



LANI ADEOYE

Lani Adeoye is an artist designer, driven by conceptual curiosity, craftsmanship and cultural expression coupled with a thirst for innovation. She uses design as a mediation tool; fusing tradition and modernity, merging Art, Craft & Design; whilst expressing intangible cultural concepts. Her designs are versatile in nature, yet they express an overall organic rhythm and a sense of visual harmony. As a multidisciplinary designer, she also works as a design consultant, developing concepts, products and experiences for various brands such as Google, YouTube and NetGear.

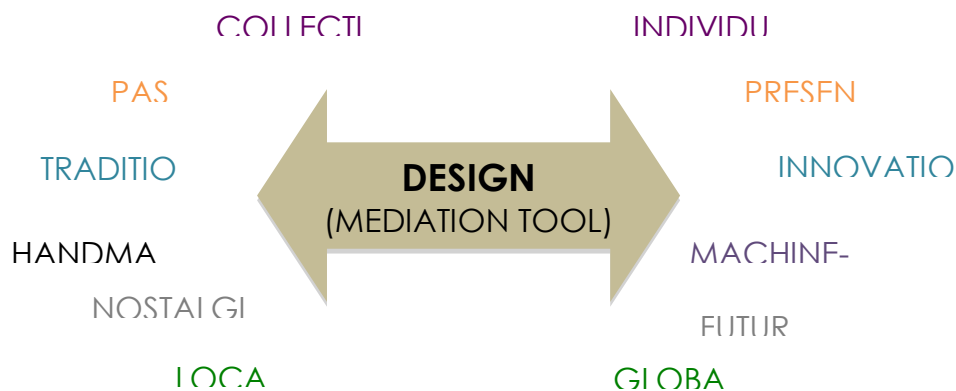
Prior to studying at Parsons - 'The New School,' Lani worked as a Strategy Consultant to Fortune Global 100 clients; following her graduation from McGill University. Her versatility as a designer is a testament to her eclectic roots and diverse life experiences, having lived in four major cities, namely Lagos, Montreal, Toronto, and New York.

Most recently she was selected by Elle Décor as part of its 'Women of the World' 75 Global Female Designers worth celebrating. In 2017, Studio-Lani won the Wanted Design's Launch Pad furniture competition in New York City. Studio-Lani has been featured in Architectural Digest, Design Milk, Elle Decor, Vogue, Core 77, Design Indaba and Dwell amongst other publications.

DESIGN AS A MEDIATION TOOL(LANI ADEOYE)

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As a designer, I'm driven by conceptual curiosity, craftsmanship and cultural preservation coupled with a thirst for innovation. My design practice Studio-Lani, has taken me to various parts of Nigeria, to learn about almost forgotten craft techniques in order to extend their use in a contemporary manner. I am not motivated by trends, but rather I aim to create timeless designs that can be embraced today and celebrated in the future. As a multidisciplinary designer, my work often deals with navigating various worlds. I believe strong synergy can be achieved, at the intersection between two seemingly contradictory areas. I seek to leverage design as a mediation tool, to harness the beauty at this tension points.



TRADITION VERSUS INNOVATION



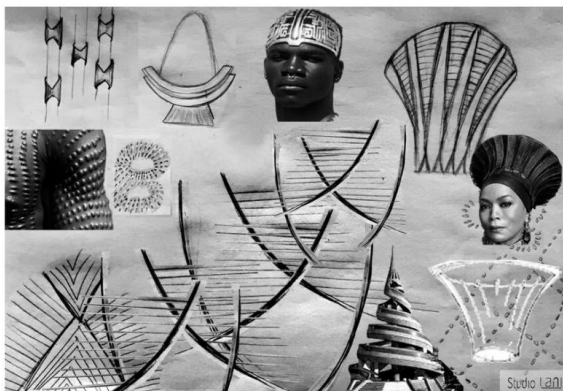
My first collection was inspired by the traditional West African Talking Drum (Dundun), which means 'sweet sound' in the Yoruba language. The Talking Drum has a rare ability to mimic the human speech. It was originally used as a communication tool, due to its power to convey messages from one community to another. It is now commonly used in celebrations such as birthdays and weddings. My first product was a talking light (Candle holder), inspired by the talking drum (middle image). In subsequent collections, I deconstructed the talking drum further, the outer leather chords became metal lines. These metal lines initially echoed the hourglass silhouette of the solid interior expressed as the Dundun coffee table (left image). These metal lines over the years have taking on their own rhythm; they've morphed into other silhouettes especially as sculptural lighting fixtures (right image – Ite light, SisiEko&Ite_x light). This is an example of how my heritage and learning about various traditions inspire me to create modern interpretations.



