGY OF EXPERTISE AT THE SERVICE OF AFRICAN ART AND CULTURAL EVENTS



ELODIE DELFOSSE
FOUNDER / GENES'IN

Interior Designer : Elodie enhances event spaces with innovative design, creating inspiring environments that reflect the essence of African art.

IMANE BOUKOUIS

*** / ***

Public Relations Officer : Imane ensures the project's visibility with the public and the media, promoting smooth and impactful communication.



ETHE JURIST
LAWYER

Lawyer : Ensuring legal compliance, secures partnerships and protects the interests of the project.

Partners

A SYNERGY OF EXPERTISE AT THE SERVICE OF AFRICAN ART AND CULTURAL EVENTS



PIERRE HUSON

DIRECTOR / WORKSHOP GRAFFITI

This non-profit organization offers visual arts classes and workshops for children, teenagers, and adults (drawing, painting, illustration). Before our main event, it will host workshops led by two African artists in collaboration with their communities.

CHLOÉ & MARTIAL

PAINTER ARTIST

Chloé and Martial : These painter artists will co-organize African Artistic Awakening with Liège schools, bringing together a local teacher and an artist from the diaspora or the African continent.



STANLEY' AUCTION & DROUOT

AUCTION ROOM

*Stanley's Auction House
Provides an international platform for African Art Excellence.*

**This ambitious project
combines art, culture and
education to promote African
authenticity while meeting
current and future needs.**

Main Objectives of the Exhibition,
Sale, and Auction
Promote. Facilitate. Celebrate.
Create a Space. Raise Funds



Our Values

THE VALUES THAT GUIDE OUR PROJECT

To raise funds, for the second edition, a non-profit organization was chosen to benefit from part of the profits from the auction :

Ndako ya Bana is an organization in the Democratic Republic of Congo (DRC) dedicated to providing quality education to disadvantaged children in Kinshasa.

Founded in 2016, this non-profit organization uses the Montessori method to help vulnerable children, particularly those from orphanages, centers for single mothers, and centers for the disabled.

Ndako ya Bana's main objective is to provide these children with access to quality education, also by providing them with hot meals and daily academic support.

Since 2020, due to the pandemic, the organization has adapted its mission by enrolling children in a small private school and continuing to support them after school.



Our Values

THE VALUES THAT GUIDE OUR PROJECT

To raise funds, for the second edition, a non-profit organization was chosen to benefit from part of the profits from the auction:

Ndako ya bana : These are two teams, from Kinshasa and Belgium, who have been working for eight years to help disadvantaged children in Kinshasa by organizing charity events and raffles in Liège, Belgium.

If you would like to learn more or get involved, you can visit their website here. <https://www.ndakoyabana.com/>



Our vision

THE FUTURE IN PERSPECTIVE

1

VISITOR SATISFACTION

We strive to create immersive experiences that celebrate African cultural diversity while showcasing local talent. Each exhibition or event is designed to establish a dialogue between the works and the audience, fostering a deep connection.

2

ADAPTATION

In a constantly evolving world, we integrate modern technologies and innovative approaches to evolve our practices while remaining faithful to the very essence of African art. This adaptability ensures lasting relevance.

3

TRANSMISSION

African art is a precious heritage. We make it a point of honor to pass on its knowledge, stories, and techniques to future generations through educational programs, workshops, and intergenerational collaborations.

4

IMPACT

We believe in the transformative power of art. Every project we undertake aims to generate a positive impact—whether cultural, social, or economic—by strengthening ties between communities and inspiring change.



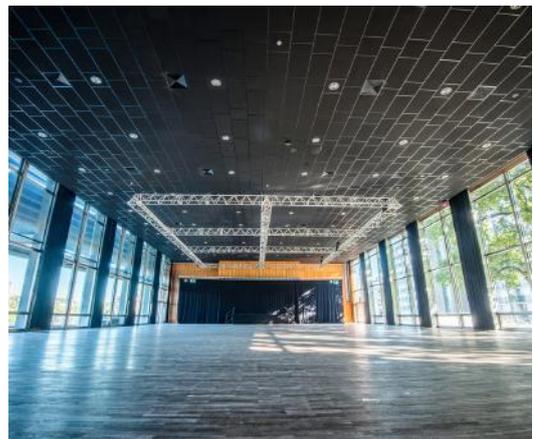
Liège Congress Center

BENEFITS

The Palais des Congrès is easily accessible by public transport and car. There are parking lots nearby to make your stay easier.

