



MUNTU project

<http://www.muntuworld.org/en/>
www.facebook.com/MuntuWorld/

<http://www.pinterest.com/MuntuWorld>
<http://www.twitter.com/muntuworld>
<https://www.linkedin.com/showcase/18082424/>

Contact : hello@muntuworld.org

PROJECT OBJECTIVES

- Preserve traditional African talent and skills
- Support entrepreneurship and the (re)use of Africa's industrial materials
- Strengthen the exposure of African brands to European markets
- Promote diversity and the mix of cultures
- Promote African values and culture (society, creativity, simplicity, resilience and so forth)
- Change views on global trade



THEY SUPPORT MUNTU PROJECT

ATELIER
FIFTY
FIVE

Yéleen Design
TISSAGE FAIT MAIN

KO
BO
African resto bar
Cultural house
Concept store

MOYI omony
about brands & visibility

HOW IT WILL BE DONE

- Opening of the MUNTU African Contemporary Design space
- Organization of pre-order campaigns to ensure that an acceptable quantity of stock is available to meet demand and reduce delivery costs
- Opening of the MUNTU Concept Store, which will include an online store
- Participation in design fairs, and carrying out press promotion
- Commercially representation of the designers to interior architects and design stores (B2B)

THE MUNTU SPACE

A 40sqm recently renovated place, located behind the KOBO restaurant (Rue François Libert 4, 1410 Waterloo – Belgium) will become The MUNTU space dedicated to showcasing contemporary design from Africa.

The place is ideally located in the heart of the upper-class residential suburbs such as Waterloo, Lasne, Rixensart and Rhode Sainte Genèse in the South of Brussels where many interiors designers and architects have their offices, along with several international home interiors brands.



The MUNTU space will be available for business meetings, gatherings, or any other activities in relation with MUNTU's objectives. The space intends to showcase the work of MUNTU partners in as many ways as possible. The place is positioned to quickly become a point of reference where professionals can consult the catalogues and brochures of contemporary African designers, and view work samples. Offering access to a meeting room and the restaurant the place will also enable MUNTU partners to meet in a professional environment, fully dedicated to African design and values.

MUNTU will also use the place to coordinate EU client orders, logistics, and after sales needs.



THE MUNTU CONCEPT STORE

MUNTU WORLD's Concept Store is the marketplace connecting African creators with consumers situated in Europe and the rest of the world. Located both virtually and physically in Brussels, MUNTU WORLD's Concept Store will become the window of contemporary Africa through its exposure of African talent by means of cultural events.

MUNTU WORLD's Concept Store will be THE place where to find and source African design.

More than a simple online store, the Concept Store will also physically showcase products and promote the work of African designers in Europe. Highlighting the social activity happening behind the production lines which is often unknown to consumers.

The Concept Store enables consumers to physically connect to the experience of buying the work of African designers, as they would be able to see and touch some of the products. The Concept Store also enables MUNTU WORLD to become a reference point for professionals such as architects and interior designers to have products tailor-made to suit their needs.

DESIGN FAIRS AND PRESS CAMPAIGNS

MUNTU WORLD will also showcase the work of the designers' at international Arts and Design fairs (e.g. AKA, Paris), expos and other events in order to help the MUNTU partners develop and improve the quality of their production to enhance the image of the entire African design sector.

A press and social media campaign in French and English will be built up in parallel with the first presales campaigns.



DESIGNERS' COMMERCIAL REPRESENTATION

MUNTU WORLD will assume responsibility for all the logistics and commercial and administrative steps from the departure of products from the designer's home country to their arrival at MUNTU WORLD. This will include dealing with transit operators, customs, and freight operators in Europe, along with customer services pre- and after sales.

MUNTU's partnering designers will also benefit from regular feedback on areas such as products and target consumers in order to support the partner designers' R&D activities.

WHICH DESIGNERS?

Those designers located on the African continent whose products are:

- merging traditions and contemporary lifestyle, mostly handmade (even though some industrial input is possible);
- primarily made on the African continent (main production line on the continent); and
- promoted under a dedicated brand targeting international markets.

PROJECT MILESTONES

- May-August Preliminary PR and networking (to include set up of website, lifestyle events, social media networks and starter community)
- July – August The first pre-order campaign with the first group of designers to respond
PR Campaign
Order processing based on the successful products from the pre-sales campaign
- Autumn Product distribution and the first direct sales at the MUNTU Concept Store + new orders
Concept Store opening
Press Campaign

THE NEED FOR AFRICAN DESIGNERS TO GET INVOLVED

The MUNTU project is the outcome of intensive discussions with Aïssa Dione (Textile designer - Sénégal), Aïda Duplessis Yéleen Design (Textile designer - Mali), Aboubacar Fofana (Textiles designer - Mali) and Dr. Marie Diallo (Natutral Cosmetics – Senegal), along with representatives from the African Diaspora Network in Brussels with regards to accessing EU markets, production and addressing trade barriers.

Following a personal financial investment of more than 40.000€, the MUNTU project is now seeking full backup and support from the African designers it intends to promote.

HOW TO GET INVOLVED?

1. Become a project partner and help furnish the Muntu space;
2. Support the range of stock to be offered by providing additional products for sale alongside the first orders made from the pre-order campaigns;
3. Support the efforts of setting-up a sustainable and economically viable supply chain process for products from source to the Brussels' place;