

Media Information for
The 5th Annual



Atlanta

March 19th – 22nd 2009

Presented by



The Auburn Avenue Research Library on
African American Culture and History

THE WOCAF FESTIVAL AT A GLANCE

What: The four-day festival comprises of a series of film screenings, an art exhibition and a music showcase – all celebrating women of color artists/media makers. The film festival will showcase films from Africa, America, Asia, the Caribbean, the Middle East, and Europe by women of color filmmakers in key creative positions. The music showcase and art exhibition will feature Atlanta-based Women of Color Artists.

Where: **Film Festival**
@ The Auburn Avenue Research Library on
African American Culture and History.
Heritage Education Center Auditorium – 4th floor
101 Auburn Avenue, NE,
Atlanta, Georgia 30303
404-730-4001 Ext 303

Free and open to the public.

Music Showcase:
Asa[Asha] Live In Atlanta
The Atrium, 5479 Memorial Drive, Atlanta 30083

When: March 19th – 22nd 2009

Attendance: Targeting more than 2,000 people

Producer: **Iyàlódè (E-Ya-Lo-Day) Productions** is an arts service and production organization committed to producing, promoting, exhibiting, and showcasing the artistic work of minority and under represented groups with special emphasis on women of color.

The Auburn Avenue Research Library on African American Culture and History is a special library of the Atlanta-Fulton County Library System, is dedicated to bringing the legacy of people of African descent to life.

Contact: Mojisola Sonoiki
Founder/Festival Director
moji@iyalodeproductions.com
www.wocaf.org

MEDIA COVERAGE:

Below are links to several interviews

[Julie Dexter & WOCAF Festival Director on Fox 5's Good Day Atlanta](#)

[Festival Director Interviewed on Jodines Corner](#)

[African Magazine interview with WOCAF Festival Director](#)

Screen Report Interviews Festival Director - 2006

Visit our press page on our website for more information:

<http://www.wocaf/press.html>

TV COVERAGE:

In 2005, Mojisola Sonoiki, WOCAF festival director was featured on "**Weekend In-depth**" (WXIA-TV Atlanta, 11Alive News) and was interviewed by Tiffany Cochran about Atlanta's 1st Women of Color International Film Festival. In 2007, Ms Sonoiki was featured on **CW11's Focus Atlanta**, interviewed by Keisha Williams.

In 2008, Ms Sonoiki together with Julie Dexter were featured on Atlanta's Fox 5 "**Good Day Atlanta**" – Fox 5 interview

Several TV and radio stations will be targeted this year to promote the 2009 festival.

PROGRAMMING

- ❑ The film festival will screen films made up of features, documentaries and shorts and animation by and about women of color.

- ❑ The music showcase will feature women of color artists well known in the Atlanta area.

- ❑ The arts exhibitions will feature the work of a Women of Color visual Artist

COMMUNITY INVOLVEMENT

Volunteers include previous festival attendees as well as independent film and art's enthusiasts. Throughout the year, Iyàlòdè Productions has gathered a national online network of people organized to show there is a demand for diverse cinema.

IMPORTANCE TO THE COMMUNITY

The Women of Color Arts & Film Festival, the only one of its kind in the Southeast, it is the only cultural event in Atlanta sponsored by and focused on achievements by and about women of color in the moving image industry. The festival has attracted an audience locally, nationally and as well as from abroad.

ASA Performs @ The WOCAF Festival

Venue: The Atrium, 5479 Memorial Drive, Stone Mountain, GA 30083

Date: Sunday March 22nd @ 8pm



Asa grew up in Lagos, a city teeming with people and buzzing with energy but also home to a deep-rooted spirituality “Lagos is the New York of Nigeria. If you want to get anywhere in music, that’s where you’ll find the best opportunities, as well as the worst pitfalls.” Asa was the only girl in the family and had to share her parents, not often present, with three brothers. At a tender age she began to look after the house during her father and mother’s frequent absences. That is when Asa started to sing. The desire to sing came to her and didn’t go away, carving out a permanent place in her soul. So Asa sang her heart out. She grew up to the sounds of artists including Marvin Gaye, Fela Kuti, Bob Marley, Aretha Franklin, Sunny Ade, Ebenezer Obey and Lagbaja and went on to draw inspiration from them. She later then signed up, in secret, for the Peter King’s School of Music in Lagos and learnt to play the guitar in 6 months.

