

# madéké

January 2023

A publication of yorland republic

## Embracing Culture

**Yorland**   
**Republic**



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# Editorial



We started a periodic publication a while ago, with the hustle insight magazine between 2020 and 2021, but we had to discontinue it to allow for re-packaging, and now we have our new periodic publication, Madeke.

This publication means a great deal to me because I've always wanted to do something to honour my grandmother, a strong Yoruba woman who has had a significant impact on my life. So, when the idea to start a publication struck me, I couldn't think of a more fitting name than Madeke, which is my grandmother's name. May her gentle soul rest in peace.

To me, arts and culture are life; I love culture and appreciate the differences between African cultures.

I believe that arts and culture should be taken seriously and incorporated into all aspects of an organisation, particularly schools.

After the UK government recognised me as a global leading talent in arts and culture in 2022, I felt a strong obligation to promote African arts and culture. because it is lovely.

We can see the beauty of African arts and culture in afrobeats and amapiano music, as well as in our festivals, movies, and fashion.

As part of our resurgence and rebranding efforts, we will publish periodicals like this that provide more insight into who we are as a brand, as a company, and what we have done, what we are doing, or our future plans.

Madeke would be a biannual publication published in january and july of each year. We would provide rich content and thought leadership on topical issues relating to arts and culture.

We believe that our readers will gain valuable insights from this publication and understand why arts and culture is so important.

We would also discuss what we do and how we believe we can continue to add value to you, your organization and the community at large.

Adedeji Akinkunmi.

Editor-in-chief

Madeke

January, 2023

YORLAND REPUBLIC



# The Artistic Approach to Organisational Management

An artistic approach can help businesses improve employee engagement and well-being.

A recent Gallup study found that employee disengagement costs the United States nearly \$550 billion per year in today's workplace. Discussions about employee satisfaction and productivity have resurfaced as organisations ensure company-wide connectivity through new ways of working. This means that businesses are reconsidering their existing programmes.

Businesses are beginning to recognise the value of painting sessions, mindfulness drawing, and team-building art exercises. These types of activities have been shown to increase happiness, team building, productivity, motivation, and employee retention. According to an American Art Therapy Association study, creating visual art for 45 minutes lowers cortisol levels (stress hormone).

It highlighted, among other things, how the creative process of an artistic approach improves an individual's physical, mental, and emotional well-being. Individuals benefit from creative group sessions, according to the study, by improving their overall understanding, helping them value their peers, and building connections and partnerships.



AIM HIGH  
FLY HIGHER

# The Effect Of Art On Employee well-being

Individuals who work in environments that are filled with visually appealing art experience less anxiety and irritation in response to work-related discouragement, which can contribute to a more united and pleasant workplace. Art can also spark social interaction by sparking a discussion among employees.

Displaying art in the workplace can improve employee performance, mood, and physical well-being.

A significant amount of research studies conducted in recent years have identified numerous ways that strategically placing carefully selected art in the workplace can improve employee experience and accomplishment and assist in delivering the correct message to visitors.



## Using art to convey the right message to customers and visitors.

Office artwork has been shown to increase employee productivity and build company culture, but it also has an impact on another group: your clients. Art allows you to communicate your company's message in ways that speaking and writing alone cannot. It paints a picture of your company's mission, goals, and history. Office art should be considered to truly impress and retain clients. According to a survey of 800 businesses with art collections, art collections improve a company's public image in addition to boosting employee morale. So, how does office art accomplish this?





# How office art helps tell your clients what to know about your business

It demonstrates that the company cares

The first step toward improving your company's public image is to demonstrate your pride in it. Choosing artwork that reflects your mission makes this clear to clients who visit your space. After all, a clean and well-organized environment can only go so far. Artwork demonstrates that a company cares about its own people, and as the old adage goes, "you must love yourself before you can love others." It will also demonstrate that your company is ready to care for your clients.

It sparks discussion.

People connect with artwork because it often evokes memories or transports them to a different place and time that they would not normally be able to reach through normal interactions. Art can spark interesting conversations with clients and assist businesses in learning more about their background, goals, and experience. When clients are able to relax their guard and reflect on the environment in your workspace, you're more likely to start communicating on a deeper level.

It better represents your company's image.

