

JANUARY - FEBRUARY 2025

SPECIAL EDITION

ESCAPE MAG



AFRICAN CREATORS SUMMIT

Building a Sustainable
Ecosystem for Creators



Adedapo Adewunmi | Unique Obi | Bovi | Lasisi | Dr Foy | KieKie | Etinosa | Layi Wasabi |
Ajebo | Jarvis | Oluwadolarz | Do2dtun | Peller | Husband Material | Nedu | Warri Pikin |
Emmanuella | Pencil | Marie Lora-Mungai & Many More.

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ESCAPE MAG

Digital Escape Africa

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Editor's Letter

As we step into a new year of storytelling, Escapemag is proud to present our first special edition, spotlighting the African Creators Summit. This issue celebrates the vibrant, boundary-pushing talent shaping the creative landscape across the continent.

On our cover, we feature the brilliant minds behind this movement Oladapo Adewunmi and Unique Obi, co-founders of the event. Inside, we dive into conversations with some of the biggest names in the creative industry, including comedy maestro Bovi and top influencers like Lasisi, KieKie, Layi Wasabi, Ajebo, Oluwadolarz, and many more.

It is an honour for Escapemag to participate in this summit, organized by Apollo. It aligns perfectly with our vision to be a platform that champions and amplifies the voices of creatives. This edition is more than just a feature; it highlights the power of collaboration, innovation, and the boundless potential of African creativity.

Here's to a year of breaking barriers, telling bold stories, and redefining the creative space one feature at a time.

Welcome to the special edition of Escapemag.

Okiki Laoye
Editor in chief

It's Admission Season!



**Lead City
University
Ibadan**



Admission is open for the **2024/2025 Academic Session**

Who Are We?

Lead City University, founded in 2005, is the first private university in the city of Ibadan, Oyo State. Our vision is to be a centre of excellence, where academic rigour, entrepreneurial skills, and vibrant student life converge to provide an all-around, high-quality education.

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Summit in Focus

BY OKIKI LAOYE
INTERVIEW BY ALAMU AKINKUNMI
PRODUCTION MANAGER: SAM

CREATIVE DIRECTION BY BLACK
ALBINO
CREATIVE SUPPORT: ADAUGO LEWIS
& GLORIA ONWUEMELI (BLVCKSUN)

VIDEO BY KOMMUNITY FLEX

MARIE LORA- MUNGAI

Marie Lora-Mungai is a leading investor, advisor, and entrepreneur with 18 years of experience across Africa's creative industries and sports business.



INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ

Founder of Restless Global, she advises clients like Warner Bros. and UNESCO while pioneering innovative financing models for the corporate sector. A trailblazer, she launched Buni.tv and Buni Media, creators of hit shows like "The XYZ Show", and co-created "The Trade", now with Sony Television. Recognized as a Young Global Leader, she drives African creative growth through her newsletter "HUSTLE & FLOW".

EscapeMag: What resources can you recommend to creators that can help them grow their skills and personal values?

Marie: What I would say is that creators, in order to build sustainable careers, they need to look at themselves as entrepreneurs and not just as creators of content. So they must understand how they can build a brand based on their skills and what they do, how they can build a business, how they can look at different revenue streams, not just from the platforms or sponsorships, but maybe from other things in real life, like other businesses, leveraging the audience that they have.

So the key point is how to turn your career from producing content to running a business.

EscapeMag: How can creators position themselves better for investors to invest in them?

Marie: Well, first of all, not everybody needs to raise money. I mean, you know, the question should first be what are the goals of a specific creator, what kind of career they are building?

They don't necessarily need to go out and raise money for that. They can already leverage the revenue they are making from the existing sources. What can make you seek financing from investors is really if you're trying to build something bigger than yourself and you're trying to scale.

But in order to be in that position, you need to have established a business already. So investors are not going to invest in one single individual. They are going to invest in a company.

They are going to invest in a business. So either you are aggregating other creators around yourself or you are a creator but you're building a brand and it could be comedy, it could be, financing, wealth management, personal finance, it could be anything. But are you building an investable business? Which means are you building a business where we can track revenue growth for several years? Do you have a strategy for growth? Do you have a plan on how to use this extra money that you plan to raise? So this is really what makes it pertinent to potentially raise money.





IMAGE SOURCE - ACS
SHOT BY SOLVENT

DR FOY

Dr. Foy is a communications powerhouse. He blends entertainment, sports, fashion, music, art, and tech into groundbreaking projects.



**INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ**

From medicine to music, Dr. Foy's journey took a creative turn. For the past 12 years, this former medical doctor has been a driving force in the creative ecosystem. As co-founder of Energize Group, he's built a diverse portfolio spanning music, festivals, and touring. He also leads the media arm of Elevate Africa, amplifying African stories globally. Dr. Foy gave EscapeMag some nuggets for young creators out there.



EscapeMag: So my first question is, how can creatives and creators communicate their message effectively to their audience?

Dr Foy: I think the most important thing in this era is to remove the word content from your lingua and make it a story. Content, for me, is the infrastructure of quality. So technology can help you with content. The platform is content. The way you edit your content. But the soul of what stands you out is not the content, it's the story. Because stories build stride. It drags people in. Building the community. Tell your story. That's number one.

Number two is, at this stage, for a new guy, don't be transactional. Even if you transact, make sure everybody you transact with becomes a tribe. So turn every transaction into a tribe. Turn every content into a tribe. Ask for feedback. Respond to everybody's comments. Don't be arrogant, you're not there yet.

EscapeMag: How can creators protect their intellectual property, even from the starting state?

Dr Foy: First things first. I will say that you have to be very deliberate about being heard. So I'll say that IP should be there, but also don't hide yourself too much because you're trying to protect your IP that you're not seeing. So it is a trade-off. That's number one.

Number two, if you can, grow with your people. Grow with your people. Make sure as you grow, you have a lawyer on your team. You have them so that you grow with them. So what you can do is exchange value. I'm looking for creatives who, from scratch, give their lawyers 10% of their exchange value. You put something on the table. That's it.



DR FATOUMATTA GAYE

As the Founder & CEO of Top3 Solutions and a key shareholder in New Royal Enterprises, USA, Dr. Fatoumatta Gaye is a driving force in the world of investment and business consultancy.



**INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ**

Recognized as one of Africa's Top 100 Influential Women and the brains behind the continent's Most Innovative Firm, she has carved a niche as a trusted advisor, unlocking transformative investment opportunities across Africa. With a unique ability to merge local expertise with global trends, Dr Gaye is not only shaping economic growth but also empowering the next generation of entrepreneurs through mentorship and training. A sought-after keynote speaker and the Lead Organizer of the Global Excellence Summit and Awards, she continues to inspire and drive change on the global stage.

EscapeMag: What's the first question or the most frequent question you think creators would ask you or you've got it from creators as regards what you offer?

Amb Fatoumata: Well, I think the most frequent question I usually have is, why am I not seen? I do better than them. Why am I not visible at the end of the day?

For me, I think people should ignore the fact that people are doing things and they're being seen and let them just keep doing what they're passionate about. I believe that content creation, and getting into the field is about passion. It's not just about the game.

Most of the time, we're more focused on making money out of something that we forget that it's the passion that brings the money at the end of the day. So, if you keep doing something, you're consistent about it, you love what you do, you wake up with a good heart, with a clean life and you just keep doing amazing, one day, the best will follow you and you'll start to reap what you sow. You can't just start doing something and in less than three years, you want to make billions. It doesn't work like that. Even as a business owner, for the first five years, we don't talk about profit. We talk about losing.

So, it's by stage. It's just like a lifespan. When you're born, you can't sit down and you learn to sit, then you learn to walk, then you learn to run and then you learn to become an adult and start doing things on your own.

EscapeMag: How do creators position themselves to get to that financial stage? What would you suggest to creators as regards that?

Amb. Fatoumata: Anything that is worth doing is worth doing best. That's my saying. You can't be creating baby content at the lowest quality and intend to make the best out of it. Every job you see, as an investment advisor, I believe that everything that you see, you have to invest for you to get an ROI. You can't say that you have a blurry video, you want to post it on TikTok or Instagram and then you want to get one million views. Who is watching it in this day? Even if I sit on the TV, I don't watch YouTube any more because of the quality. I want to watch something that has the best quality. Consistency with quality is very important.

The second thing is financial inclusion. Sometimes you need to seek the ideas of people in different sectors. You are not a financial person, you are a comedian, you are a content creator, you are a fashionista, you are a beautician, that's what you are. But you need the ideas, the advice of a financial individual. Are you including them? Most of the time when you talk about content creation, they don't include those people in their journeys and they are needed.

Someone said content creators need to think like entrepreneurs. They do. It's a business.





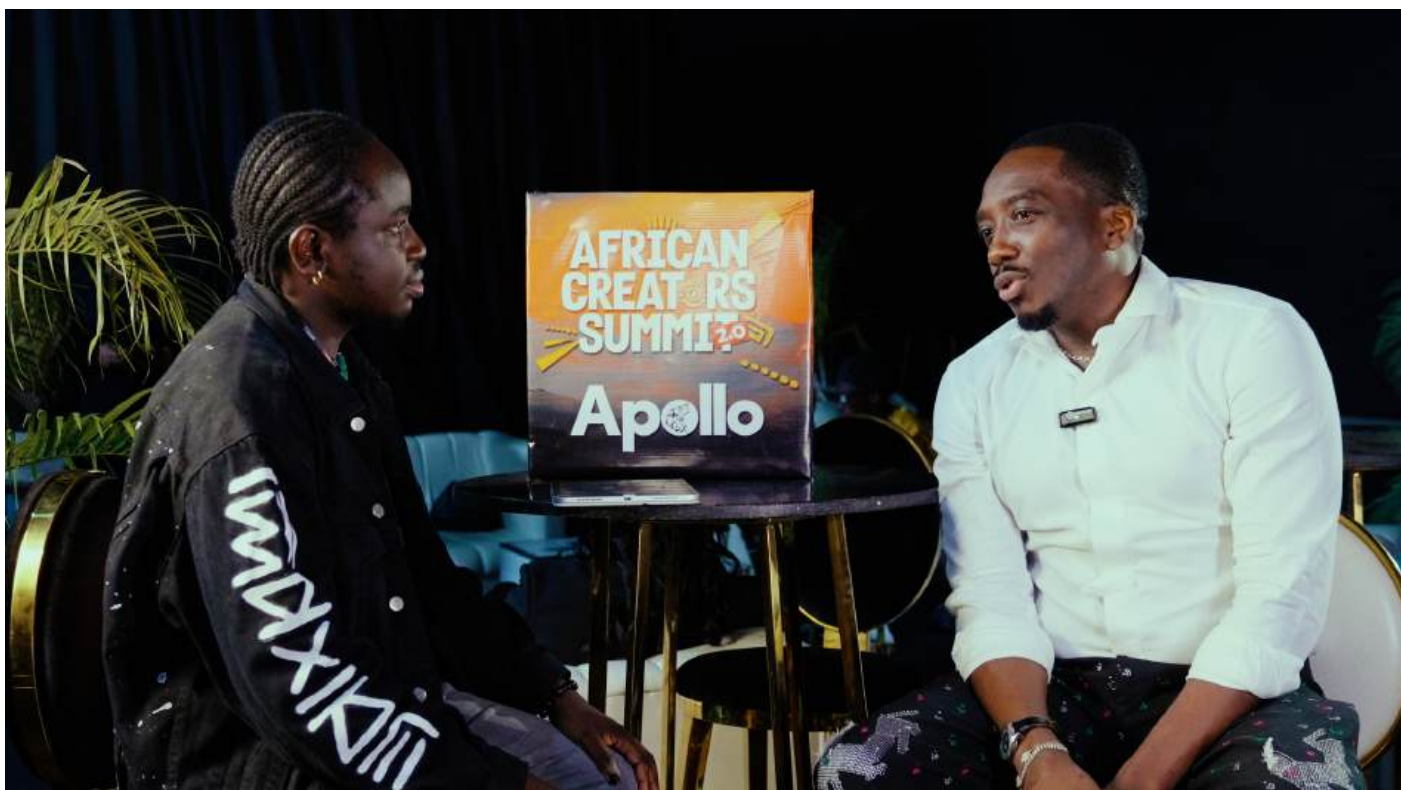
BOVI

Bovi Ugboma, widely known as Bovi, is a celebrated Nigerian comedian, actor, and writer, recognized for his sharp wit and relatable storytelling. With over a decade in the industry, he has captivated audiences with creativity and observational humor.