Asa, in her own opinion, is not a commercial product and not a sex kitten. But she is dazzlingly talented and gifted with a will of iron. She began to feel the wind of success blowing in her direction. A wind strong enough to sweep her away, but that would be forgetting that Asa does, after all, mean little falcon, a nickname acquired following a running away incident in childhood. She was offered contracts, concerts and money, but Asa was determined to make her music just the way she wanted.

In 2004 she met her manager, Janet, who introduced her to Cobhams Emmanuel Asuquo – a phenomenal Nigerian music producer, who in turn became her musical partner. And enabled Asa, the free spirit, to find her bearings: songs in English and Yoruba, music falling somewhere between pop and soul, inspired by her musical heritage — with particular care paid to the melodies — and reflecting the feeling she puts into it. Her texts talk about her country, and the things in life, all delivered with feigned naivety and real irony.

Now a resident of Paris, where she was born, Asa’s debut album was certified Gold just three months after its release in France. She is currently #5 on the iTunes world chart and peaked to #9 on the overall iTunes chart. Asa has flown in from Paris en route her world tour to bless the WOCAF Festival at her debut Atlanta performance.

For more info:

www.myspace.com/asaofficial

2009 Visual Artists Exhibition

Featuring the Artwork of



Jessica Scott Felder

Lauren Jefferson

Shemeah Richardson

Xiaotian Wang



On view at the Auburn Avenue Research Library on
African American Culture and History from
Thursday, March 19 through Sunday, March, 22, 2009
Mini-Gallery • 4th Floor

ABOUT THE WOMEN OF COLOR ARTS & FILM (WOCAF) FESTIVAL:

The WOCAF Festival will be a high profile Atlanta based international event which will showcase recent and high quality political, social and cultural short films, feature films, documentaries and animations by and about women of color.

Herstory

The Women of Color Arts & Film Festival was started in London in 1999, with one-day festival exploring films by Black Women filmmakers. The first of its kind in Brixton, the festival was a sold-out event and received critical acclaim. Films from Africa, the UK, USA, and the Caribbean were screened and many Black Women filmmakers were present.

The explosion of independent film festivals in the Atlanta area indicates a large audience of independent film enthusiasts. The WOCAF Festival offers an opportunity to attend a unique film festival experiencing the world through the lens of women of color.

Festival Objectives

The festival aims to:

- ❑ Provide a forum for exhibition of the work of women of color media makers.
- ❑ Play a vital role in the discovery of new independent films by women of color filmmakers.
- ❑ Promote powerful, refreshing, and innovative work by women of color media artists.
- ❑ Explore the challenges faced by women of color in the media via panels and discussion.
- ❑ Tour other locations.

Over the years the team at Iyàlódè productions has developed close links with other international films festival organizers. Thus films screened at our film festivals have the potential of being screened at other festivals via our international network. Many of the films will be making their Atlanta debut.

SPONSORS/PARTNERS:

Iyàlódè (e-yah-lo-day) productions is pleased to announce the following organizations as this years sponsors for the WOCAF Festival;

The Auburn Avenue Research Library
VirtualStall.com
Women in Film/Atlanta
ViewNaija.com
Rolling out Atlanta
Nigerian Film Commission
RainForest Films
Nigerian Film & Sponsorship Board
Afrosonic Radio

www.af.public.lib.ga.us/aarl
www.virtualstall.com
www.wifa.org/
www.viewnaija.com/site
www.rollingout.com
www.nigfilmcorp.com
www.rainforestfilms.com/index.html
www.nfvcb.gov.ng
www.myspace.com/afrosonicradio

ABOUT IYALODE PRODUCTIONS:

*Iyàlódè (*E-Yah-Lo-Day*) Productions nurtures the arts through the production of groundbreaking international arts events, film festivals, and documentaries.