"Art is as important in business as it is in one's personal life, and for the same reasons. In a business setting, artwork helps shape the company's distinct style, spirit, and character, and it communicates that character to employees, partners, clients, and prospective clients in the same way that one's business attire conveys one's personal style and professionalism."

BE FEARLESS.



# Organisational Culture

Why is culture important in office?

Your organisation's culture establishes expectations for how people should behave and collaborate, as well as how well they work as a team. In this way, culture can help to break down barriers between siloed teams, guide decision-making, and improve overall workflow.

Because it represents how you do business, your organisational culture will have an impact on all aspects of your business. It is both your identity and your image, which means it influences how your colleagues and customers perceive you.

Living your company's core values is what organisational culture is all about.

Your company's core values can be reflected (or betrayed) in your culture. The ways you conduct business, manage workflow, interact as a team, and treat your customers all contribute to an experience that should reflect who you are as an organisation and how you believe a business should be run. In a nutshell, your company's culture is the sum of its beliefs in action.

One of the most significant benefits of a strong organisational culture is its ability to turn employees into advocates.

Your employees want more than a steady paycheck and good benefits; they want to believe that what they do is important. And when your employees believe they matter, they are more likely to become culture advocates—that is, people who not only contribute to but also promote and live your organization's culture internally and externally.

A strong organisational culture assists you in retaining your best employees.

Employees who feel like they're part of a community, rather than just a cog in a wheel, are more likely to stay with your company. In fact, that is what the majority of job applicants seek in a company.

# Implementing Cultural Activities For Schools

Cultural heritage is something that all humans share; no matter where we come from, there is a culture that follows us. Your culture will always be something you can take with you no matter where you grow up or go. Cultural heritage can take many forms, including tangible, intangible, and natural.

It is critical that we safeguard our cultural heritage so that future generations can look back as fondly as we do.

We believe it is critical that we teach our high school students the importance of preserving their cultural heritage. The significance of various cultural heritages in a student's life should be reflected in their education.

In terms of literature, We believe that students should be exposed to historical literature and oral stories that are relevant to their culture today. Students can connect with the characters in this literature by learning more about where the content they're reading came from and how it relates to their lives today.

Organising arts and culture programmes in schools. Learning about and through the arts enriches the classroom experience while also preparing students for life after school.

Arts subjects encourage self-expression and creativity, as well as a sense of individual identity.

Arts experiences improve critical thinking by teaching students to be more careful and thorough in their observations of the world.

The arts present challenges to students of all levels. Art education connects students to both their own culture and the larger world.

Arts and culture are excellent means of reinforcing and preserving society's sense of place, as well as showcasing creativity. They provide a variety of opportunities for leisure, entertainment, and personal growth in order to improve a community. The best part is that arts and culture bring people together.





When we consider cultural heritage in the classroom, we may be unsure of how to approach such a broad topic, especially in a classroom setting. We put together a list of reasons why we should teach our students to value cultural heritage inside and outside of the classroom environment.

**1. Understanding Means Appreciating:** It is critical for students to be taught about cultural heritage because a proper understanding allows a student to connect with and appreciate cultural heritage, as well as apply it to their own life. If a student is taught the general definition of cultural heritage, they may not understand the concept; however, by connecting their own cultural heritage with research and a deep understanding, a student can look at their place in the world and compare it to the grand scheme of things, understanding how big our world is, but also how connected we all are as human beings through our culture.

Appreciation is an important part of teaching cultural heritage, and we believe that when students fulfil learning expectations that are designed to have them experience cultural heritage rather than just understand the concept and the term, an important appreciation can begin to take root in the student's mind.

**2. Students Will Be Inspired to Connect to Their Culture:** Nothing beats knowing that your students are inspired and connected to what they are learning and researching. When students are emotionally connected to their coursework, they are often more inspired to be creative and put in a lot of effort. When teaching the importance of cultural heritage, students can easily be inspired by thoughts of their own culture, where they come from; perhaps they are adopted and grew up in a home with a different culture than where they were born; in the process of researching, that student could explore their birth culture and learn more about themselves.

Many students discover that they share similar cultures with their peers, or that they have a peer from a place they want to learn more about. This type of connected learning allows students to share and explore the world while remaining in the classroom. Allowing students to connect to their culture is important because they may not have the opportunity to connect with their parents about this topic at home.

