

The Campaign to Build **THE  
AFRICA  
CENTER**



The image is a wide-angle architectural rendering of a modern, multi-story interior space. The structure is characterized by a complex, white, angular framework of beams and columns that create a series of overlapping planes and voids. The ceiling is composed of large, white, rectangular panels that appear to be part of the structural design. On the right side, a wall is covered in a fine, perforated metal mesh, allowing light to filter through. The floor is a smooth, light-colored surface. In the background, a large window wall is visible, with some panels featuring vibrant, abstract patterns in red, orange, and purple. Several people are scattered throughout the space, some standing in groups and others walking, which provides a sense of scale and activity. The overall atmosphere is bright and airy, with a focus on geometric forms and light. The text is overlaid on the right side of the image, with the main title in a bold, purple font and the subtitle in a smaller, italicized black font.

The realization of an idea  
**THE AFRICA CENTER**

*... a 21st-century home  
for discussion and action  
focused on the policy,  
business, and culture  
of Africa.*

## Co-Chairs' Welcome



**Hadeel Ibrahim**  
Executive Director,  
Strategy and External  
Relations, Mo Ibrahim  
Foundation



**Chelsea Clinton**  
Vice Chair, Clinton  
Foundation

It is a truth often overlooked that everyone on the planet is from Africa. At The Africa Center we aim to explore our commonalities, as well as our differences from the starting point of our shared humanity, our shared history and our shared future, particularly given our future will increasingly be shaped by Africa. By mid-century, half of the young people in the world will live in Africa. Arguably, the twin lodestars of Africa this century will be youth and technology.

That is why we are so excited to be partnering with

a leading technology institution to realize our vision for an institution that understands the past, but is firmly Afro-futurist in its outlook and in the collections, exhibits, events and performances that will define our work. We also recognize the cultural legacy we inherit from our predecessor organization—the Museum for African Art—both curatorially and in the form of our extraordinary 70,000 square foot home.

Our landmark building at One Museum Mile—where Fifth Avenue and East Harlem intersect—is a public space built on values of inclusivity, tolerance, diversity, pluralism and democracy. These values are more than ideas. As you will see in the coming pages, this is an institution that reflects those values in its physical design, its governance structure and its programming ambitions.

In a world of increasing interdependence and decreasing dialogue and trust, The Africa Center offers a new vision—a new model for 21st century public institutions. A place where our local community, tourists, business leaders, policy makers and cultural actors all have equal weight and ownership and can begin to talk to each other, rather than across each other. A place that can offer us a vision of 21st century global citizenship, rooted in our common past and engaging with the common challenges we share. The Africa Center is uniquely placed to convene, examine and develop answers to some of these questions.

We enter 2017 with the commitment that construction will commence this year and bring us closer to opening the doors to our realized project. We can make this undertaking with confidence given the momentum of our current capital campaign and strong support from our Board.

We look forward, in a time of uncertainty, to showing what can be achieved when shared human values meet a commitment to change.

Welcome to the Africa Center.

## President's Address



**Halima Dangote**  
Executive Director at  
Dangote Industries Ltd,  
Dangote Flour Mills, and  
MHF Properties

I am excited about my new role as the first President of The Africa Center, which I see as an exceptional opportunity to join Board Co-Chairs Hadeel Ibrahim and Chelsea Clinton in building the world's leading non-profit center for African policy, business, and culture.

