

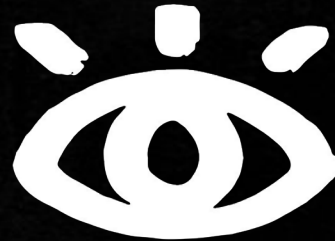
2020
INNOVATION
AWARDS



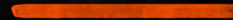


DISCLAIMER

To keep things fair, all entries included in this judge's pack are shown exactly as they were submitted. We Are Africa has endeavoured not to edit for spelling, grammar or readability – as such, please be aware that we take no such responsibility for such errors.



SHOWCASE AFRICA



Celebrating imagery that proves the continent is not one story. For individuals capturing the unique essence of Africa through perception-changing, thought-provoking photography - we want to see Africa through your eyes.

ASILIA AFRICA

GEORGE TURNER

Describe why you chose to submit this photograph - i.e. how does it change the perception of Africa?

This adventure challenges the perception that a safari has to be viewing the big 5 from a safari car. The majority of this adventure is spent walking, getting closer to nature than you ever can in a car. It is also about the wild landscapes, the solitude and the feeling of awe of being in the wilderness, instead of rushing to tick off the Big 5. Sera is also a conservation challenge - a place where people and wildlife are trying to co-exist. A safari to Sera shows people the true challenges of conservation, development and travel in Africa in a real, raw and rewarding way. This is an adventure for people who want to get under the skin of Africa.

Namiri is a fresh new take on the safari aesthetic. Gone are the traditional dark tents and they are replaced with a lighter, brighter look. The latest technology has been employed to ensure the camp treads as lightly on the earth as possible. Entirely run on solar power, the camp has also replaced wooden decking with a new bamboo composite which repurposed recycled materials into flooring. Namiri is a modern camp that offers both comfort and style in a sustainable way.



ESCAPE+EXPLORE

LISA LABINJOH

Describe why you chose to submit this photograph - i.e. how does it change the perception of Africa?

Sea Urchin Photograph.

The colours of the Rainbow Nations run deep. South Africa is a country that celebrates diversity from its people to its fauna and flora. At the tip of the continent the cold Atlantic meets the warmer Indian Ocean creating one of the most diverse marine life eco systems on the planet. See the Cape from a whole new perspective with Escape+Explore.



THE LEGACY UNTOLD

MARK LAKIN

Describe why you chose to submit this photograph - i.e. how does it change the perception of Africa?

Throughout recent history, most modern societies have looked to western white women to define beauty and fashion.... their fair skin, straight hair, narrow noses, light colored hair, bodies devoid of fat and hair, long manicured nails, manufactured synthetic clothing, high heels, etc. African women often do not have these features and therefore don't align with the western ideal of beauty. In traveling to the farthest corners of Africa, and pursuing my photographic journey to capture the last remaining traditional tribes of Africa, I sought to capture the various forms of beauty ascribed to by vast and varied indigenous tribes...to see braided hair soaked earth elements, scarification, skin bathed in rich clay and Okra, lip piercings, curvy strong muscular bodies, strong noses, clothing made from natural elements, flat utilitarian shoes, and short nails that don't get in the way of the work that needs to be done. Seeing the great variety of the ways that societies interpret beauty reminds us all that beauty is indeed subjective and in the eye of the beholder. It reminds us that many of these stunning and strong African women find the idea of putting silicone bags in our bodies and walking on stilts on uneven floors just as strange as western women see some of their traditions. It reminds us that we should focus on how we have so much more in common that can unite us as opposed to these small and insignificant differences that are used to tear us apart.