Well served by public transport and close to major train stations.

Located in the heart of Liège, offering easy access to hotels, restaurants, and other amenities. The Palais des Congrès de Liège is located in Parc de la Boverie, on the banks of the Meuse River. Esp. de l'Europe 2, 4020 Liège.



- **FESTIVAL HALL**
- **MORE THAN 700 GUESTS**
- **PODIUM**
- **TERRACE WITH VIEW OVER THE MEUSE**

Liège Congress Center

A UNIQUE OPPORTUNITY FOR LIÈGE AND WALLONIA

Liège, nicknamed the "Ardent City," has always been a cultural and artistic crossroads. Yet, it often remains overshadowed by Brussels in the collective imagination. With Art African Excellensitys, we have an exceptional opportunity to demonstrate that Liège and Wallonia can compete with the greatest cultural capitals, while highlighting African artistic excellence.

Why Liège? Organizing this event in Liège, rather than Brussels, is a symbolic and strategic move.

This allows us to:

Break down prejudices: Wallonia is too often perceived as a backward region. By hosting an event of international scope, we are proving that our region is capable of being a cultural driving force.

Revitalize the region: This event will attract a diverse audience, generating significant economic and tourism benefits for the city and its surrounding areas.

Building cultural bridges: Liège, with its working-class and cosmopolitan history, is the ideal place to celebrate the richness of African cultures and their global impact.

An ambitious project with multiple benefits, Art African Excellensitys is more than just an exhibition.

Liège Congress Center

A UNIQUE OPPORTUNITY FOR LIÈGE AND WALLONIA

This is a global platform that promotes :

Contemporary African art: Painting, sculpture, photography, as well as music and gastronomy.

Education and inclusion: Educational workshops will raise awareness of cultural diversity among younger generations.

Support for African artists: A portion of the profits will be donated directly to the creators to enable them to continue their work.

Call to institutions : We are seeking financial and logistical support from local, provincial, and regional institutions to make this event a true success.

By investing in this project, you are contributing to :

Raising Wallonia's image on the international stage.

Encouraging cultural innovation by supporting initiatives that showcase underrepresented talent.

Strengthening Liège's reputation as a pioneering city in hosting major cultural events.

With your help, we can make this vision a reality. Together, let's make Liège the beating heart of African art in Europe!

Means of financing

TAILOR-MADE SOLUTIONS



NUMBER OF SPONSORS NEEDED

2 Platinum sponsors (€5,000 each) =
€10,000



NUMBER OF SPONSORS NEEDED

4 Gold sponsors (€2,500 each) =
€10,000



NUMBER OF SPONSORS NEEDED

10 Silver sponsors (€1,000 each) =
€10,000

Our Formulas

ADVANTAGEOUS SOLUTIONS

★ FORMULA SUPPORT	★ FORMULA PARTNER	★ FORMULA BRONZE
100€	300€	500€
✓ Mention on communication materials + public thanks during the event.	✓ All the benefits of Supporter status plus a logo on the event website and an invitation to the launch party with the artists.	✓ All the benefits of the Partner level + logo on communication materials + VIP access to the event with a private guided tour.

*Pioneers of a better future: together,
let's create a shared vision.*

We offer several levels of sponsorship, each offering specific benefits

Our Formulas

ADVANTAGEOUS SOLUTIONS

★ FORMULA SILVER	★ FORMULA GOLD	★ FORMULA PLATINUM
1000€	2500€	5000€
✓ All the benefits of the Bronze level + logo on banners and event stands + special mention in press releases + possibility of distributing goodies or brochures during the event.	✓ All the benefits of the Silver level + dedicated booth at the event to promote your business + speaking opportunity at the event + logo on entry tickets.	✓ All the benefits of the Gold level + special mention during all official communications + presence of your logo on promotional videos + private meetings with artists and musicians.