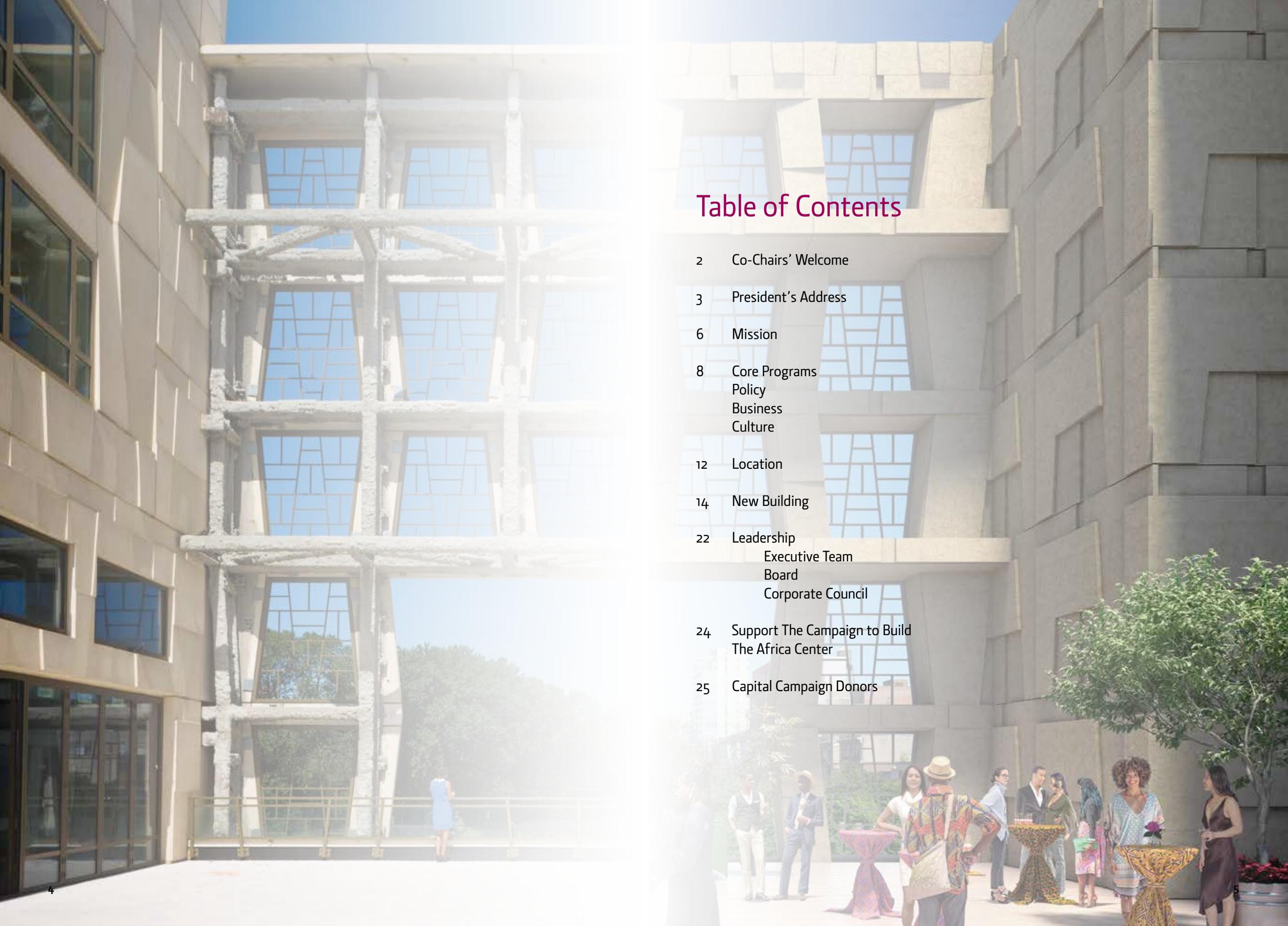
Africa is the fastest growing continent in terms of both population and economy—a region of great potential in need of greater global understanding. Africa is home to extraordinary cultural, ethnic, linguistic, and environmental diversity—and the world's youngest demographic. Africa is the next profitable frontier for business investments, artistic achievement, and transcontinental policy

solutions. With our collective efforts, The Africa Center will serve as the gateway to understanding contemporary and future Africa.

I count among my top priorities the successful completion of the Capital Campaign to finalize construction of the new building on "Museum Mile" in New York City. Located on Fifth Avenue at the brink of Harlem, The Africa Center's state-of-the-art headquarters is midway through construction—and only minutes away from the United Nations and the bustling business district of Midtown Manhattan. There, we will welcome dialogues between African and American heads of state, dignitaries, business leaders, policy experts, and artistic visionaries. Our Center will also welcome the public to a myriad of African cultural events, such as art exhibitions, films, performances, and education programs for people of all ages and backgrounds.

To date, the Capital Campaign has received leadership support from the New York City Department of Cultural Affairs and a distinguished roster of forward-thinking American foundations, corporations, and individual patrons. We are now reaching out to African business leaders and global philanthropists to join us in investing in The Africa Center's construction and realization. We welcome your support.

Thank you, in advance, for your participation.



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# Mission

*The Africa Center provides a gateway for engagement with contemporary Africa.*

**The Africa Center's** work is premised on the idea that that this emerging market of one billion people, characterized by extraordinary diversity and complexity, is inescapably relevant to building a prosperous and secure future.

Africa is the world's oldest continent, while boasting the youngest population; it encompasses a huge land mass, but a small population in relation to its size; and it possesses great natural resources, only surpassed by its enormous human potential. These unique dynamics place Africa at the center of global discourse, and The Center will serve as the platform and hub for this discussion.

Encompassing **policy, business and culture**, The Africa Center will operate locally and globally to transform our understanding of the continent by promoting partnership and collaboration between Africa and the United States. The Center will host visual, performing, and digital arts presentations; develop and disseminate innovative educational tools; convene peer-to-peer exchanges; and sponsor results-oriented policy dialogues.