**INTERVIEW BY ALAMU AKINKUNMI
IMAGE BY KOMMUNITY FLEX**

Bovi has also made a mark in acting, featuring in various films and TV shows, showcasing his versatility. His genuine connection with fans and passion for entertainment make him a beloved figure in Nigeria's comedy scene. EscapeMag caught up with him at the African Creators Summit 2.0, where he shared insights on his journey and the evolving creative industry.



EscapeMag: How did you start your creative journey?

Bovi: I like to tell people that it's from when I was born. My earliest recollection was that I always wanted to watch TV and enjoy what I saw on TV. And that's just it. I leaned towards the arts; filmmaking, music, comedy, writing and so on. I was just a very passionate kid and I'm a passionate adult.

EscapeMag: How has your community influenced your creative style over the years?

Bovi: It has influenced me a lot, because I like to observe anywhere I live, anywhere I stay. I do a lot of reading as well. I have stories for days and I went to all types of schools. I went to good schools, I went to bad schools, I went to rugged schools, I went to lessons. So, like I said, I have memories from every stage of my life. That has also influenced the things I do. A whole lot. 100% influenced a lot.

EscapeMag: As a veteran and an opinion leader in the African creative industry, what are the opportunities that you see that are currently available for creators currently in Africa? In terms of development, personal brand, personal growth.

Bovi: The beautiful thing about the world now is that anything you want to be, anything you want to learn, anything you are not sure of, you can just pick up your device and ask the question and you will get answers promptly. There are free courses online, on YouTube.

So, I don't think anybody has a reason these days not to get creative. Back in the day, you would want to have a mentor. Now you can have 20 different mentors.

EscapeMag: I've realized that you've mastered the art of personal branding. What are the key elements that you've implemented?

Bovi: That's a very broad question and a very good question, but I don't think I can do justice to it.

What I will always say is to discover yourself first. Who are you? This is not based on your influences. It might be hard to take your influences away, but from your influences and from your core, who are you really? How do you want to be perceived? What part of you do you enjoy the most? What version of you do you feel very comfortable in?

When you take all that into consideration, then you may just realize that you are a rebel. You might just be like, "Oh, I want to be wearing big skirts" or "Oh, I like to weave my hair or wear earrings". These are things over time that have been gender specific. But with time, you're seeing more and more people expressing themselves. The way there are guys who like to wear earrings, there are girls who don't like to wear earrings.

So everybody should find themselves who they really are to their core. And then your personal branding will take shape.

THE VISUAL ADVOCATE

Ayotunde Ishola, aka TheVisualAdvocate, is a super creative force reshaping Nigeria's visual industry



INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ

As the first Nigerian photographer featured in “200 Best Commercial Photographers Worldwide” and the only African shortlisted for a Korean exhibition, his lens has captured icons like Aliko Dangote and graced platforms like Rolls Royce’s “Strive for Perfection”. With over a decade of experience, Ayo has excelled as a Creative Director, mentor, and consultant, leaving an indelible mark on brands, creatives, and the global stage—from Cannes to New York. His work is a testament to the power of storytelling and the pursuit of perfection, so EscapeMag had a quick interview with him.

EscapeMag: What strategies do you think creatives can use to avoid burnout and retain long-term creative energy, you know, just to ensure that we can align towards the brand, align towards the creative journey?

Advocate: So let me start from the fact that you can't even answer any question unless you have answered your own personal question and that personal question is, who are you? Who do you stand with? What do you stand for? You know, when you understand all those questions, it's easy for you to know why you will be passionate about something. It's easy for you to know why you have to do something, and most importantly, it gives you a roadmap of how to go about it. For example, let's assume I'm very passionate, and I speak loudly, and I shout, right? If I have someone asking me to make content for a food brand, I have to follow the path of my shouty, passionate POV.

The reason why I must do it that way is, that is what comes naturally to me. In short, the day I begin to whisper, people will be shocked that "What happened?", "This guy is whispering", and that might also be an idea because it is the direct opposite of who I truly am. And answering your question about how people work against burnout; In the extreme case of when you're burnt out, take a chill pill, and rest. It doesn't make sense for you to stare at the system, stare at your phone, or stare at your script when it's not coming. Rest, and most times, if what you have in mind bothers you enough, I promise you get answers in your sleep. It happens to me a lot of times.

EscapeMag: What was your biggest challenge when you first started, and have you solved it?

Advocate: My biggest challenge when I first started was perfection. I've not solved it. I think it's a problem for many creators. Yes. The reason why I've not solved it is simply because I have decided that I might never get to that point where I'll solve it, but what happens is people begin to tell you that you are the perfect image that they have in mind. Exactly. Yeah.



AMADI UCHENNA-LAWRENCE



INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ

Amadi Uchenna-Lawrence is the force behind Star Station Management Service, a multifaceted agency offering professional management, media publication, branding, advertising, and event packaging. His expertise extends to talent management as well, as he guides the career of popular comedian, Pencil.

EscapeMag: What is one of the biggest challenges you've noticed with creators in Africa?

Amadi: One is the need for them to think that they can actually become influencers or become successful creators by just wanting to be like the ones that they are seeing. It's passion. You need to have passion. The problem is that you look at a Wizkid, you look at a Davido, you look at a Macaroni, you look at the Lassisi, Pencil, and the rest, you just think they blew up one day and they were successful.

No, these men, they've cried, they've been insulted, they've been pushed down, they've been rejected. But they kept striving. Today they are who they are. So you have to pay that price. It's sad.

The world now is easy. There's AI, there's this, there's that. All those things can help you. But I still believe that God is so unique that you must pay the price. One way or the other, you must pay the price. I believe that many people can personally connect with you because you create the opportunity for people to live together.



EMMANUELLA

Emmanuella Samuel, known simply as Emmanuella, is a Nigerian child comedian born on July 22, 2010.



INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ

She is popular for her comedic performances on Mark Angel's YouTube channel and has gained a significant following on social media. Emmanuella is a transformative figure in the entertainment industry. Her work continues to inspire a new generation of comedians and entertainers.



EscapeMag: How do you handle feedback as a creator?

Emmanuella: How do I handle feedback? I don't want to give negative feedback. But I feel like that's the easiest way to say it. Sometimes I go through my comments and I'm like, people are harsh. People can be really harsh. And you know that. Sometimes I just see comments like, you're not beautiful. Money this, money that. And I look at myself and I'm like, come on, I'm cute. What are you saying? So, how do I deal with that? I just overlook it. Because, come on, I don't know how to put it



without sounding like I'm a bit proud or something. But I feel like most of them are jealous. Because why hate on somebody who is just doing something that will make you laugh? I'm not doing anything to harm anybody. So, why throw a lash at me when I'm trying to be happy? I'm a child. Yes, I'm a child.

EscapeMag: How has collaboration helped you as a young creator?

Emmanuella: People love to see collaboration. People love it when two actors or two creators come together to make something unique. It's going to look like, oh my gosh, for instance, this person is a dancer and then this person is an actor.

There's this video I did with King of Reaction. He's a TikToker, he does reactions to Indian music. And then when people saw the collaboration, they were like, wow, this is something. So, I think collaboration makes people come out more. I think it joins people's followers together.

You have to build your community. Build up your community. That makes total sense.



PENCIL

Pencil, also known as Banabas, Son of Grace, is a stand-up comedian and founder of the Pencil Unbroken initiative. He is known for his standup prowess and his funny skits on social media platforms.



INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ

EscapeMag: So, what sparked your interest in starting stand-up comedy?

Pencil: Yeah, it was way back in school, I used to be a very funny guy making people laugh. And back then in school, there was something we used to do every time, it was called the Dramatic and Social Society. During those periods, people usually looked forward to my performances.



So this went on through secondary school and university. After that, I decided to take it to the next level. I started as a stand-up comedian in 2005. After years of being a standup, I had to evolve to content creation because I had seen that my guys were evolving.

EscapeMag: When you talk about evolving your creative craft, how were you able to achieve that?

Pencil: When I started, I used phones to shoot, which was not that bad. I had to step up because people started telling me that, even though my content was nice, I needed to upgrade. From there, I started using cameras to shoot.

And I'll tell you for a fact that I'm proud of myself because when you talk about quality content in content creation and comedy in Nigeria, I'm one of those guys who gives the best quality. I do series on YouTube and Facebook, too.

EscapeMag: So, what's one piece of advice you would give up-and-coming content creators who want to start their career or they started their career, but they're on the verge of quitting? What advice would you give them?

Pencil: Yeah. Consistency. At some point in my life and career, I wanted to quit and start a regular job. But my friends told me not to when I shared the idea. They advised me to be consistent. If you want to succeed in any field, you have to be consistent. Then I started making efforts to be more consistent. It wasn't really easy. Even getting people to believe in me wasn't really easy. But, I kept on pushing and here I am today still doing it. So, for every upcoming content creator, and aspiring creator, if you want to succeed in this business, you have to be consistent and you have to keep pushing. So, that's basically it.



HUSBAND **MATERIAL**

Ezugwu Chukwudi, also known as "Husband Material," is a media personality, podcaster, and broadcaster associated with World Entertainment Television and hosts the podcast "The Honest Bunch."



INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ

He is mostly active on social media, particularly Instagram. "The Honest Bunch" podcast features candid and engaging discussions on a variety of topics, including relationships, social issues, pop culture, and personal experiences. The show often includes guest appearances from fellow podcasters, influencers, and other media personalities, providing diverse perspectives and insights. The podcast also emphasizes authenticity and honesty, encouraging open conversations that resonate with listeners and often explore the nuances of modern life, relationships, and the entertainment industry.

EscapeMag: How did you become a digital creator?

HM: Becoming a digital creator was something that happened by providence. When Facebook was launched, for so many people was essentially about posting pictures, and videos. As somebody who is a product of the bible study where we used to engage in small drama and plays in church and stand-up comedy, I also decided to post, content on social media.

