



## PRESS RELEASE

# ZIKORA Media & Arts Launches Short Film Contest “Roots On Reels: Showcasing African Beauty Through Film”

LAGOS, Nigeria

ZIKORA Media & Arts African Cultural Heritage Initiative invites African filmmakers to participate in its first ever film contest.

“Roots on Reels: Showcasing African Beauty Through Film” is the latest project in the ongoing Decolonizing Beauty campaign recently launched by ZIKORA Media & Arts African Cultural Heritage Initiative.

The film contest calls African filmmakers to make and submit a beautiful film between six to eight minutes in duration and shot on a smartphone. Filmmakers are encouraged to capture their interpretation of the theme, Decolonizing Beauty.

Winners will receive cash prizes up to \$500 and professional mentorship.

The call for submissions opens on the 9th of August 2024 and closes on the 29th of November 2024.

For more information on how to submit entries, visit <https://www.zikoramedia.com/decolonizing-beauty>

*Decolonizing Beauty* is a unique campaign designed to educate the public and celebrate the rich tapestry of indigenous and local beauty customs across Africa. In a world increasingly dominated by Western beauty standards promoted through pop culture and the global beauty industry, Decolonizing Beauty seeks to challenge narrow perceptions and showcase the multifaceted historic beauty traditions in Africa's diverse cultures. The campaign will utilize a multi-platform approach to reach a broad audience of English and French speakers around the world.

Stay tuned for exciting updates by following ZIKORA Media & Arts on social media.

<https://www.instagram.com/zikora.media.arts/>

<https://x.com/ZikoraMediaArts>

<https://www.facebook.com/zikoramediaandarts>

<https://www.linkedin.com/company/zikora-media-arts/>

Follow the campaign using our hashtag #DecolonizingBeautyZikora

For more information about ZIKORA MEDIA & ARTS, please visit <https://www.zikoramedia.com/> or email - [info@zikoramedia.com](mailto:info@zikoramedia.com)

#### ABOUT ZIKORA MEDIA & ARTS:

Launched in Abuja, Nigeria in 2023, ZIKORA Media & Arts is a media production company and cultural institution that produces, preserves and promotes creative content and art which captures the nuanced stories of Africa and Africans. Zikora means "show the world" in the Igbo language of southeastern Nigeria. The organization's motto is to show the world what it means to be Unapologetically African. ZIKORA carries out its vision through its six Creative Branches: Film & TV; Journalism & News Media; Literary Arts; Performance Arts; Events; The Collective Tree. A Francophone Africa network is in place to connect to French-speaking Africans. ZIKORA has a number of projects underway including a documentary feature film in production, a West African dance training initiative in Senegal and an online publication called DIASPORA, which publishes personal essays about the experiences and cross-cultural identities of Africans living outside of Africa.

Our vision is to capture the experiences, expressions and impressions of Africa and Africans through immersive storytelling produced through multimedia and creative multidisciplinary forms including, photography, dance, poetry, visual arts and film.

#### SOURCE

ZIKORA MEDIA & ARTS

# ZIKORA

Media & Arts  
African Cultural Heritage Initiative

PRESENTS  
“ROOTS  
ON REELS”

#DecolonizingBeautyZikora  
A Short Film Contest  
For African Filmmakers

Showcasing African beauty through film

We invite African filmmakers to make and submit a beautiful film between 6 to 8 minutes in duration and shot on a smartphone. The film should capture your interpretation of our theme Decolonizing Beauty. We want to see cinematic portrayals of beauty customs practiced in your community.

Register for the contest at:  
<https://forms.gle/yYvJxuxbgLPRGPS87>

Starts: Aug 9, 2024  
Deadline to submit: Nov. 29, 2024

Visit [www.zikoramedia.com](http://www.zikoramedia.com) or  
contact us at [info@zikoramedia.com](mailto:info@zikoramedia.com) for more details.