## *"This is the African century.*

*There's a sort of static electricity around Africa at the moment that is exciting. I think, in a way, New York would be less relevant without a piece of that. New York has always been the global crossroads and now for the first time there is a clear sign post saying 'Africa this way' . . . fun, educational, imaginative. The Africa Center is great for the continent but it's even greater for New York."*



**Bono**  
Musician, Activist  
and Philanthropist

## *"New York's Africa Center commands a powerful international presence,*

*which will draw upon the rich cultural, social and political legacy and history of the diaspora together with the inimitable cultural beat of New York, itself. This pairing is immediately captivating and will resonate with the contemporary African community and beyond. New York is a global city, which has welcomed the diaspora – and the Center is a fantastic platform from which to deliver this message to the world."*



**Sir David Adjaye OBE**  
Principal, Adjaye Associates

# Core Programs

## Policy

**The Africa Center** will develop public policy by focusing its efforts on linking research capacity with change agents on the ground in Africa. We will work to build a broader constituency for good policy through media programs that encourage more diverse, specific, representative and informed coverage, and educational initiatives that aim to bring basic “Africa literacy” to a wide range of audiences.

*“The Africa Center, through dialogue and debate, will promote public understanding*

*of African issues and present African perspectives on questions of world significance. The Africa Center, which reflects the ambition and vitality of a continent on the rise, will add a new and innovative dimension to New York’s long engagement with Africa.”*

**Kofi Annan**  
Former Secretary-General,  
United Nations



*“Propelling Africa’s transformation requires a paradigm shift that The Africa Center’s interdisciplinary focus on policy, business and culture will help to actualize.*

*Drawing on Africa’s and New York’s rich creative, entrepreneurial and intellectual talent creates the perfect space for envisioning contemporary Africa’s role in shaping new global traditions.”*

**Jendayi Frazer**  
President & CEO,  
50 Ventures, LLC &  
Board Trustee,  
The Africa Center



## Business

**The Africa Center** will help the private sector to navigate fifty-four distinct business climates, will make hard-to-obtain data available and understandable, and will facilitate peer-to-peer introductions. We will give African entrepreneurs exposure to New York's private sector, help potential partners find each other, share best practice, and explore how private enterprise can help drive transformational developments on the continent.

*"The Africa Center represents an opportunity for a new narrative*

*on the Africa that I know and experience every day. Companies such as the Dangote Group are at the forefront of redefining for the world what African business is and what Africa can accomplish with the right partners. Showcasing Africa in a new and positive light is what makes this project worthwhile and something that I am proud to support through my foundation."*



**Aliko Dangote**  
Industrialist, Investor

*"Africa is the new frontier for business.*

*With unprecedented growth in the natural resources sector and the services industry, at last Africa is turning a corner. What underpins the growth story is the improvement in governance, transparency, gender and human rights over the last decade."*



**Mo Ibrahim**  
Entrepreneur and Philanthropist

## Culture

**The Africa Center** will be a home for exhibitions, performances and showings of visual, performing, and digital art from Africa. It will be a space in which the continent speaks for itself, and a platform for the most compelling contemporary culture. But it will be more than a venue—we aim to foster new collaborations and dialogues between African artists and those in the United States.

*"Life on earth begins in Africa*

*making it the center of the world connecting us all. The Africa Center in Harlem will be the place where we can engage with Africa's creative past and present, and help shape its promising future."*



**Fab 5 Freddy**  
Chief Creative Consultant,  
The Africa Center

*"Africa is evolving; America is evolving.*

*As our shared experience of global economics, politics, and aesthetics transforms, we need institutions like The Africa Center to erect promising new re-imaginings of what it means to be African in the 21st century."*