*Pioneers of a better future: together,
let's create a shared vision.*

We offer several levels of sponsorship, each offering specific benefits

Main objectives

THE GENESIS OF CHANGE

- Promote African and diaspora artists and their works, by offering them increased visibility on the international scene.
- Facilitate the sales of African works of art, thus enabling artists to fully live off their passion.
- Celebrating African cultural richness through events combining music, gastronomy and art.



- Create a space for meeting and cultural exchange, promoting dialogue between cultures.
- Collect funds to support African or diaspora businesses, NGOs, non-profit organizations and foundations in their social and economic projects.

Additional Branch: African Artistic Awakening

To ensure continuity after the exhibition and auction, the project includes an educational branch entitled African Artistic Awakening, coordinated by Chloe Adahe and Moulo Martial.



Main objectives

THE GENESIS OF CHANGE

- Exhibit students' work, encouraging their creativity.
- Exclusive access to events, promoting their immersion in the artistic world.
- Meetings with African artists, to inspire students through sharing experiences.



- Educational resources, adapted to deepen their knowledge of African art.
- Exhibition of paintings by African artists in schools, in order to integrate art into everyday school life.

This initiative aims to raise awareness among younger generations about African art while offering them unique opportunities



Key steps

PROJECT PROCESS

1 African Artistic Awakening Center

Objective : To raise awareness of African art among students in 10 schools in Liège.

Duration : September 2025 to February 2027.

Activities :

Interactive art workshops (painting, sculpture).

Lectures on African artistic history and culture.

Temporary exhibitions in schools to showcase the works of artists from the continent and the diaspora.

2 African Art Exhibition Center

Key dates : March 2027.

Location: Liège.

Activities :

Presentation of contemporary and eclectic works (painting, sculpture, photography) by African and diaspora artists.

Spotlighting emerging and established talents to deconstruct stereotypes about African art.

Stages of the exhibition-sale and auction

1. Preparation (2025-2027) :

Selection of artists and works.

Coordination with schools for educational workshops.

2. Exhibition (March 2027) :

Opening reception with honored guests.

Presentation of the works in a dedicated space.

Key steps

PROJECT PROCESS

3

Auction Division

Key dates : March 2027, after the exhibition.

Activities :

Organization of an auction of African artworks with an estimate between €300 and €5,000.

Collaboration with experts to ensure the artists' international visibility.

4

Partnerships and Educational Impact Center

Objective : Strengthen educational and cultural ties.

Activities :

Partnerships with local and international non-profit organizations to promote arts education.

Integrating African gastronomy and music into events for a holistic approach.

3. Auction (March 2027) :

Organization by an auctioneer.
Promotion of the artists to international collectors.

4. Post-event follow-up :

Evaluation of the educational impact.
Communication of the sale results and feedback from participants.

This project aims to promote African art while raising awareness among the Belgian public of its cultural richness.

The Future

REGISTER FOR THE LONG TERM FOR A DISTANT VISION

■ Cultural Reappropriation

Highlighting the roots and original contexts of African works to restore their cultural identity.

■ Dialogue between tradition and modernity

Promote a fusion of traditional styles and contemporary expressions to enrich African art while respecting its origins.

■ International Promotion

Promote African art in global spaces such as museums, galleries, and prestigious exhibitions, while integrating artists from the diaspora.

■ Sustainability and Transmission

Embracing art as part of a sustainable approach by supporting young African artists and preserving ancestral knowledge for future generations.

“OUT OF ITS ENVIRONMENT, REMOVED FROM ITS CONTEXT, THE OBJECT LOSES ITS CULTURAL IDENTITY.”

info@artafricanexcellensitys.be



The Future

REGISTER FOR THE LONG TERM FOR A DISTANT VISION

■ Traditional Fabrics and Weavers

Highlighting iconic fabrics such as bogolan and kente, which embody African cultural identity.

These textiles, created by passionate artisans, symbolize the fusion of tradition and modernity.

