

We Are More Than We Are | 60 Secs

SFX: Phone rings and a voice starts from the other side.

CLERK: Hello, you have reached the Dept of Global Creativity, how may we help you?

MAN: Hello there, I need people for a project that'll change the world.

CLERK: I see... Something huge? We have openings in Africa.

MAN: Africa?

CLERK: Yes.

SFX: A Congolese slowly builds up

(Switches to a narrative voice) We've got East Africans guys who tell stories of a place so well you'd visit.

MAN: Oh niceeee.

SFX: Amapiano gets added to the mix and the tune keeps going softly

CLERK: to the Southern African cool kids who show the interesting side of anything and everything.

SFX: An Arabic tune gets added to the mix

CLERK: And we've got the North Africans who weave emotions into every product in beautiful ways.

MAN: And Nigeria?

SFX: It now feels like a whole DJ mix as Afrobeats gets added

CLERK: Ahhh Naija no dey carry last! (laughs) the West African grandmasters of storytelling, spinning great stories from simple things.

SFX: Some drill elements are added to the tune buildup

And there's the African community abroad, pushing this culture of creativity, changing the world.

So how would you like to change the world sir?

SFX: The tune builds up and as it climaxes, we hear Angelique Kidjo's voice hitting the line 'We are more than we are, we are one.'

MAN: Africa. Africans will change the world.

ANNCR: This celebration of African creativity is brought to you by Creating a Better Africa, an initiative of Pitcher's Festival of Creativity.