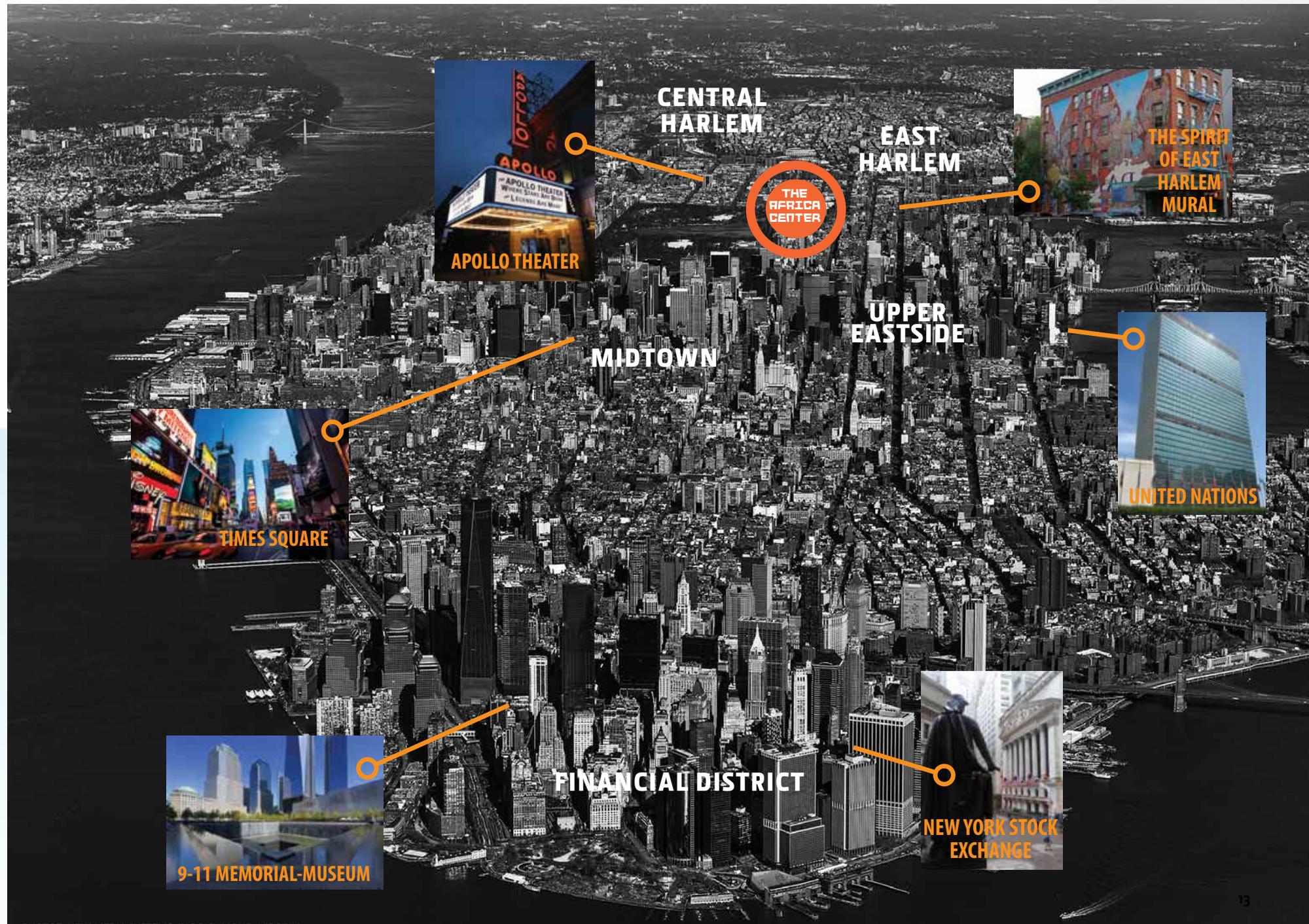


**Kehinde Wiley**  
Contemporary Artist &  
Board Trustee,  
The Africa Center

# Location

**The Africa Center**, located on Fifth Avenue at the intersection of Harlem and Museum Mile on the northeast corner of Central Park, brings the dynamism and diversity of Africa straight into the heart of New York City. The Africa Center continues Harlem's legacy of cross-cultural, creative self-expression and celebration of Africa and the African diaspora.

We are also only minutes away from the United Nations and the financial hub of midtown.



# New Building

**The Africa Center** occupies 70,000 square feet spread across three floors, located in an extraordinary Robert A.M. Stern-designed building.

Signature spaces include:

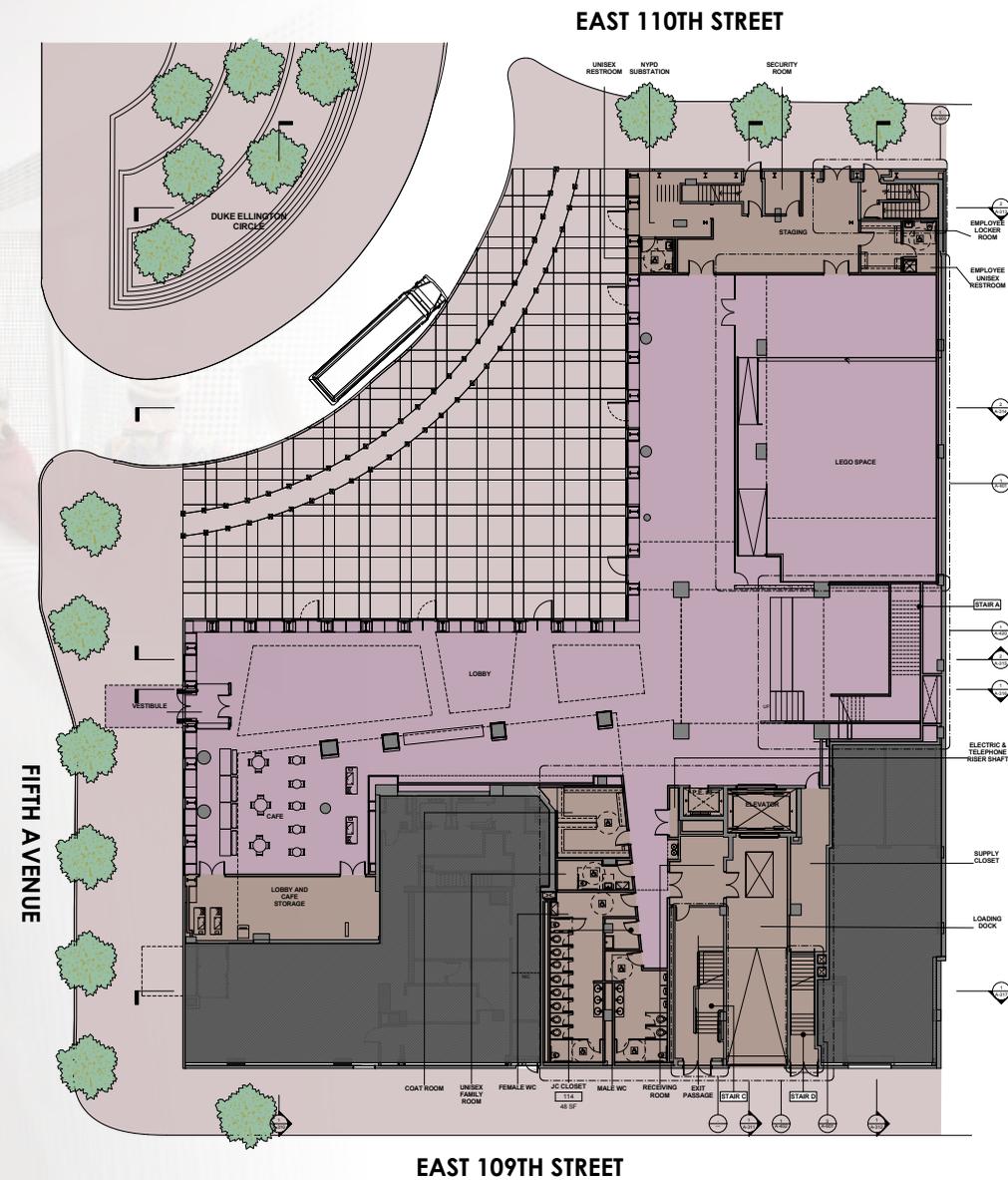
- Three-story open grand atrium and main lobby with café, information services and gift shop
- Performing arts center & theater
- Art galleries on two floors with flexible spaces and high standard climate control
- Education spaces
- Demonstration kitchen/dining room
- Policy and business centers for dignitaries, diplomats, business executives, and entrepreneurs
- A 4,000 square foot outdoor terrace overlooking Central Park