As an arts service and production organization made up of a strong team of cultural activists, we are committed to promoting, exhibiting, and showcasing the artistic work of minority and underrepresented groups with special emphasis on women of color.

Mission

- ❑ To be at the forefront in promoting the leadership capabilities of women of color media makers.
- ❑ To increase awareness of works by women of color and minority groups by facilitating groundbreaking productions intended to educate and challenge a wide and diverse audience.
- ❑ To liaise with women of color media makers in key creative positions for future projects.
- ❑ Promote positive empowering images of minorities in the media.
- ❑ Expand dialogue on social and women's issues.
- ❑ Create links with local, national, and international artistic communities.
- ❑ Explore innovative techniques and opportunities for success.
- ❑ Create exceptional, pioneering cultural events rarely seen in Atlanta.
- ❑ Provide useful links and resources.

****Iyàlódè – A title bestowed upon the leader of women amongst the Yoruba tribe of Nigeria.***

ABOUT THE AUBURN AVENUE RESEARCH LIBRARY:

The first of its kind in the southeast, the Auburn Avenue Research Library on African American Culture and History, a special library of the Atlanta-Fulton County Library System, is dedicated to bringing the legacy of people of African descent to life. The Research Library offers specialized reference and archival collections for the study and research of Africana cultures. Its research collections include hundreds of thousands of books, microforms, compact discs, cassette tapes, periodicals, and photographs. With Reference and Research, Archives, and Program Divisions, the Library provides a wide range of free educational services and programs of special interest to the public.

ABOUT THE FOUNDER:

Award winning, British born Nigerian Mojisola Sonoiki is the founder and artistic director of Iyàlódè Productions. Ms Sonoiki, whose first two degrees are in Computer Science and intelligent systems works as a software tester for a large dot com company. As a cultural activist and historian at heart, Ms Sonoiki pursued an MA in West African Studies at the University of Birmingham in the UK where she majored in Ethnography & Film.

For the last 15 years, Mojisola has curated, programmed, and consulted on various film festivals and cultural events around the world. As the founder of àFRIsistahs based out of London, UK, a collective that promoted visual and performance arts/artists from the continent and diaspora, she curated and coordinated the first of its kind sold-out mini film festival of short films by Black women filmmakers from Africa, the Caribbean, the UK, and US - **È wá wò (come & see)– Sistahs in Film**, Film Festival in Brixton, London in April 1999.

In 2005 Ms Sonoiki founded Atlanta's **Women** of Color International film festival now known as the Women of Color Arts & Film Festival. The Festival now in approaching its 5th year has also incorporated a music showcase as part of its annual festival.

Ms Sonoiki has given lectures on issues based around music, independent film, and social issues.

Her portfolio of events also encompasses an international list that includes, but not limited to:

- Founding organizer of the Black Filmmakers Magazine Film Festival in London. (1998)
- Founder & Organizer of “Iya Onilu(Women Drummers)”, Drumcamp, London, 1999
- Programmer for the Women and Earth film festival in Accra, Ghana. (1999)
- Organizer of “Yoruba’s in Jazz” an experimental workshop with Jazz Legend Cassandra Wilson at the University of London.(1996)
- Social Secretary, University of Lagos Jazz Festival, featuring the King of Afrobeat, Fela Anikulapo Kuti. (1987)

Ms Sonoiki spent a short stint at Women Makes Movies in New York City, a leading distributor of women's films and videotapes in North America, where she worked as the Production Assistance Manager. In her spare time she also writes film-reviews for “The African” magazine (www.africanmag.com) and is working on her first feature length documentary about the women in “Nollywood” (The Nigerian film industry and 3rd largest producer of films in the world).

AWARDS:

Recipient of the Beverly Robinson Renaissance Award, Pan African Film Festival Denver April 2005

Given to a dynamic woman-cultural worker who through her community involvement displays excellence and compassion in her artistic, academic, and/or activist work.