



## *African & African-Caribbean Design Diaspora*

W: [www.aacdd.org](http://www.aacdd.org)  
E: [info@aacdd.org](mailto:info@aacdd.org)  
T: +44 (0)20 8940 7857

Company seat:  
The Alexander Suite  
Silk Point  
Queens Avenue  
Macclesfield SK10 2BB

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# **AACDD 2010-2012**

## **THE AFRICAN AND AFRICAN-CARIBBEAN DESIGN DIASPORA INITIATIVE**

*'A GREAT EXAMPLE OF ART ENGAGING WITH A COMMUNITY AND PEOPLE'* Visitor's Comment

***'Diversity enriches our society. But it is also a creative and business imperative. The creative industries suffer when they cannot draw on our creative people, whatever their ethnicity, gender or location.'***

DSMC – Department of Media, Culture and Sport 2008

In 2012 the first three-year programme of the African and African-Caribbean Design Diaspora – AACDD - Initiative by the British European Design Group – BEDG - came to an end.

The response to the three years of exhibitions, workshops and special events proved beyond any doubt that this national and international platform for black creativity of African and African-Caribbean descent was long overdue and must be continued as an established part of the London Design Festival and the multicultural creative scene of the nation.

**Since October 2010 more than 400 British and international artists and designers from all creative disciplines, 20 organisations and 10 nations have participated in the AACDD Initiative.**

**They have shown their work in 17 venues in London and as part of curated exhibitions at leading international trade fairs in Paris, New York and Los Angeles and have been seen by over 150 000 visitors worldwide.**

**The two major exhibitions at the 1000 square meter listed Bargehouse building in London's Southbank in 2011 and 2012 had an unprecedented 11 000 recorded visitors.**

**As a particular point of celebration, AACDD also reached out to London's black communities, who were one of AACDD's main target audiences, raising awareness of the amazing and widely unknown creative talent that exists within their own ethnicity.**

**The AACDD website – [www.aacdd.org](http://www.aacdd.org) - became a focal point for intensive networking, enquiries and submissions. It has been visited by tens of thousands of visitors spreading the AACDD message through social networks on a global scale.**

A devoted AACDD Steering Committee/Advisory Board and core teams of artists and designers shouldered the burdens of additional fund raising, administration, organization of artists and designers, art direction, press and public relations as well as the complex logistics of the many AACDD festival venues. Without their invaluable and untiring support and practical assistance the AACDD initiative could not have been realized. To them therefore belongs the gratitude of the British European Design Group and the participating AACDD artists and designers.



An initiative of the British European Design Group  
[www.bedg.org](http://www.bedg.org)



LOTTERY FUNDED



# AACDD 2013

## The 2013 AACDD Bargehouse Festival

### *'MOVING ON'*

**17 – 23 September 2013**

Started in 2010 by the London-based British European Design Group in partnership with the London Design Festival, the African & African-Caribbean Design Diaspora Initiative ([www.aacdd.org](http://www.aacdd.org)) has created its own legacy by highlighting the talents of new and emerging artist, designers and architects of African and African-Caribbean descent.

Once again all five floors of the listed Bargehouse building will be devoted to showcasing exceptional works from creatives of African, African-Caribbean and African Diaspora descent from the UK, Europe, Africa and the Caribbean.

In addition to the artistic and design side of AACDD, the AACDD 2013 Bargehouse Festival 'Moving On' will also for the first time include a very different special feature: the **Mosaic** Event, which will host a shopping gallery and fashion showcase to highlight the commercial potential of AACDD artists and designers.

The AACDD Initiative gives the opportunity to experience and discover first-hand the originality and creativity with which the very best African descent artist and designers enrich global culture.

London, August 2013

***The 2013 AACDD Bargehouse Festival 'Moving On' will consist of four parts:***



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## **PART I ‘ICONIC HIGHLIGHTS – THE BEST OF THE BEST’**

### **2010-2012 AACDD Awards and Award Exhibition**

#### **Ground Floor Gallery**

***Ensuring such diversity will continue requires some intervention whether through education and training, outreach work, spreading good practice or awards, which recognize the most diverse forms.*** DMCS -  
Department of Media, Culture and Sport 2008

The Exhibition of the AACDD Awards and Award Exhibition is the final accolade celebrating the best of the outstanding creative talent of black artists and designers.

This year the entire Ground Floor Gallery will be dedicated to a review of the best submissions in all creative disciplines from the 2010, 2011 and 2012 AACDD exhibitions.

In the AACDD Award Exhibition visitors will be able to see the creative highlights of three years in more than 15 disciplines selected by a panel of Steering Committee/Advisory Board members on the basis of the physical and virtual work of the participating artists and designers.

## **PART II ‘THE SCREENING FLOOR’**

### **New Independent Film, Animation and Moving Images**

#### **Screening Room, 1. Floor**

From 17 – 23 September the AACDD will welcome the public to enjoy a week full of films, documentaries, shorts, moving image and animation, from independent filmmakers and collectives representing Africa, the Caribbean and the diaspora.





## **PART III ‘MOVING ON’**

### **New Submissions, New Work**

**Submissions of work from September 2012 – August 2013**

**Floors 1, 2, 3 (Rooms 1 & 2)**

Since August 2012 over 50 new artists and designers from the UK, Africa, the Caribbean and the USA have sent in their applications for inclusion in the 2013 Festival lauding the initiative and wishing to be part of it.

It has filled us with great pride and satisfaction that most of them state they learnt about AACDD either through the social networks or by word of mouth and have felt inspired and encouraged to get in touch with us.

It is for the reason of not wanting to disappoint this trust that the British European Design Group has decided to continue the AACDD Initiative into 2013 despite the fact that funding is no longer available.

The 2013 AACDD Bargehouse Festival ‘Moving On’ is therefore intended to continue to build on the growing interest in black creativity, which our work has so far engendered amongst other organisations and institutions, the general public and – above all – the communities and to continue to provide an open and accessible platform for its many protagonists during the UK’s most prestigious design event – the London Design Festival.

## **PART IV ‘MADE TO WEAR’**

**Fashion, Accessories, Jewellery, Gifts**

**The MOSAIC Shopping Gallery**

**17 - 23 September 2013 Floor 3 (Room 3)**

**The MOSAIC Fashion Showcase**

**17, 19, 22 September 2013 Floor 4**

The MOSAIC Shopping Gallery and the MOSAIC Fashion Showcase will provide a new experience for visitors to the two previous AACDD Bargehouse Festivals. For the first time designer/makers and small businesses owned by entrepreneurs of African and African-Caribbean descent will offer fashion, fashion accessories, interior design accessories, limited edition art and artistic gifts to highlight not only the creative but also the commercial potential of AACDD artists and designers.





The AACDD is a Partner of the LONDON DESIGN FESTIVAL

[www.londondesignfestival.com](http://www.londondesignfestival.com)

For further information on the 2013 AACDD Bargehouse Festival 'Moving On' please visit the AACDD website:

[www.aacdd.org](http://www.aacdd.org)

**Bargehouse**

Oxo Tower Wharf

Bargehouse Street

South Bank

London SE1 9PH

September 17 - 23

Open 10am – 8pm daily

Admission free



An initiative of the British European Design Group  
[www.bedg.org](http://www.bedg.org)