*“The colossal raw space of The Africa Center provided ample opportunities for dramatic interior designs.”*

*The challenge we embraced was to create a welcoming public space that encourages human interconnectivity on the grand scale as well as the intimate. Versatility and flexibility were among the driving goals, as was the play of light between the outside world and the inner sanctum. It is our hope that visitors feel inspired by the majesty of the soaring space and the dynamism of the internal configurations.”*



**Sara Caples  
Everardo Jefferson**  
Principals  
Caples Jefferson Architects



## THE DESIGN

- Flexible program spaces connected across three stories
- Visual continuity with the street and park
- Locally sourced materials
- LEED gold rating
- State-of-the-art digital and technological equipment



## First Floor

### GRAND ATRIUM & MAIN LOBBY

Lit by a wall of windows soaring five stories high, The Grand Atrium and Main Lobby will welcome visitors from Fifth Avenue, and serve as one of the largest free cultural spaces in New York City. The Atrium/Lobby will provide the perfect venue for performances, lectures, video art installations, audio artworks, cocktail receptions, special events and large scale concerts.

### THE AFRICA MARKET

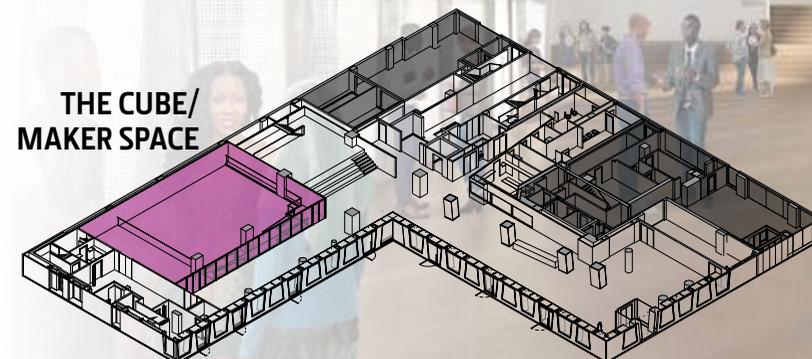
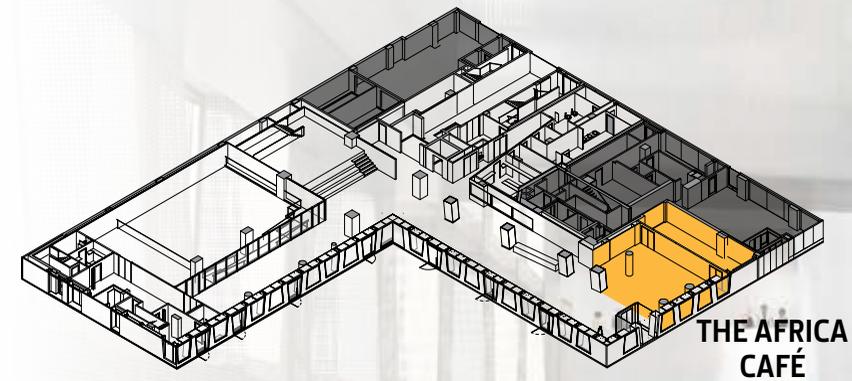
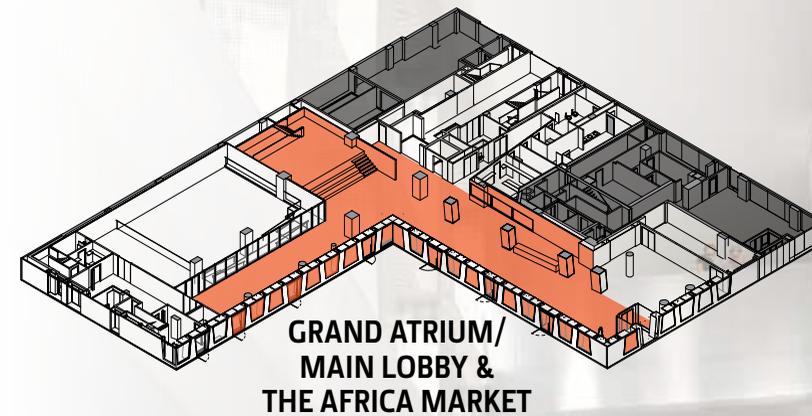
Located throughout the Grand Atrium and Main Lobby, The Africa Market is the heart and soul of The Africa Center—a bustling, engaging and interactive space where people will regularly gather for comfort, conversations and community.