Aside from the fact that it gave opportunity to myself as the creator to push out whatever I do and stay in touch with a lot of friends. So whether the person was a resident in Kafanchan or wherever we could stay in touch. These were just my audience for a while, and then at some point, other people started seeing what I could do and loved it. So there was the need to create better content for a wider audience, so started creating ideas and meeting up with people whom I could collaborate with. The collaboration made it a lot easier. So when I met a cinematographer called Nosa, he told me that we could work together to create beautiful content. We started and it was really nice.

EscapeMag: How important is a community for the development of their creator's journey?

HM: Let's take an example from the story of the broomstick where, the father, in trying to explain the essence of unity, told his children to each break a broomstick and it was easy for them. But when it was in a bundle, it was really difficult. Now, so when you leverage the fan base, the creativity, the expertise, and the ideas of other people, you would reach a wider audience and it would go further. So, rather than compete, people can collaborate and they can achieve a lot working together. So, it's not a competition, see it as a collaboration.



MALIK AFEGBUA

Malik Afegbua is the CEO of Slick City Media and Slick City Studios, a Lagos-based hub at the intersection of technology, media, fashion, and artistic tech.



INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ

His work spans AI, VR, film, and TV commercials, with a current focus on training African datasets for accurate representation in AI.



EscapeMag: What resources do content creators need to start to apply to help them upskill themselves in their content creator journey?

Malik: Resources are a lot because right now, we are in a space where you can clone yourself. Imagine you are too tired to do a video, you can clone yourself and just give AI a prompt, and your clone is talking on video. You can make that for a month if you like, you can clone your pictures as well. These tools can save you money. Let's say you wanted to do a photography shoot in a private jet, outside a private jet, you don't have the money to do that. AI can help you do that and it still looks real. So many things that you can use to upskill. Now the only thing that you will think about is how creative can I be with this thing. What is the next thing I can do? The sky is the limit, there are so many things. And now is the time, the best time to do that.

EscapeMag: What effective strategies would you propose to creators to help them use these resources that they've created?

Malik: The trick about creating is getting someone's attention. And the hard part is retaining that attention. The hardest part is letting that person come back again to check you out and still be a fan. But I think the best thing to do is how can you get their attention. Do something unique that does not exist, or that is crazy, or that is just out of this world. And AI can help you do that. Think about what is outside the box that I've not seen, but I can add to what I'm currently doing. Based on whoever is doing it. That way, whoever is watching it will get a hook. It's called a hook. And when you are there, what are you listening to, what are you watching? Is it intentional, or valuable, does it matter to me? All these kinds of little questions you ask yourself. So if you're asking those questions yourself, I think that's the end.

There are a lot of people, different kinds of audiences, that are looking for something in particular for their content. You cannot speak to one person or speak to everybody, depending on what you're saying. And now is the best time, because we have technology that we can make mistakes without spending money. That's what tech does for us. So I say, get a hook. That hook, first of all. And find something unique to keep them staying.

EscapeMag: What's your biggest flex in the community you operate in?

Malik: My biggest flex is that a lot of old people love me. Because for the first time, they were seeing themselves on the fashion runway. And that had never been seen before. They were represented, they were spoken for. So I have a community that I'm building for just elderly people. And that is amazing. They always pray for me and anything that has to do with elderly people. I get people messaging me from around the world saying, "Oh, is this you?" or "Can you tap into this?" So that's really amazing.



PUMA X DAVIDO

FOR THOSE I LOVE, I WILL SACRIFICE

SHOP NOW



Voices of the Summit

From top creators at the ACS 2.0

BY OKIKI LAOYE
INTERVIEW BY ALAMU AKINKUNMI
PRODUCTION MANAGER: SAM

CREATIVE DIRECTION BY BLACK ALBINO
CREATIVE SUPPORT: ADAUGO LEWIS &
GLORIA ONWUEMELI (BLVCKSUN)


VIDEO BY KOMMUNITY FLEX



LASISI ELENU

INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ

Nosa Afolabi, popularly known as Lasisi Elenu, is one of Africa's most beloved comedians and influencers. He has carved a unique niche in the entertainment industry with his iconic 'wide mouth' disguise filter, which has become a signature of his hilarious skits and performances. From his breakout role in the Netflix thriller "The Ghost and the Tout" to being named one of Nigeria's Top 25 Under-30 Superstars, Lasisi's career is a testament to his versatility and comedic brilliance. Recently, he was at the African Creators Summit, where he shared insightful perspectives on creativity, storytelling, and the future of African entertainment with Escape Mag.



EscapeMag: What sparked your initial interest in becoming a creator, apart from the fact that you actually like the business of entertainment?

Lasisi: Yeah, so pretty much the quickest answer I can give to that is I was formerly an artist, I was doing music, but music wasn't going the direction I wanted it to go. I saw content creation as a tool, and I felt I could use it to my advantage, and promised that when I became famous, I would go back to music. However, when I got into content creation, comedy, and everything that had to do with the business of making people laugh, I realized that there's so much more to it that I cannot even explore, probably to the day I leave this world, so I said, I'll pretty much just stick to it.

So yes, I enjoy being a comedian and an actor, I don't have any interest in going back to music.

EscapeMag: Okay, so let's talk about the role social media has played in your career. How has it helped you evolve as a creator?

Lasisi: Social media has played a very strong role in my life, as a content creator, because years before now, it was really difficult to have people, you know, go from nobody into becoming someone of influence, who controls numbers, people are paying attention to, but all this is through the help of social media right now. And I don't think it would have been as easy if it wasn't if social media was not present.

PHOTOGRAPHY BY JOSH OYEBANJI



Photography by Tej



Photography by Solvent. Source ACS



Photography by Solvent. Source ACS



Photography by Josh Oyeboji

If it was many years ago it was harder. You were talented, you were gifted, and it's still hard to be famous now, but you have leverage with social media because if you're good at it, you keep it persistent, you just might get that breakthrough and social media might just skyrocket you to the next level. And it's not just in a one-time area, it cuts across nationally and globally.

EscapeMag: How has your community helped you evolve your style in terms of content creation?

Lasisi: I just pretty much just evolved personally. I think for me, evolving is a personal decision, not necessarily with what the community is doing. I've always sought out to be one who is interested in self-growth. And I most times put myself in the shoes of consumers. I tell myself, okay, if I'm a consumer, would I be tired of this guy? I use myself as an example. I check out people that I used to like and for some reason, I don't like them. I ask myself, why don't I like these people anymore? What are they doing differently? And I realize that over time, evolving is a key factor, a constant that has to be exercised. So yeah, I just pretty much put that into perspective.



ETINOSA IDEMUDIA

INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ

Etinosa Idemudia is a Nigerian actress, filmmaker, and social media sensation who has taken the entertainment industry by storm. Best known for her award-winning role as Akugbe in the ROK series “Blood of Enogie”, which earned her the Best Actress in a TV Series award at the Hollywood and African Prestigious Awards, Etinosa has proven her versatility time and again. From her breakout role as Amanda in the sitcom “Chairman” to her debut feature film production “The Washerman”, she continues to push creative boundaries. Beyond the screen, her hilarious Instagram comedy skits have made her a fan favorite. Escape Mag had a chat with this talent reshaping Nollywood’s future.

EscapeMag: So how can creators effectively communicate their brand message, their personal brand message across different platforms?

Etinosa: Okay, so first I would say every creator has to be true to himself or herself. Creating is more spiritual for me than technical. You can also acquire skills. You can go to school and then find out better ways to express that creativity inside of you. So first be original, be natural. Then how can you make the audience leave other people and watch you? Because there are a billion and one people online creating content.

Why should I watch your content? Well, because it's something you've never seen before. Don't be scared to go overboard. Oh, I've never seen this kid before. That's why you should have it in yours. Oh, this movie. Somebody will just jump from the roof. If you can create it, if there's an editor that can make it work, if there's a visual graphics guy that can make it work, then do it. As long as it tells a story.

My stories are usually based on experience or maybe stories I've heard in the past that I remix and add salt and pepper. Or things I just bring up from nowhere. Something that has never happened before. So it depends on that creator. What kind of story? Like you said, branding. What brand? What are you selling? Are you talking about food? Are you trying to push a Christian marriage? Are you trying to push women's empowerment? What do you want to say? What do you want people to know you for? So what do you want to express? Creators are kind of like mini-gods because the power is in your hands. Technically.

So I don't think anyone can really teach you how to tell your story. Just be true to yourself.

EscapeMag: How do creators find a balance between passion and monetization?

Answer: Amazing question. Because a person who's creating has to eat. A person who eats will be able to create. So how do we make money and then also pursue our passion? Because some of our passions are very expensive. I want to burn down this building. You go and call the "Director" who will charge one million Naira for one minute's content of the burning of the building. So how do you do it? That's why, thankfully, we have platforms like Facebook.



I hear I don't know how true it is, but we're hoping that WhatsApp channels will probably be monetized soon. So now, how do we get monetized? It's online. These platforms offer monetization. They have their own guidelines. So you read up. You speak to other creators who are monetized. So it's like finding a way between making money and doing your passion.

EscapeMag: How do you balance staying true to your passion and all the actual need for monetization? How do you balance both?

Etinosa: So for those whose contents are not monetized yet, of course, every creator, every passionate person, no matter what passion you're pursuing, you must chop. Now who chops? I'm going to face passion. I'm going to get the energy to create. You know? So I suggest or I feel like you could get a job that doesn't take your time too much. Maybe something online. If you have a group of friends that just come through for you and even if they are, they might not come through for you forever. So while you're creating content, hoping on monetization to click, you should also have something doing by the side. Creation is a very jealous job, you know, so it pays to have something. It's a flexible means of income. Yes, it's very important. And for those who are already employed, you know, when you read about some actors, actresses, creators, they say, oh, I was a doctor before. I quit and I joined the industry. They don't, they quit like that. So they probably summarized the story. You need to have a financial plan. Because creation is expensive. You need to wear clothes.



KIE-KIE

INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ
DRESS BY MOFA

Bukunmi Adeaga-Ilori, popularly known as Kie Kie, is a dynamic Nigerian TV personality, content creator, and fashion icon who has taken social media by storm. With her impeccable sense of style and creative flair, Kie Kie has become a household name, captivating audiences with her stunning fashion posts on Instagram. Beyond her enviable wardrobe, she is a skilled brand influencer, fashion stylist, and enthusiast, celebrated for her talent and creativity. Whether she's gracing the screen or inspiring her followers with her unique aesthetic, Kie Kie continues to shine as a multifaceted star in Nigeria's entertainment and fashion scenes.

EscapeMag: What sparked your interest in starting what you're doing?

KieKie: I started as a content creator first before every other thing I'm currently doing. I'm also a fashion designer so I started with creating lifestyle and fashion content. In 2013 or 2014, I did something called Celebrities and Style. At the time, I featured Jimmy Jatt, Mercy Aigbe, and a few other artists. That kind of grew into something that people loved and I loved it as well. I was still amazing to me even though it didn't have a lot of views. There were a few people who also really liked it, so it felt like I was beginning to start a community of my own.

Fast forward to 2018. I said, you know what? How about we create content that people would actually learn directly

from; user-generated content, and so on?