■ Oral Transmission and the Palaver Tree

Highlight the importance of oral tradition in preserving traditions and historical narratives, particularly through griots and evening gatherings around the palaver tree.

■ African games as vectors of social connection

Promote traditional games such as Mancala and Senegalese wrestling, which convey community values and strengthen cultural identities.

■ African Literature as Collective Memory

Celebrating African writers who have successfully addressed the lack of information about Africa by transcribing its oral histories into timeless literary works.

“ORALITY FORGES THE IDENTITY OF COMMUNITIES AND LEAVES ITS MARK ON THEIR AESTHETIC CREATIONS.”



Conclusion

FAIRS AND BIENNALES FOCUSED ON AFRICA

The presentation of our dossier for African Excellentsity is part of a desire to position Belgium as a cultural bridge between Africa and the rest of the world, like the major fairs and biennials organized in Marrakech, Paris, London or New York.

We aspire to provide a platform that celebrates the richness and diversity of contemporary African art while fostering global dialogue.

Inspired by the successes of Dak'Art and the 1-54 fair, our ambition is to strengthen artistic exchanges and enable African artists to emerge on the international scene.



"Culture is the memory of an entire people," as Cheikh Anta Diop said, and it is precisely this memory that we wish to promote in Belgium.

Finally, "We all aspire to the triumph of the notion of the human species..." (Cheikh Anta Diop), because beyond borders, contemporary African art embodies a universal vision, bringing hope and transformation.



Conclusion

FAIRS AND BIENNALES FOCUSED ON AFRICA

There are several contemporary art and design fairs focused on African art and Africa.

These include :

1. Nairobi Design Week in Kenya : This event celebrates African design through exhibitions, workshops, and conferences.

Location: Nairobi, Kenya.

2. Africa Design Days : This fair recognizes African design talent and highlights the innovations and creations of designers from the continent.

Location: Varies, often in North and West Africa.

3. Design Indaba in South Africa : A design festival that brings together designers from around the world to share their ideas and works, with a strong focus on African design.

Location: Cape Town, South Africa.

4. 1-54 Contemporary African Art Fair : Although focused on contemporary African art, this fair is held in London, New York, and Marrakech, providing an international platform for African artists.

Location: London, New York, Marrakech. **5. Art X Lagos in Nigeria:** This is one of the leading contemporary art fairs in West Africa, showcasing African and diaspora artists.

Location: Lagos, Nigeria.



Conclusion

FAIRS AND BIENNALES FOCUSED ON AFRICA

6. Investec Cape Town Art Fair in South Africa : This fair is a major platform for contemporary African art, attracting collectors and art lovers from around the world.

Location: Cape Town, South Africa.

7. FNB Art Joburg in South Africa : Formerly known as the Joburg Art Fair, this fair is dedicated to contemporary African art and features works from galleries and artists from across the continent.

Location: Johannesburg, South Africa.

8. Dakar Biennale in Senegal : Although this is a biennial and not an annual fair, it remains a must-see event for contemporary African art, attracting artists and visitors from around the world.

Location: Dakar, Senegal.

9. AKA (Also Known As Africa) Fair : An international event dedicated to contemporary art and design from Africa and its diasporas. It showcases African and Afro-descendant artists through exhibitions, performances, and meetings, providing a unique platform to celebrate the continent's cultural and artistic diversity.

Location: Paris, France

These events are excellent opportunities to discover and appreciate the richness and diversity of African art and design.





**“Commit to
common
success.”**

The future starts here:
together, let's build an
exceptional future.

JOIN US!

THANKS !

Let's transform the Ordinary into the Extraordinary.

"Throughout this reading, we explored together the foundations of Art African Excellensity, from its clearly defined objectives to its strategic methodology and in-depth market analysis.

Your presence and commitment are essential to the success of this project. Your questions and comments are invaluable, and we remain open to any further discussion.

In conclusion, we are excited about the next steps of this project. Thank you again for your attention. See you soon for the exciting next steps of our project."

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THANKS.

LET'S TRANSFORM THE ORDINARY INTO THE
EXTRAORDINARY

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