### THE AFRICA CAFÉ

The Africa Café's offerings are inspired by African chefs in collaboration with local Harlem restaurants, and will vary by season and by the Center's thematic focus.

### THE CUBE/MAKER SPACE

A hotbed of creative activity, students and learners of all ages will use everyday and unconventional materials to encourage experimentation and open-ended exploration.



## Second Floor

### GALLERIES

The Africa Center will present significant exhibitions of African art, history, and culture in conversation with our business and policy programming. Our Galleries allow us to showcase both large-scale traveling exhibitions and smaller installations representing artists from around the globe, as well as space for a potential artist-in-residence program.

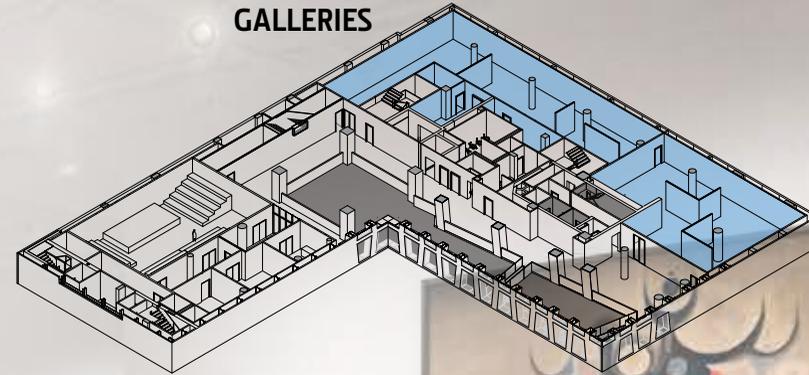
### BALCONY/TRIUM BRIDGES

Visitors will find a place to pause, reflect and relax on the balcony and bridges on the second and third floors overlooking the Grand Atrium/Main Lobby. These spaces also serve as inspiring stages for performance.

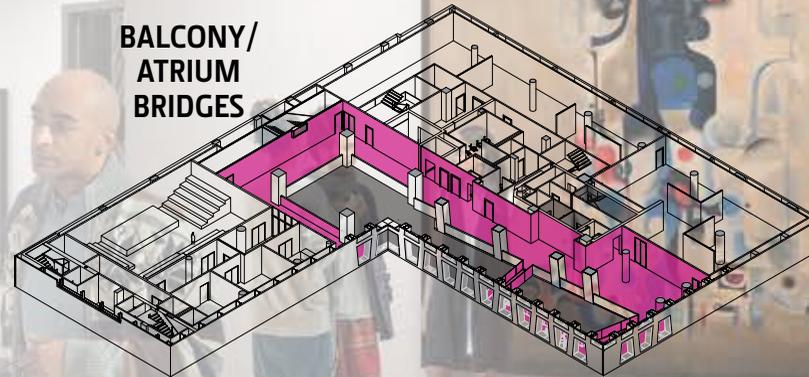
### PERFORMING ARTS CENTER & THEATER

The Africa Center will feature a state-of-the-art Performing Arts Center and Theater able to host a great variety of performances and audiences including theater, dance and music, as well as press conferences, scholarly lectures and symposia.