Meanwhile, I was on TV hosting a programme; Street Style. So, I adopted a segment of that show after I left the show because I wrote the show myself.

I called it The Fashion Shop Police, and I did that for about 3 or 4 years. It was amazing.

In 2018, I realized that I was beginning to gather a community of people who were very interested in fashion. But there was something unique about it. I had a lot of humour. Somebody said, "How is this crazy, funny girl also doing fashion stuff?" That was how I started gathering comic-oriented audiences. So, that kind of attracted creators in the comic space.



Photography by Solvent. Source ACS



I started reaching out to the Macaronis, the Shaggies, and the Ouwadolarz at that time, and we started to collaborate in skit-making and all that. It's funny now.

I didn't really want to go into it because I didn't want to lose my other passions. But I started getting more calls for more collaborations from the biggest creators and skit makers in Nigeria. So I said to myself, "Why not?" Opportunity comes, but many times. So, I took up the opportunity. So, started collaborating a lot with Oluwadolarz.

I kind of knew what was happening so I was able to gather millions into my communities on different platforms like YouTube and Facebook.

EscapeMag: How have you been able to continually build and grow your community?

Kiekie: So, because we are all on the same wavelength, I read comments and I interact with them. On my Instagram especially, you'll find out that I read and interact with comments.

Why do I read comments? Why do I respond to a lot of comments? Because I want to stay in touch. I want that connection. What are you going through? What is your thought process? When I'm creating content, I'm like, "Okay, my community already thinks like this. My fans already think like this. So, if I resonate with them on the level that they think on, then we're going to connect more. So, pretty much how that happens.

And that connection is one of the things that has helped that platform grow and stay strong.

EscapeMag: What's your biggest flex as a creator?

Kiekie: My biggest flex is I can be anything and everything at any time and it's okay. Today, I can be the glam girl, tomorrow I can be that girl, the next, I can be a dancer, and so on.





LAYI WASABI

INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY TEJ

Layi Wasabi, whose real name is Isaac Ayomide Olayiwola, is a Nigerian comedian and actor known for his entertaining content and performances. Layi Wasabi creates a variety of comedic content primarily focused on skits, parodies, and short videos. He often draws inspiration from everyday life, social issues, and cultural nuances in Nigeria, delivering relatable humor that resonates with his audience. Layi Wasabi is also known for collaborations with other comedians and entertainers, which helps to broaden his appeal and reach.



PHOTOGRAPHY BY SOLVENT | SOURCE - ACS

EscapeMag: What were some of the biggest challenges when you first started?

Layi Wasabi: Content creation came to me as a means of earning money, but before then, I've been quite passionate.. I started creating content with friends right from secondary school, even up to uni, but I took it seriously once I was out of uni as a means to earn money.

One time, It was hard for me to earn because at the time I was juggling content creation with NYSC service, working at the Ministry of Justice. So it was hard for me to juggle when sometimes I had gigs that I had to travel out of the state for. I was at that time living in Ibadan when I started creating content. So sometimes I had to travel from Ibadan, then I moved to Osogbo, so I had to travel from there, before finally moving to Lagos. So travelling was an issue for me at the time.

EscapeMag: How can creators leverage paid advertising effectively?

Layi Wasabi: I think the first thing you need to do as a content creator is to identify your brand, because most of the time, in fact, every time, any brand that is paying you to do an advert for them is paying you for your brand.



PHOTOGRAPHY BY TEJ



PHOTOGRAPHY BY TEJ

So it is important that you own your brand effectively. Know the brand that you are and the brand that you want to project so that brands can align themselves with your brand. And once there is that alignment, whatever alignment is natural with your brand, I think your audience will gravitate towards that. These are what brands see that always make them come back.

EscapeMag: What's your biggest and proudest flex as a content creator?

Layi Wasabi: [Laughs] What's my biggest flex? I'm the tallest one.

Oh wow, there's a lot of them. There's a lot of them from fan reception, and so on. Sometimes when I meet fans or I'm on stage in front of a crowd, the reception I get from the crowd, and even the gifts that I get from fans, it's just amazing. Recently I was at a meet and greet and someone gifted me a drawing. A fan of mine took time to make a drawing of me. It was a proud moment

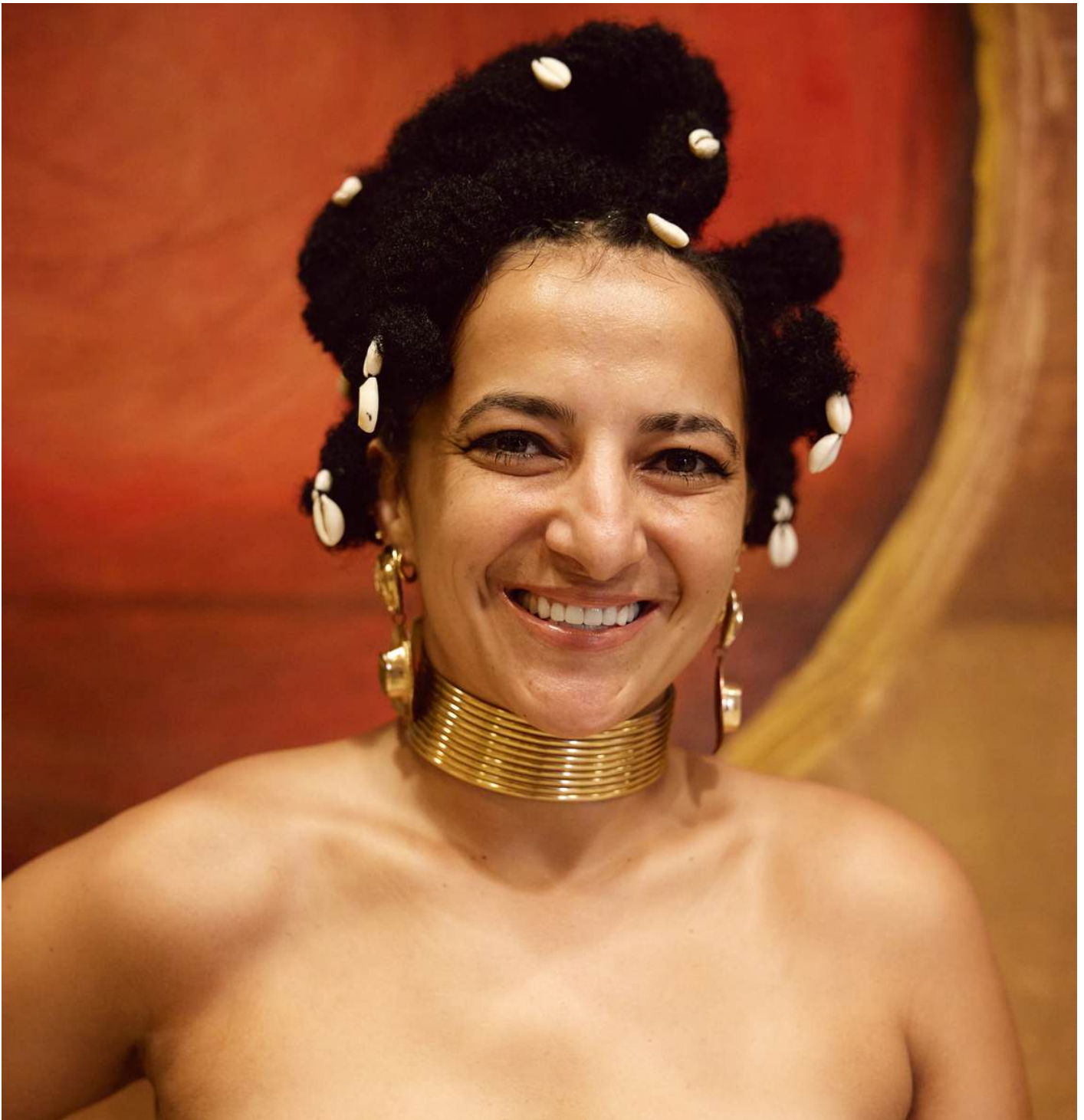
EscapeMag: Do you think your community has influenced your creative style?

Layi Wasabi: Yes, definitely.

EscapeMag: How important is that for a creator?

Layi Wasabi: Very important. A lot of times content creators say they are not creating for the audience, they are creating for themselves. But let's ask a genuine question. If you were the last person on this earth, would you shoot content? You wouldn't! So obviously you are creating for the people that watch you. So at some point as a content creator, you tend to notice patterns in what your audience demands, and what they prefer to watch and see. As a content creator, you have to churn out those kinds of content. So definitely your audience will also dictate what they want to see.

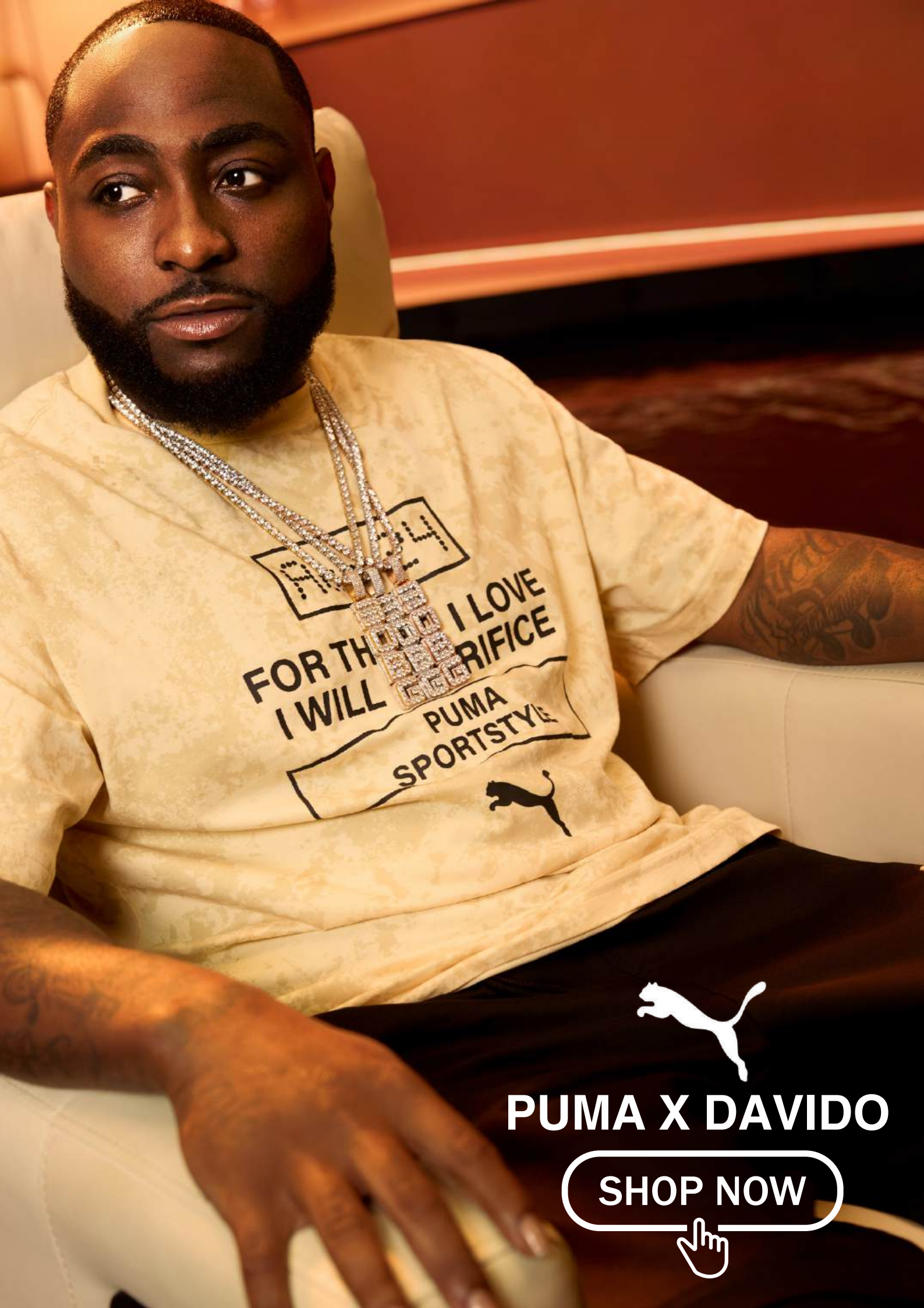
How do you integrate that into your content creation? So I've also learned that there are some things that I also want to sell to my audience in terms of content, that I want to create. But I understand that it's step by step. You can't force feed them, you can't just switch immediately, you know, baby steps and we get there. I'm known mostly for one character, "The Law". The first two skits that I did with The Law weren't banger skits. But we took it step by step, we got there, and now, he's my biggest character.