COLLECTIVE VERSUS INDIVIDUAL IDENTITY'S



As a design Consultant I work with Brands to merge their Brand Identity and a community's cultural identity appropriately. For example when YouTube hosted it's second annual YouTube Black Fanfest in Washington DC, I was asked to conceptualize a design for the event's immersive stage as well as design concepts for marketing material. Black panther had just been released; black pride was definitely at an all time high during that period. African Futurism informed my design direction and influenced the visual narrative for my concept across the board. Using this as a design foundation, I collaborated with the Youtube team and GoodSense NYC, to incorporate Youtube's strong branding into the overall look and feel of the space. We achieved great synergy, by leveraging Youtube's iconic brand colors and typologies at strategic touch points alongside African inspired motives. Activating this cultural consciousness added a powerful dimension to the YouTube Black Fanfest event and created a heightened experience for the YouTube audience.



GLOBAL MINDSETVERSUS LOCAL SOLUTIONS



In the wake of the global pandemic, there were many global authorities prescribing global solutions with great intentions to manage the virus and protect everyone. However being in Nigeria at the time, I was aware that some of the great recommendations weren't feasible in our local context. It was crucial to learn from these global insights but take into consideration local constraints, to be globally conscious yet locally sensitive.

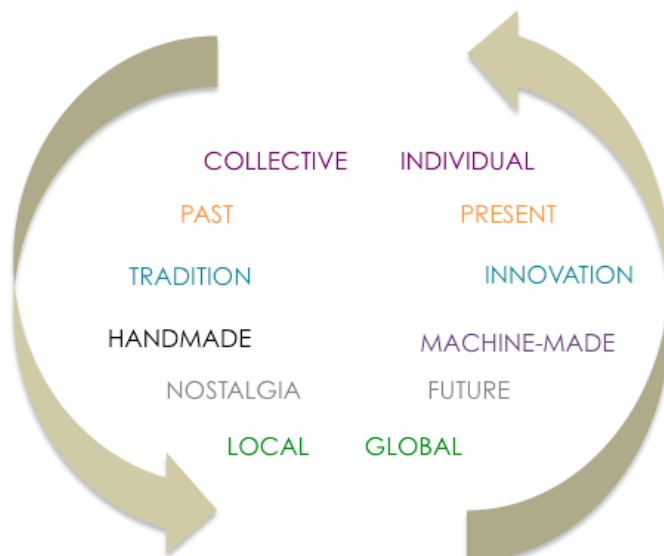
I am in no way an expert, but the anxiety of the period and ongoing conversations, encouraged me to conceptualize this idea. Focusing on Personal Hygiene; there were some key points to keep in mind. Not everyone has access to do the necessary and seemingly basic hygiene practices. In addition when poverty is high in certain areas, hunger would take precedence over hygiene. Basically a man who is hungry would buy food not soap/sanitizer. Furthermore social distancing is a luxury in many places, where multiple family members live in small rooms. Additionally, due to the survival nature of Lagos, a lot of folks initially undermined the virus and believed God would protect them, which created complacency. Therefore, there was an increasingly urgent need for additional preventative measures. I believed we needed a catalyst to disrupt the complacency and provoke a change in behavior.

The catalyst needed to be something that was Affordable, Accessible and Adaptable. After analyzing these guiding principles I developed, I selected 'Pure Water Sachets'. Think of a bottle water but affordable in a nylon sachet. The Pure Water Sachets are affordable; already a staple part of the average man's budget. Water is essential, so it is a frequent purchase. It is accessible as it is distributed frequently to various areas in volumes. And adaptable, it is flexible and not in a rigid form.

I proposed the PURE HANDS CONCEPT using Pure Water as a vehicle; by attaching sanitizer/soap for people to use and to constantly remind people about personal hygiene. (More info on the Pure Hands Concept is available upon request.)



Disrupting a seemingly mundane yet essential product like 'Pure Water' could introduce shock whilst serving as a critical visual cue & constant reminder to many. Perhaps raise consciousness and encourage a change in behavior.



Essentially I use design as a mediation tool in various realms. As an artistic designer connecting tradition and modernity, as a design consultant fusing cultural identity effectively with a brand's individual identity and as an Afropolitan constantly seeking ways to merge local and global insights for our collective good.