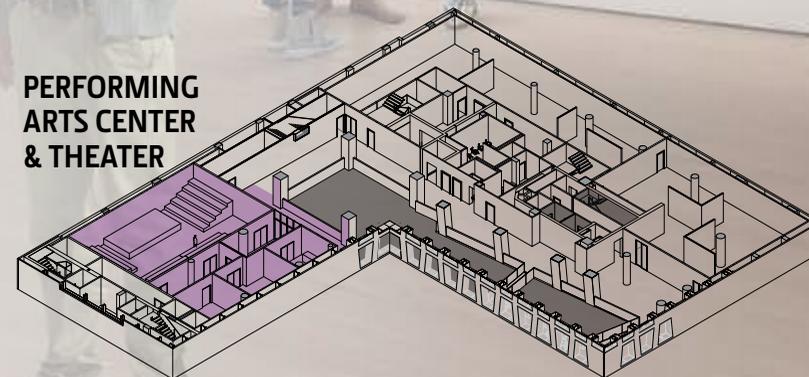
### GALLERIES



### BALCONY/ ATRIUM BRIDGES



### PERFORMING ARTS CENTER & THEATER



## Third Floor

### THE INSTITUTE AT THE AFRICA CENTER

#### The Business Center

From CEO's and Presidents to young entrepreneurs, this is the ideal home away from home for meetings, work, and socializing. Convening leaders from across a variety of fields, the Business Center is a space to host, engage and discuss.

#### The Policy Center

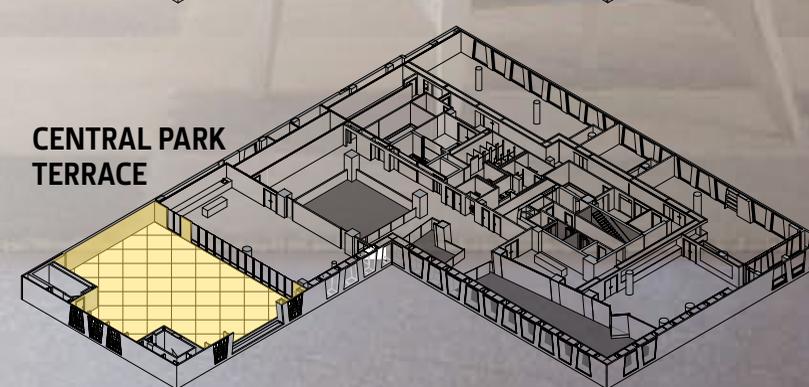
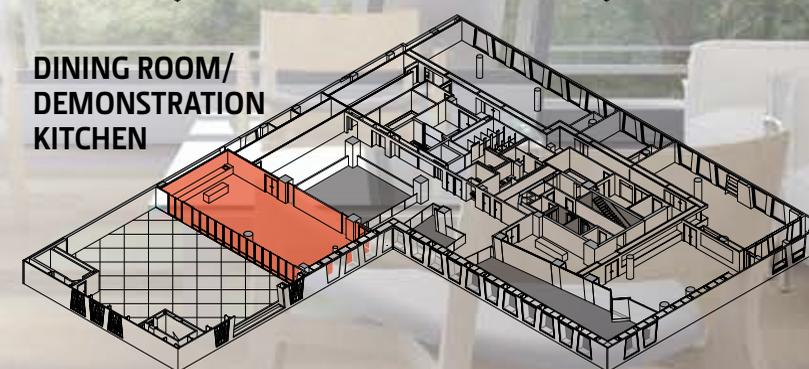
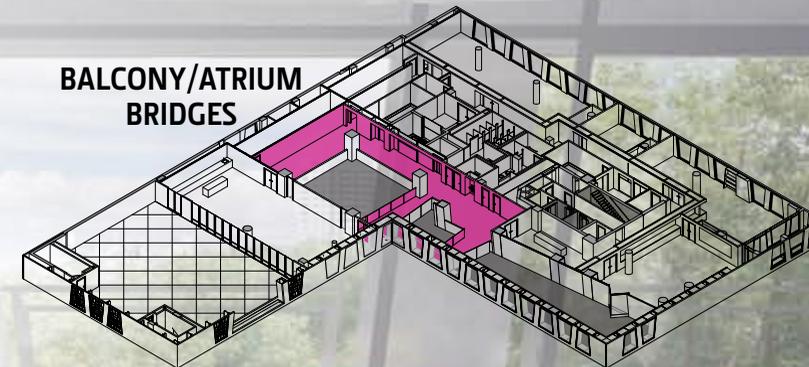
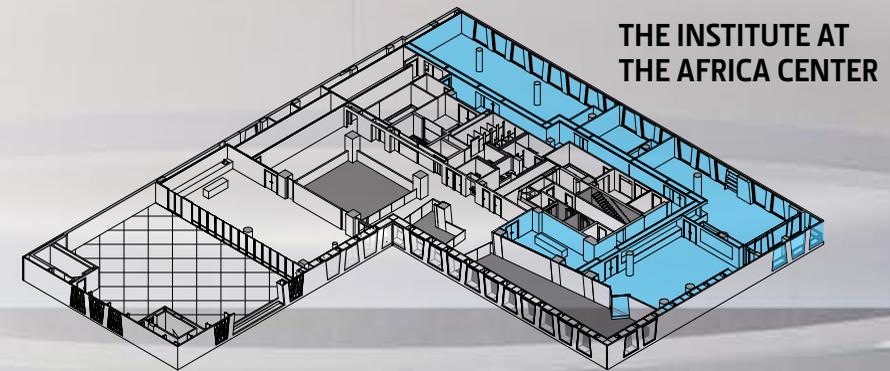
Policymakers, activists and diplomats will at long last have a permanent setting in New York City to discuss the pressing issues of the day. This hub of thought leadership is conveniently located adjacent to the Business Center.