FARIDA MIRZEBALAEVA

INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY JOSH OYEBANJI

Farida Mirzebalaeva is a film director, actress, model, content creation coach, and biker. She has appeared in films such as "The Twins Killing Forests" (2021) and "The Rising Sun" (2023). On social media, she is known as @farielysian, where she has a significant following. She also utilizes her experience in her areas of expertise to mentor others in developing their skills in content creation and personal branding. This diverse skill set allows her to engage with audiences in various ways, both in front of and behind the camera.



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Building a Sustainable Ecosystem: Content as a Tool

This year's Africa Creator Summit isn't just about entertainment; it's a call to action. "Building a Sustainable Ecosystem: Content as a Tool" is the rallying cry, and it's igniting a conversation that could reshape how we learn and grow across the continent. For two days, industry leaders, seasoned professionals, and the very creators shaping our digital landscape converged to explore the untapped potential of content as a force for education. From boardrooms to classrooms, the narrative is shifting. Content isn't just a vehicle for likes and shares; it's a powerful engine for knowledge, promotion, and sustainable growth. Join Escapemag as we delve into the heart of this transformative movement and uncover how professionals across all sectors can harness the magic of content to educate, empower, and build a brighter future for Africa.

BY OKIKI LAOYE | INTERVIEW BY ALAMU AKINKUNMI | PHOTOGRAPHY BY SALAMI
OMOGBOLAHAN | CREATIVE DIRECTION BY BLACK ALBINO & GLORIA ONWUEMELI (BLVCKSUN) |
VIDEO BY KOMMUNITY FLEX | PRODUCTION MANAGEMENT BY SAM

A portrait of Adedapo 'OJ' Adewunmi, a man with a beard and glasses, wearing a traditional Yoruba crown (Fila) and a white beaded robe. He is standing with his hands clasped in front of him, wearing a white watch and a ring. The background is a textured, warm-toned wall.

Adedapo 'OJ' Adewunmi

Adedapo 'OJ' Adewunmi is trying to reshape Africa's creative landscape. As CEO of Apollo Endeavor and co-founder of the African Creators Summit, he's empowering content creators across the continent. He's bridging the gap between local talent and global markets, using technology and innovative strategies to boost creator success. OJ is building a thriving ecosystem for African creatives, from partnerships with major platforms to mentorship programs. EscapeMag sat down with this influential leader to learn more.

INTERVIEW BY ALAMU AKINKUNMI |
PHOTOGRAPHY BY SALAMI OMOGBOLAHAN



EscapeMag: Can you tell us a bit about why you started the African Creators Summit and how has it evolved over the years?

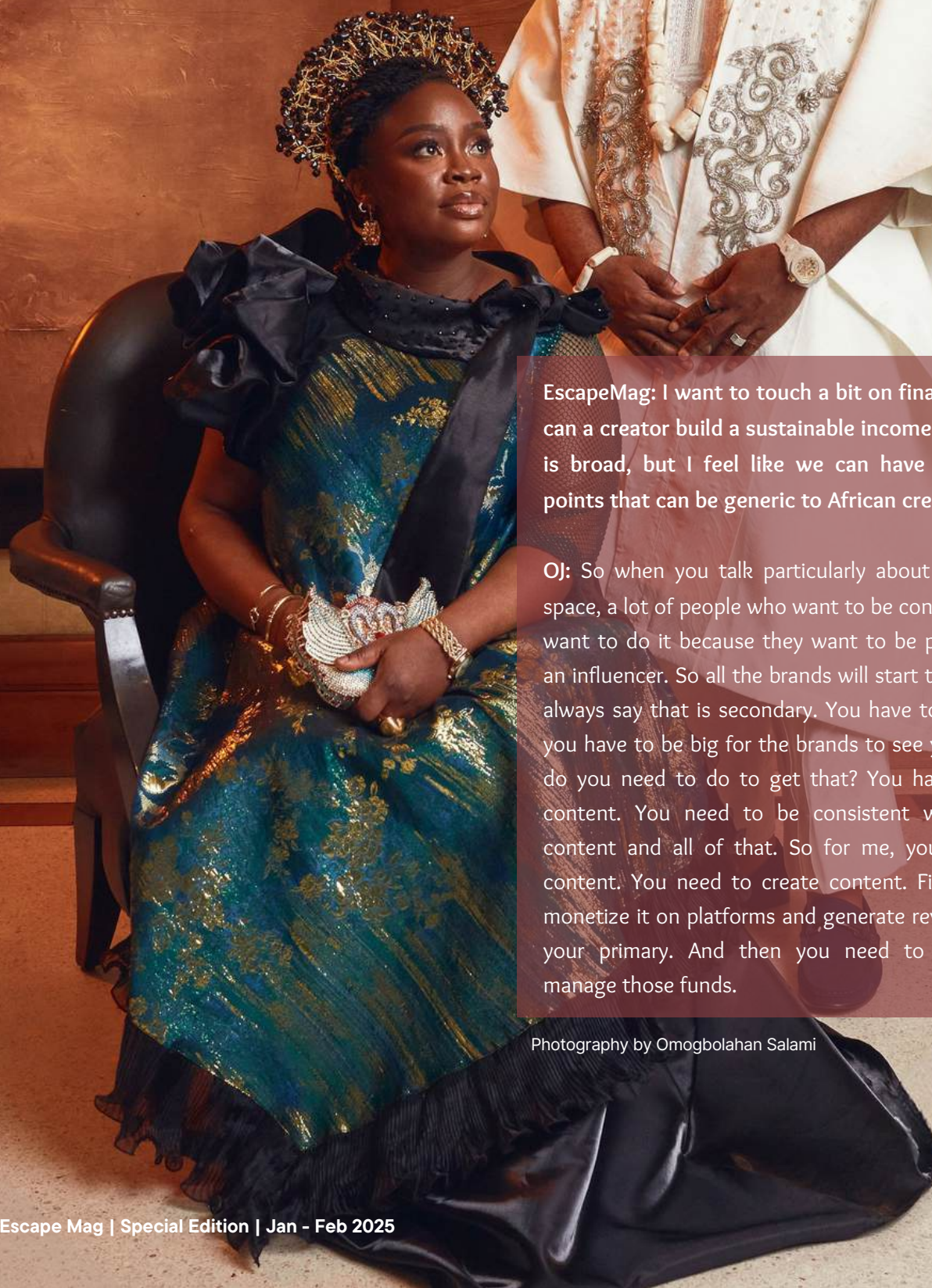
OJ: So the African Creators Summit was an idea that was vetted from the angle of the creative economy currently being very profitable and viable. I've been in the space for over a decade, and I've seen the industry grow from nothing. Different platforms spring up, different creators spring up, different trends spring up, different opportunities spring up, and it has become a very profitable industry. Now, the conversation is about how can we create a sustainable ecosystem for that industry, which is where the idea of the African Creators Summit came up. We need to start to connect and collaborate with other industries, other countries, and other African countries, and then basically see how we can create that perfect ecosystem for the creative economy.

EscapeMag: Alright, that's amazing because I feel this is a way to fill up the void. Nobody's doing the work to connect creators on a bigger platform.

How can creators implement copyright laws to help them? I mean, we're learning, we're developing, how can we use the knowledge of these laws to have a greater effect?

OJ: Copyright laws are of different levels. This is why we need to have these conversations. There are several angles to it. There's the scripting side. We haven't even gotten close to that.

There's the content itself. We get a lot of people who see someone's content and say, oh, this is fantastic content, and then they turn on their camera or their phones and reshoot the same thing. That's an infringement. I don't know if we've got it to the stage where we have what we can call cover content, the way music has a cover song. I'm not sure, but I think it's still a very, very fresh conversation that needs to be had. And I think we need to start from the level of scripting to the content itself. We need to have policies. Even the platforms themselves need to start to implement because the copyright level we have is; you take my content, you post it, I could make a claim. But we need to get into the conversation of people actually recreating someone else's idea and intellectual property.



EscapeMag: I want to touch a bit on finance. So how can a creator build a sustainable income? I know this is broad, but I feel like we can have one or two points that can be generic to African creators.

OJ: So when you talk particularly about the creative space, a lot of people who want to be content creators want to do it because they want to be popular or be an influencer. So all the brands will start to call them. I always say that is secondary. You have to be popular, you have to be big for the brands to see you. So what do you need to do to get that? You have to create content. You need to be consistent with creating content and all of that. So for me, your primary is content. You need to create content. Find a way to monetize it on platforms and generate revenue. That's your primary. And then you need to maintain or manage those funds.

Photography by Omogbolahan Salami

EscapeMag: There's the problem of a healthy work-life balance. So how can creators be able to create a balance?

OJ: it's still a very sketchy situation because, besides the work-life balance, the creators are exposed. They're influencers. So there's a lot of expectations as well from the fan base that they need to keep up with, apart from their personal life.

So it's a lot of pressure, which is why if you notice today, we brought the conversation of the creator's mental health. A lot of them go through a lot of depressing times. So it's not easy. For a creator, you need to try to find time to shadow. Try to also ensure to create, or if you have families, make sure they're inclusive.



It helps a lot. It's more like a shock absorber. The elements of family, the importance of family. It'll help a lot.

EscapeMag: What are the key elements of a strong personal brand for creators?

OJ: So it's not just one thing. You can be a content creator and be popular but might not be a brand. For you to delve into that situation where you're talking about the brand, you need to have a structure, you need to have a team, you need to have things that you do and things that you will not do; something that people can always pull and say, "this is an element" or "this is something that you need to express". But the brand is different.





Photography by Josh Oyebanji

One piece of advice for aspiring content creators; I know it's supposed to be one piece of advice, but I kind of have two in one.