Providing information and research databases for students to dig into a culture is important because it allows a student to thrive and grow while still learning something they are passionate about.


**3. Cultural Heritage Education Will Benefit Our Future:** If we teach high school students about cultural heritage, they will immediately develop an appreciation for their own culture as well as the culture of the rest of the world. Students may have wondered in the past where we all came from, what those people before us were like, what they ate, and what they did for fun. These types of questions encourage students to look both inward and forward. We don't want to be forgotten as humans; students will be inspired to create and learn as those in the past did before us.

Our future generations will benefit from learning this information because they will be able to pass on the cultural heritage that they love and cherish, as well as concepts, ideas, literature, and beliefs learned from those who came before them. These traditions can live on as long as we remember to teach them, learn from them, and create our own way to connect with them.

**4. We Can Work Together to Protect Cultural Heritage:** Unfortunately, cultural heritage is frequently destroyed, particularly during terrorist attacks and wartime. Although many countries have laws in place to protect cultural heritage, it is not always secure and safe. Explosions frequently destroy cultural heritage in the Middle East, and ISIS, in particular, has destroyed historical and religious sites in order to deprive people of their culture and identity, leaving them lost.

It is critical to teach students that cultural heritage is under threat because, as the future, they will want to help preserve the past. It is a powerful feeling to be able to stand up for what you believe is right; it is empowering for students to be passionate about their culture, and it means that more people are there to help ensure monuments and natural cultural heritage are preserved for future generations to enjoy. The thought of having something important to you, something that defines you, destroyed by someone who simply wants to take away everything you love is terrifying. Students who understand cultural heritage will feel compelled to safeguard it.





Students who learn about different cultures in school feel more at ease and safe dealing with these differences later in life.

This enables them to interact in a broader range of social groups and to feel more confident in themselves and their interactions with others.



# Value Of Arts & Culture

We have not placed a high value on arts and culture in schools.

Every African parent wants their children to be doctors or IT professionals, but many of these children do not want to be these things. Many of them are creative types who want to paint, dance, sing, and act.

Nigeria has a lot of talent that needs to be developed and nurtured. A career in the arts is just as valuable as a career in information technology.

Look at how popular our music and movies are now all over the world. We now have Nigerian music and artists dominating the world; we need to start showing children that they, too, can have a bright future in the arts and culture industry



# How We Fit Into The Puzzle

## Business support



We take pride in being a full-service business support provider, with activities including, cultural activities and events, publishing, public relations, talent development and management, brand representation.

We help curate arts that best tell the story of your organization or whether you want it to depict a particular theme, we know the right art piece for it.


We organize summer school for teens 14 to 18 years, who are interested in learning a skill in arts, whether in languages, music theory, dance, music production, video editing, hairstyling and make-up for arts

We engage school students in art activities as part of their curriculum. Study shows that students who engage and participate in art are more likely to be actively engaged with their studies

Also, with the addition of collaborative games, our Arts & Culture Education Services offer mentally stimulating and entertaining games for children aged 6 to 18. There are also adult games available.







*“Culture is a way of coping  
with the world by defining it in detail.”  
by Malcolm Bradbury*



# Our Summer School

We developed an innovative summer school programme with the goal of filling a gap in the educational system of Nigeria and many African countries, which tend to overlook creativity, critical thinking, arts and cultural activities in schools.

Using the format of an art academy, we devised a programme centred on methodology, critical thinking, and the implementation of conceptual ideas.

Young people interested in arts and culture, as well as thinking through the conception and execution of work, will benefit from the programme.

The programme also seeks to develop young artists who are curious about and interested in experimenting with modes of practise and thought outside of traditional modes of working.

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## WHAT THE SUMMER SCHOOL OFFERS

Acting  
Singing  
Dancing  
Painting  
Hair styling  
Make up

and many more



# About Yorland Republic

Yorland Republic is a brand and space for the creation, presentation, and discussion of contemporary arts and culture. We aims to promote arts and culture, with a focus on African arts using media such as photography, film and video, performance, cultural dances and installation art.





# Yorland Republic

[www.yorlandrepublic.com](http://www.yorlandrepublic.com)