#### DINING ROOM/DEMONSTRATION KITCHEN

As the centerpiece of the Center's rentable events space, the Dining Room and Demonstration Kitchen host a great variety of events, while featuring presentations from the continent's most prominent and rising culinary stars.

#### CENTRAL PARK TERRACE

Stunning views of Central Park and the New York skyline greet visitors as they arrive for receptions, performances, film screenings, and educational events on the outdoor terrace.



# Leadership

*“The cultural epicenter of the African diaspora in the United States is and always has been Harlem.*

*With my dual perspective as a resident of Harlem and as an African-American business investor in Africa, I am looking forward to building bridges of understanding between Africans and Americans in the private and public sectors.”*



**Dana M. Reed**  
Interim CEO

## Executive Team

### MANAGEMENT

**Dana M. Reed**  
Interim CEO

**Philip Conte**  
Executive Vice President,  
Chief Financial Officer

**Bridget Foley**  
Vice President, Administration

### SENIOR ADVISORS

**Fab 5 Freddy**  
Chief Creative Consultant

**Tess O’Dwyer**  
Fundraising Strategist

## Board

### OFFICERS

**Co-Chair**  
**Hadeel Ibrahim**  
Executive Director, Strategy  
and External Relations, Mo  
Ibrahim Foundation

**Co-Chair**  
**Chelsea Clinton**  
Vice Chair, Clinton  
Foundation

**President**  
**Halima Dangote**  
Executive Director,  
Dangote Industries Ltd.

**Vice-Chair**  
**Ian Bruce Eichner**  
Chairman and CEO, The  
Continuum Company

**Treasurer**  
**Ashish J. Thakkar**  
Founder, Mara Group &  
Mara Foundation

### TRUSTEES

**Michaela de Pury**  
Co-Founder & Partner, de  
Pury & de Pury

**Benjamin Stein**  
Founder & Managing  
Member, The Spruce House  
Partnership

**Blair Miller**  
Impact Investing, Office of  
Ray Chambers

**Maja Hoffmann**  
Founder, LUMA Foundation

**Jendayi Frazer**  
President & CEO,  
50 Ventures, LLC

**Kehinde Wiley**  
Artist

## Corporate Council



# Support the Campaign to Build The Africa Center

## Our partners and donors:

- **Believe** in the importance of educating Americans about the diversity and dynamism of the African continent.
- **Recognize** the need to provide African leaders a platform in New York City.
- **Understand** that New York City, the world's second home, cannot be the cosmopolitan hub we rely on without a center of gravity for Africa.
- **Gain access** to a global network of influential leaders and change-makers shaping the political, economic, and cultural future of Africa.
- **Embrace the opportunity** for advancement and recruitment of new talent and identification of new partners.
- **Develop greater understanding** of the opportunities and complex landscape for investment and doing business in Africa.
- **Support the mission to advance African policy, business and culture of the 21st century.**

# Capital Campaign Donors

(as of March 2017)

## \$12,000,000 +

New York City Department of Cultural Affairs

## \$6,000,000 +

New York State Development Corporation

## \$4,000,000 +

Aliko Dangote Foundation

## \$3,000,000 +

Ibrahim Family  
John Tishman  
Ford Foundation  
Brickman Associates  
General Electric International

## \$1,000,000 +

Walt Disney  
RJR Nabisco  
Dr. Hania M. Fadl  
Ian Bruce Eichner  
David Rockefeller  
Jane Katcher  
David Markin  
Upper Manhattan Empowerment Zone  
National Endowment for the Humanities

## \$500,000 +

Mary Slack  
Mitsui & Company and Nihon Unisys

## \$350,000 +

Access Bank plc  
BUA  
Chagoury Group  
Dangote Cement  
Forte Oil  
Flour Mills of Nigeria  
Guaranty Trust Bank plc (GTB)  
Seplat  
United Bank for Africa (UBA)  
Yinka Folawiyo Group  
Zenith Bank

## \$250,000 +

Booth Ferris  
JP Morgan Chase  
Jonathan Green  
Benno Schmidt  
Jason Wright  
Benjamin Stein  
Vincent and Anne Mai Family Foundation



Did you know? By  
**2050**

one out of every four people  
 in the world will be African.

**Dana M. Reed**, Interim CEO

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**theafricacenter**