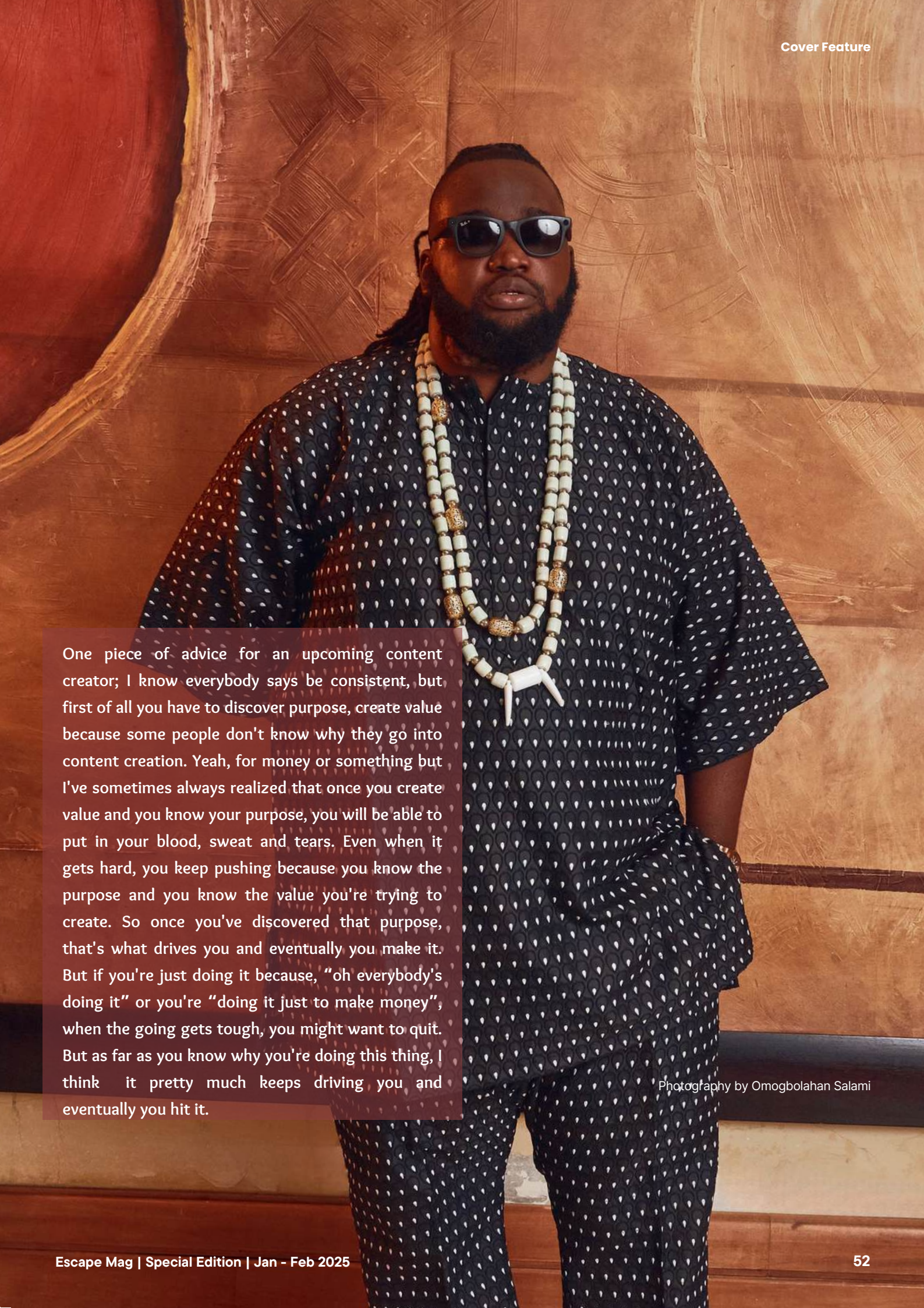
And it is consistency and originality. You need to be consistent and try to be very original. Thank you.



Unique Obi

The African creative scene is very active and dynamic, and behind the scenes, individuals like Unique Kings Obi are working tirelessly to nurture its growth. Unique wears many hats. He's the co-founder of the Africa Creator Summit, and also runs Solvent Digital, where he works as a talent manager and digital marketer.

INTERVIEW BY ALAMU AKINKUNMI |
PHOTOGRAPHY BY SALAMI OMOGBOLAHAN

A full-body portrait of a man with a beard and sunglasses, wearing a dark patterned shirt and a large beaded necklace. He is standing in front of a textured, warm-toned wall. The text is overlaid on a semi-transparent dark box on the left side of the image.

One piece of advice for an upcoming content creator; I know everybody says be consistent, but first of all you have to discover purpose, create value because some people don't know why they go into content creation. Yeah, for money or something but I've sometimes always realized that once you create value and you know your purpose, you will be able to put in your blood, sweat and tears. Even when it gets hard, you keep pushing because you know the purpose and you know the value you're trying to create. So once you've discovered that purpose, that's what drives you and eventually you make it. But if you're just doing it because, "oh everybody's doing it" or you're "doing it just to make money", when the going gets tough, you might want to quit. But as far as you know why you're doing this thing, I think it pretty much keeps driving you and eventually you hit it.

Photography by Omogbolahan Salami

Sandra Adewunmi

INTERVIEW BY ALAMU AKINKUNMI |
PHOTOGRAPHY BY SOLVENT | SOURCE ACS

Meet Sandra Adewunmi, chef and founder of Kthaleia Ventures, a company spanning the beauty and hospitality industries. Beyond her own entrepreneurial ventures, Sandra plays a key role in the African Creators Summit, working alongside her husband, the summit's founder, and contributing significantly to its organization and success.





My advice for all upcoming content creators is to be consistent with your craft and try and pass a positive message with your craft, skits or whatever it is you're doing. So that the upcoming content creators will have something positive to look forward to. Not just upcoming creators but kids, people are looking up to you with all the messages and all the videos you create. So, try and pass the right message,

Juliet Ebere Ubanatu

INTERVIEW BY ALAMU AKINKUNMI |
PHOTOGRAPHY BY SOLVENT | SOURCE ACS



Juliet Eberechukwu Ubanatu is a Creative/Art Director at Anty Solution and the project coordinator for the African Creators Summit for the second year running. A graduate of the University of Lagos and the Nigeria Institute of Public Relations, Juliet is solidifying her role as a champion for creative talent on the continent.

EscapeMag: What advice do you have for creators regarding community and collaboration?

Juliet: To be honest, my advice for content creators is that I've seen the power of collaboration to produce results in this industry. And I'll tell you something, I feel like or I know that or by statistics, that the content creation industry is the new crude oil in Nigeria. And to also enhance this industry, it has to be all hands on deck to make so many creative ideas come to life.



One of them is you have white rice, I have stew. You can't withhold what you have to make it sweet. You bring your rice, I bring my stew. We mix it. We enjoy. So this is what content creation is all about. To produce substantial longevity in the industry, we need to collaborate in unity.

EscapeMag: Tell us a bit about the behind-the-scenes of the African Creators Summit. Tell us about one or two things about that.

Juliet: So one of the interesting things about the behind-the-scenes planning of all of this event is it's amazing how the conveners are very, detailed. And we're talking about creators. So you know, they're very extreme with their ideas. There have been a lot of sleepless nights. I think all of this was built on blood, sweat and tears. And today we can all see the evidence of this result. And it's it only gets better. To me, having the experience in managing a project like this is amazing. I've never recorded this amount of success for a second edition. This is unbelievable. Kudos to each and every one of you content creators out there. All of this, it's for you. And we're here to serve you to the end of time.

Celebrating African Creativity: Facebook Joins Forces with the African Creators Summit

Experiencing the Future of Creativity Inside Facebook Booth



Comedian Waris & Datwarrigirl

The African Creators Summit continues to draw a diverse group of over 1,000 creators, industry leaders and innovators from all over Africa, celebrating and showcasing the continent's rich talent. Tapping into this vibrant celebration of talent, Facebook stepped forward as a sponsor and committed partner, excited to empower the next generation of African storytellers. Facebook's presence was visible throughout the summit, from the creators' blue carpet to the immersive experiences within its branded booth, solidifying its position as a "must-be-on" platform for creators in the region.

"We chose to partner with the African Creators Summit because we believe in the immense potential of African creators," Oluwasola Obagbemi, Head of Communications, Sub-Saharan Africa, Meta. "The summit's mission to build a platform that empowers creators and sparks innovation aligns perfectly with our own commitment to empowering creators globally. We were particularly drawn to the focus on innovation and the celebration of unique African voices."

Beyond celebrating African Creators across diverse fields who have found a home on Facebook, the sponsorship demonstrated a tangible commitment to supporting emerging and established talent. Facebook also wanted to create a space where anyone can become a creator, be authentic, meaningfully connect and go deeper with their audience.



L-R: Farida Mirzebalaeva, Oluwasola Obagbemi, Emmanuella, Amb. Fatoumatta Gaye. (C) Nkubi

The Facebook booth became a hub of activity at the African Creators Summit. Featuring the iconic Facebook logo and showcasing the family of Meta apps, the booth had over 500 attendees eager to explore the possibilities Facebook offered. The 360-degree video platform offered creators a unique opportunity to express themselves. At the same time, the 'Creators' Blue Carpet' provided an experience, complete with interviews and photo opportunities. Datwarrigirl, the popular Nigerian comedian, added to the excitement, capturing the energy of the blue carpet and sharing it with her over one million followers on Facebook.

The impact of Facebook's sponsorship extended beyond the summit itself. The #CreateOnFacebook hashtags became a unifier, generating a surge of user-generated content and getting young African creators to start discovering their creativity on Facebook, reach new audiences and engage more deeply with people. The Facebook Moment Challenge further incentivised engagement, encouraging attendees to share their experiences and connect with fellow creators. "Hey Meta, thank you for choosing me as one of your winners." wrote Chineye Lucy, one of the aspiring creators in attendance. "Thank you for this gift, it means a lot to me. I'm grateful ❤️🥰 #createonfacebook!"

Looking ahead, Facebook remains dedicated to supporting the African creative community. Its commitment is clear: to help people explore their interests and connect with the world beyond their close friends.

Visit the Meta Africa Facebook page - <https://www.facebook.com/metaafrica> to learn more about Facebook's initiatives in Africa and updates on latest projects.



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BY OKIKI LAOYE
INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY SALAMI OMOGBOLAHAN

THE FEAST


The Summit featured an exclusive dinner for guest creators, brand executives and other stakeholders in the creative industry.

INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY SALAMI
OMOGBOLAHAN

AJEBO

Ajebo, whose real name is Emeka Erem Nehemiah, is a Nigerian comedian known for his work in cartoon comedy, particularly through his brand "House of Ajebo." He is recognized for his hilarious animated series "TEGWONO" and his performances as a stand-up comedian. Ajebo has been involved in various comedic projects and has made a name for himself in multiple areas of entertainment such as; Social Media Content, Live Performances, Influencer Collaborations, and Comedy Competitions. His blending of storytelling and animated characters makes his work relatable and entertaining, gaining him a dedicated fanbase.





EscapeMag: What advice would you give to your younger self?

Ajebo: Yo, you should have started early. I should have become an entrepreneur earlier. I started the business of comedy early. But then in 2016, I resigned from radio after almost 10 years on the radio. And I became a full-time entrepreneur. You know, I had to learn the ropes of how to successfully run a business, and it's been beautiful.

We've had our ups, we've had our downs. You know, one common factor with the industry is a lot of people want to entertain. But they don't understand business. So you see, it's called showbiz, and if you don't understand the biz, you're just going to be showing for free. You're wasting your time. So, a big shout-out to every content creator out there. There's no better time to start than now. Whatever it is, that idea, that business, that app. Whatever it is that you've been thinking about, you've been nursing the idea, waiting for the perfect timing, the perfect funding, baba, just start. Start. Not starting at all and not doing it at all is worse than actually starting and failing. It's okay to fail. You just learn another way not to do it.

Start now. Thank you.



Photography by Solvent | Source ACS



Jenni Frank | Photography by Salami Omogbolahan



Jenni Frank | Photography by Salami Omogbolahan




Photography by Josh Oyebojani

INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY JOSH OYEBANJI

OLUWADOLARZ

Oluwadolarz is a popular content creator known for his comedic performances on platforms like TikTok and YouTube. He has amassed a significant following, with 3.3 million followers and 54.5 million likes on TikTok. Additionally, he has a YouTube channel called "Oluwadolarz room of comedy," which features a variety of funny videos.





EscapeMag: What advice would you give the younger version of myself?

Oluwadolarz: Um, don't procrastinate. I mean, don't procrastinate because the more you keep procrastinating, the more you would fail in doing what you're supposed to do. So don't procrastinate and don't be scared at all.

Photography by Solvent | Source ACS



INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY JOSH OYEBANJI

JARVIS

Jadrolita, whose real name is Amadou Elizabeth Aminata, is a Nigerian social media influencer known for her lifestyle videos and content creation on platforms like TikTok. She identifies as an AI robotic content creator and is associated with an account called JARVIS, which stands for "Just A Rather Very Intelligent System."



EscapeMag: Tell us what people should expect from you in the next few months.

Jarvis: They should expect more of me in various aspects. I mean, let's say content-wise, in my robotic form, in my human self, passion-wise, and maybe something new. I don't know. Good things are coming, trust me. Don't worry.

EscapeMag: : So tell us about your creative journey, briefly.

Jarvis: It's been wonderful, it's has been great. There have been ups and downs, but I thank God that I'm coming back and I'm getting stronger.



PHOTOGRAPHY BY SALAMI OMOGBOLAHAN



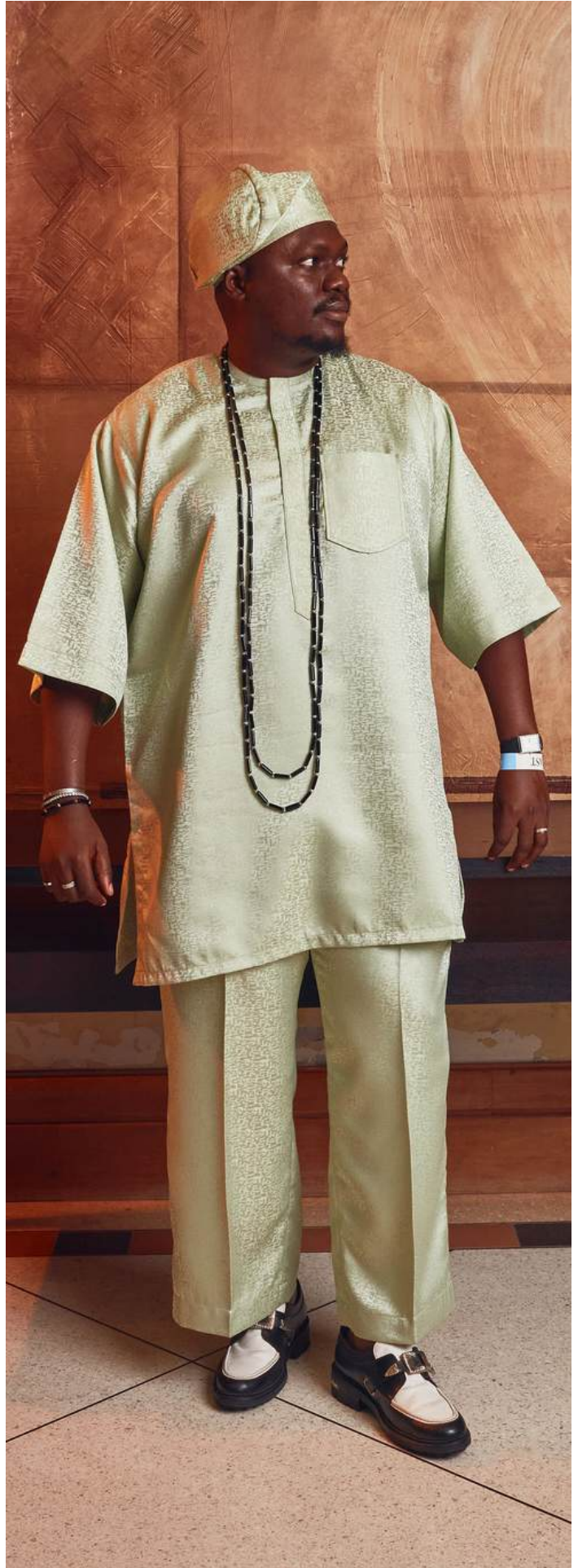
Photography by Salami Omogbolahan



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Photography by Salami Omogbolahan



Photography by Salami Omogbolahan

INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY SALAMI
OMOGBOLAHAN

DO2DTUN

Oladotun Ojuolape Kayode most famously known as Do2dtun the energy gad, is a Nigerian on-air personality, video jockey, actor, and media entrepreneur. He had a short advice to give to his younger self, during the Feast, African Creators Summit 2.0.



This an advice to my younger
self; Go harder!

Then for upcoming artists,
don't let it get into your head
please!



INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY JOSH OYEBANJI

PELLER

Peller is a Nigerian online streamer and content creator who gained prominence around 2021. He is known for his sarcastic style and has a significant following on platforms like TikTok, where he has 8.4 million followers and 295.8 million likes on his videos.



Lookout for me when i'm streaming on Tiktok. Also lookout for EscapeMag and KommunityFlex.





Mac Angel & Guest



Sydney Talker & Guest




INTERVIEW BY ALAMU AKINKUNMI
PHOTOGRAPHY BY JOSH OYEBANJI

CHIGAN MADU

Chigan Madu, born Charles Maduemezia in Lagos, is recognized as a film producer, talent manager, and video creator. He has been involved in various projects within the Nigerian film industry, particularly in talent management and film production.



A man is shown in profile, looking down. He is wearing a light-colored flat cap with a gold chain across the front. He has dark sunglasses with a gold logo on the side. He is wearing a dark, textured coat with a thick, shaggy fur collar. A gold chain with a large pendant hangs around his neck. The background is a warm, textured wall with some curved wooden elements.

I would tell my younger self to work very hard because tomorrow go get belle . And every young creators out there, start little.

Pick up your mobile phone, start little. Do something and before you know you're there. Don't forget to get a team.



Sydney Talker | Photography by Salami Omogbolahan



Photography by Solvent | Source ACS



Photography by Josh Oyeibanji



Photography by Josh Oyeibanji



Photography by Solvent | Source ACS



MC Lively | Photography by Josh Oyeibanji

Kommunity Korner



L-R: Nancy Umeh, Oladapo OJ Adewunmi, Chigan Madu.

Photography by Josh Oyebanji.



L-R: Ariyinke Akinbobola, Enoyi Abba George (On Point Clothing), Latasha Ngwube, Oladapo OJ Adewunmi, Arthur Ngwube, Femi Imokhai.

Photography by Tej.



L-R: Oladapo OJ Adewunmi, Damilare Ajakaiye & Bernard Okoma.

Photography by Tej





Brain Jotter | Photo by Tej



Daddy Freeze | Photo by Tej



Sade Dada (META) & OJ | Photo by Tej





L-R: Lasisi & On Point Clothing,



Nkubi



Small Daddy



Ajebo



Cast of "Life Unscripted" Podcast



Dr. Foy & Mrs Moji Hununu Wusu of Woodhall Capital

The Kommunity Hosting Communties

BY AKAPO TEMITOPEOLUWA



Alamu Akinkunmi

At the heart of every creative journey is a kommunity—a space to belong, grow, and thrive. And at the African Creators Summit 2025, Kommunity Flex stepped into the spotlight with Digital Escape Africa, proving just how vital that sense of belonging truly is.

Akinkunmi, a core member of the Kommunity Flex team, took center stage, sitting with panelists and interviewing creatives to dive deep into their thoughts on community, content creation, and the future of creativity.

With his profound questions and effortless charm, he not only sparked meaningful conversations but also left everyone who sat with him feeling inspired and at ease. It was a moment that reminded us all: creativity thrives when we come together.

Get Familiar

As creatives, we all crave a space to fit in—a kommunity that supports our ambitions, fuels our desires, and helps us grow. That's exactly what Kommunity Flex is building: a powerhouse of kreatives dedicated to helping creators in every niche thrive, even in the harshest creative climates—and a secret weapon for brands ready to stand out.

But Kommunity Flex isn't just about talk; it's about action. Every year, the brand gives back to creatives through the Flex Events - a hangout for creatives by creatives.

The energy is higher than ever, this year has kicked off with the Flex February Weekend—a fun weekend filled with events like Champagne rave and To Forever stage play.

Flex Events to Look Out For

Mark your calendars, because 2025 is packed with events you won't want to miss:

| | June | August | December |
|---------------------|--|--|---|
| DATE | 11th | 24th | 15th |
| EVENT | Flex Lagos (Where the city's creative pulse comes alive.) | The Flex (A celebration of art, culture, and community in the heart of Ibadan.) | Fail-a-bration (Because even failures deserve a party—lessons, laughter, and growth included.) |
| EXPECTED ATTENDANCE | 3,000 | 10,000 | 300 |

Align your name with creativity, culture, and community. Sponsor or partner with us and be at the centre of the action.

Don't just watch the flex—be part of it.

Join Us

But the fun doesn't stop at events. All year round, we share creative tips, industry gists, and fun content to keep you inspired and connected. Want to stay in the loop? Join our newsletter and get an insider's look at all the exciting things we're up to!

Kommunity Flex isn't just a brand; it's a movement. A movement to connect, create, and celebrate the power of kreatives. So, whether you're a seasoned creator or just starting out, there's a place for you here.





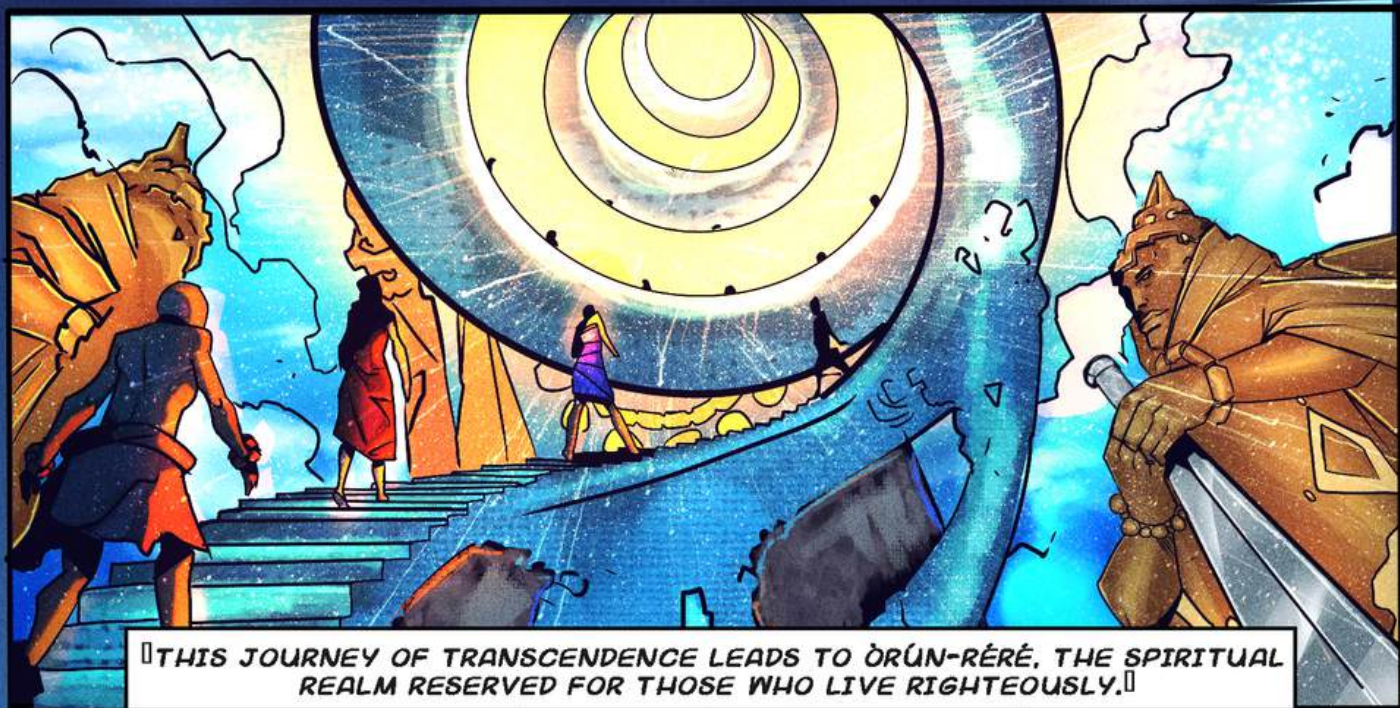
IJAYA

THE SCEPTRE

IN THE YORUBA BELIEF SYSTEM, DESTINY, KNOWN AS ÀYÀNMÓ, BINDS EVERY HUMAN BEING.



EACH SOUL SEEKS TO BECOME ONE WITH ODÙMARÈ, THE DIVINE CREATOR AND SOURCE OF ALL ENERGY.



THIS JOURNEY OF TRANSCENDENCE LEADS TO ÒRÚN-RÈRÈ, THE SPIRITUAL REALM RESERVED FOR THOSE WHO LIVE RIGHTEOUSLY.



WITHIN EACH PERSON RESIDES ORÍ-INU, THE SPIRITUAL CONSCIOUSNESS THAT STRIVES TO UNITE WITH ITS COUNTERPART, IPÒNRI.

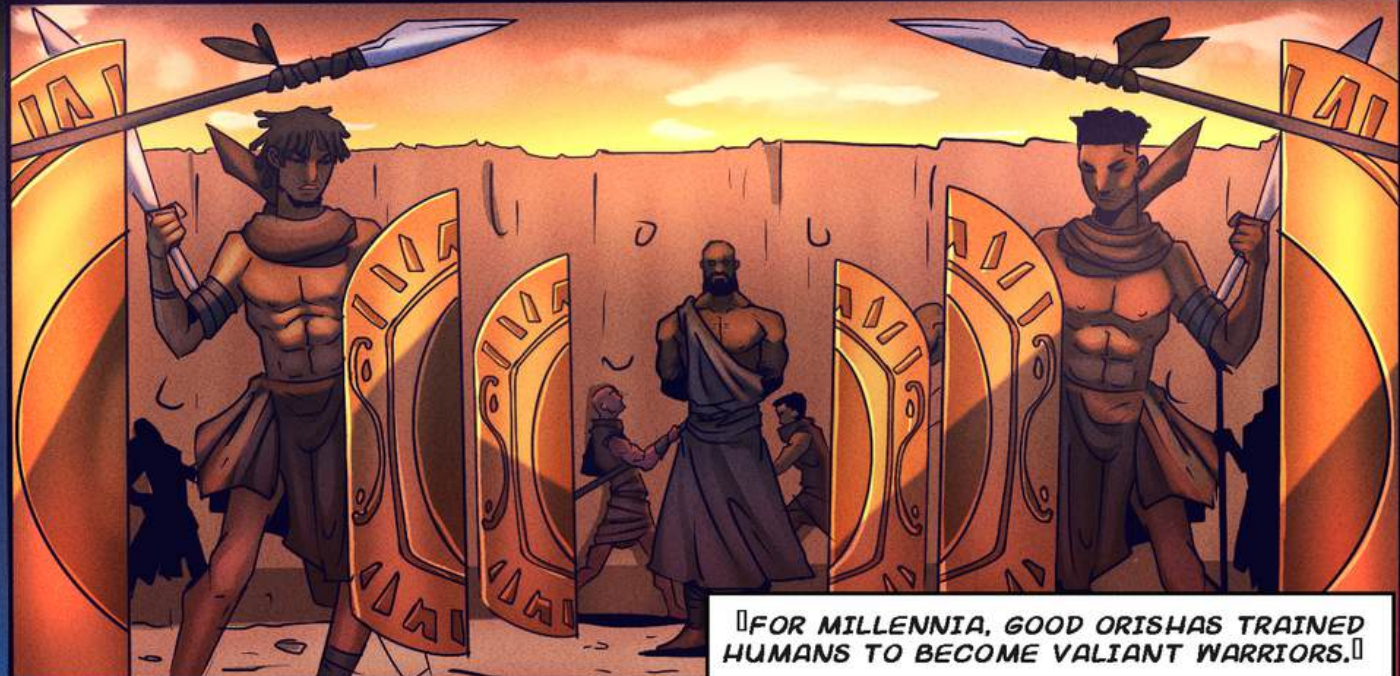
¶IN ÒRÚN-RÉRÉ, ÈXÚ SERVED AS THE
CHIEF MESSENGER FOR ODÙMARÈ.¶



¶ÈXÚ YEARNED FOR ULTIMATE POWER,
MIMICKING ODÙMARÈ'S DOMINION OVER
THE SPIRITUAL REALMS.¶

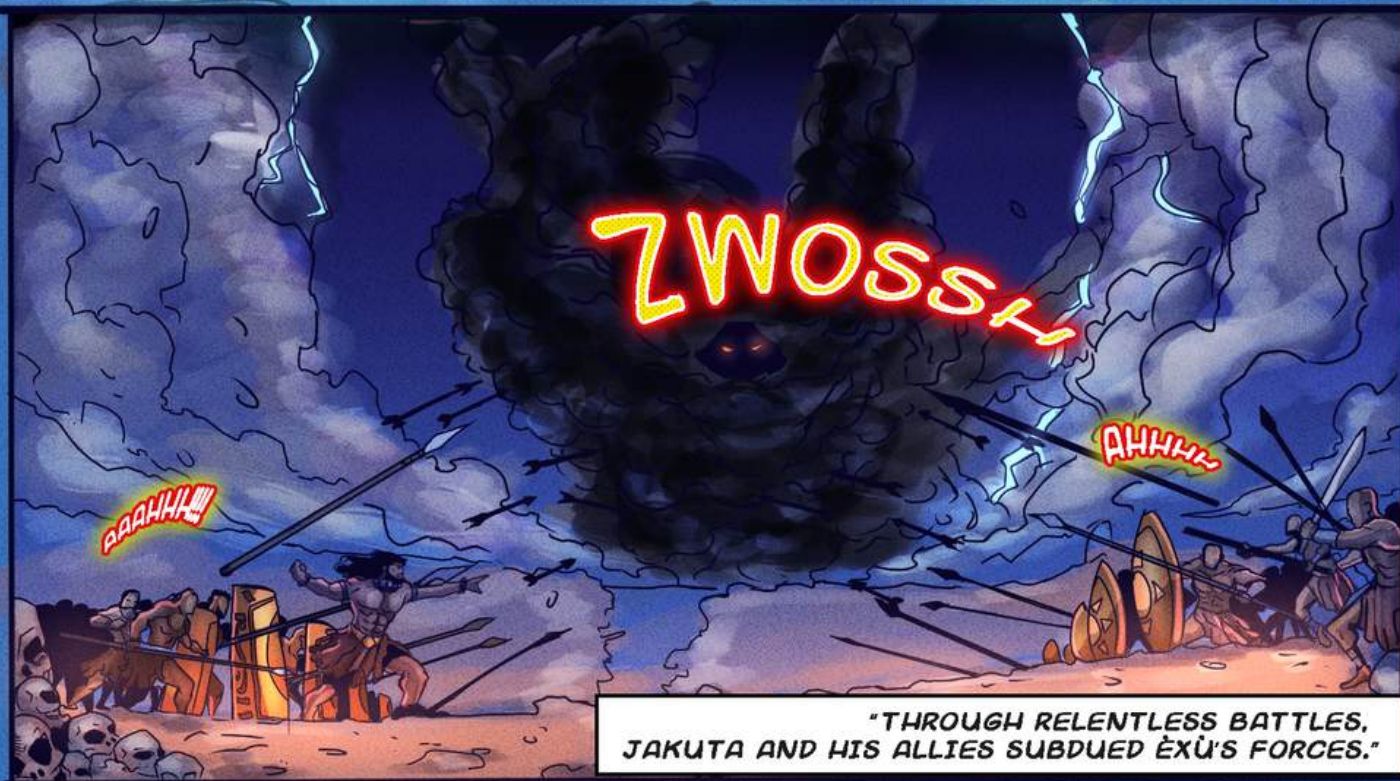


¶ODÙMARÈ'S DIVINE COUNCIL DISPATCHED ELITE ORISHAS
TO RETRIEVE THE STOLEN SCEPTER.¶



¶FOR MILLENNIA, GOOD ORISHAS TRAINED HUMANS TO BECOME VALIANT WARRIORS.¶

"DRIVEN BY A THIRST FOR VENGEANCE, JAKUTA ASCENDED TO THE THRONE, LEADING THE CHARGE FOR GOOD."



"THROUGH RELENTLESS BATTLES, JAKUTA AND HIS ALLIES SUBDUED ÈXÙ'S FORCES."



"CAPTURED AND DEFEATED, ÈXÙ
WAS BANISHED TO APADI,
THE UNDERWORLD."



"FOR MANY YEARS,
PEACE REIGNED IN AYE."



"BUT BENEATH THE SURFACE,
A FLICKER OF DARKNESS REMAINED..."

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