

linkUp

November 2022

Addis Ababa

09

Metasebia Yoseph

Founder of Design Week
Addis Ababa

FollowUp

Carving faith: Lalibela

EatUp

Parla come magni

WhatsUp

And- afta



Breifup

Followup

03 Editor's Letter

04 October Brief

05 Craving Faith: Lalibela



Dressup

Eatup

06 Menena

07 Parla Come Magni

08 Thumbsup



Closeup

Pathetic Love Stories

Whatsup

09

Metasebia Yoseph
Founder of Design Week Addis Ababa

10 Disappearing Act

11 And-Afta



Listenup

Readup

Reelup

12 Ethiopian Records

13 A Dive into Non-fiction

14 Movie Reviews

15 Addis Arts Karta

From the Editor

This issue, I feel, is packed with what I would call Inspirational Ethiopia. From an incredible showcase about our rock-hewn gems to an incredible musical release, the past month has given us a lot to absorb and celebrate. Amongst our adventures, we had the opportunity to conversate with Metasebia Yoseph, a multifaceted pioneer and truly inspirational human. We listened to the genre-fusing and groundbreaking sounds of Ethiopian records. We had the chance to immerse ourselves in our history and ancestral heritage. We also had a string of events culminating in the fittingly named “My Generation” concert.

Though we have a lot more packed into this issue, these articles have given me a sense of pride in Ethiopia's achievements. Past, present and future. We hope you find something for yourself in this eclectic mix of articles.

Until next month...

Surafel Solomon
Editor-in-Chief

Editor in chief:

Surafel Solomon
surafel.solomon.a@gmail.com

Marketing Director:

Mathias Aklilu
mathias@linkupaddis.com

Partnerships Director:

Eyasu Abdella
eyasu@linkupaddis.com

Graphic Designer:

Abenezer Samuel
bensamuel189@gmail.com

Photographers:

Hermella Hailu

Contributors

Abel Sintayehu
Alula Abadi
Amanu Teriessa
Dagmawi Mekbib Tilahun
don
Ephrata Kibru
Haben Woldu
Selamawit Addissu

Thanks to:

Menena
Sale e Pepe Ristorante
And-Afta

Cover photo:

Courtesy of D!NK TV / Kinetic
Dawn Multimedia

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, translating, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law

linkupTM
All rights reserved



Scan QR code for Website

October Brief

Amanu Teriessa

Oktoberfest

LinkUp's Atmosphere has become a hub for regular interesting events as well as a perfect hangout spot for a lot of people in the city. Of the numerous events that were hosted over the month of October, Oktoberfest was surely one of the more interesting ones. An homage to the German holiday, Atmosphere's Oktoberfest, held on the 15th of the month, brought the European tradition here for us. With a lot of live performances in the background, the participants had an especially wild night that was only partly because of the hilarious amounts of beer consumed.

Tech a Chill

Tech a Chill has gone from the niche techno party in its early days to a must-go-to party for a large number of people. However, as this month's edition was a Halloween-themed party, it was memorable, to say the least. Quite a surprising amount of people came in costumes, and half the night's fun was guessing what each of us came dressed as. The night had its fill of witches and vampires (and fake blood that looked all too real) as well as all sorts of other mythical creatures. The night kept in theme all the way out, with crime scenes and cobwebs decorating parts of the venue. It really was a night to remember.

My Generation Concert

Perhaps the most anticipated concert since the release of Rophnan's latest album, My Generation lived up to the seemingly unattainable heights of hype it had reached. While everyone knows that Rophnan is very popular, the sheer size of the crowd was unlike anything I had seen before. It felt like half the city had shown up. With that many people have come with the singular purpose of letting loose, an astounding phenomenon was guaranteed to be observed. There was discomfort and grumbling during the early hours of the concert due to the fact that Rophnan wasn't starting as early as people hoped. All of that was completely forgotten the moment he stepped on stage, though. People danced hard and sang along to each song for the entire performance. He proved himself (yet again) as a great performer, and the fandom proved the wide success of the album's tracks when they followed his songs' lyrics word for word. What an epic night...

Carving Faith: Lalibela

Selamawit Addissu

Entoto Fine Arts, located inside Entoto Park, is now hosting Carving Faith: Lalibela, a mobile exhibition aiming to showcase one of the seven wonders of the world. I found it very fitting that the exhibition is happening inside Entoto park, atop a historically important mountain. A heritage paying homage to another. The Rock-Hewn Churches built in the 13th century have since gone through significant transformations. It was this history the exhibition intended to showcase.

The AFD and CNRS in their efforts to preserve Lalibela have been conducting a petrological study on the churches – studies on how they were carved, the tools used, what the centuries have done to them, and further, how to preserve them longer. Besides the church's geological makeup, the team spent years studying the daily life and religious wealth of Lalibela including its glorious past and transformations from older times to the present. It was this research that was displayed on 6 October 2022 with the presence

of the French Ambassador to Ethiopia, Remi Marechaux, the Ethiopian Ministry of Tourism, Ambassador Nasise Challi, and the representatives of the scientific team.

As is the Orthodox way, the program was first and foremost kicked off with a prayer by Betsu-Abune Abraham followed by a speech by the Ambassadors both of whom declared their commitment to the preservation of the her-

As is the Orthodox way, the program was first and foremost kicked off with a prayer



itage. No promise of dedication, however, comes close to the devotion Kidane Woldegiyorgis has to Lalibela, as he has given years of his life to the conservation of the church.

Kidane took it upon himself to lead the exhibition. He was like no other curator in the way that he knew the ins and outs of the Rock-Hewn Church. Kidane told his anecdotes and tales most people would not have known. Like the locals, he constantly called the

church “the Red City,” referring to the burgundy of the stones.

Carving Faith invites visitors to a unique experience of exploring the church through innovative technologies such as Augmented Reality, Virtual Reality, and High-Definition films. The clergy with their cloak wearing VR goggles looked to be right out of an AI-generated futuristic picture.

It was King Lalibela who set out to construct a new place of worship

when it was impossible for Christians to make the trek to ‘The Holy land’. When they could not go to Jerusalem, it came to them. Now, centuries later, Lalibela is not only important to Christians but to all Ethiopians. If you can’t go to it, a small part of it has come to you. I implore every resident of Addis Ababa to visit the exhibition before its closing on 31 December 2022.

he would lovingly call Lalibela as his people often do “the Red city” referring to the burgundy of the stones.



MENENA

By Editorial Team

Menena, an Ethiopian brand for the International market, is a fashion design studio and manufacturer of Prêt à porter clothes and accessories. Based in Addis Ababa, Menena was founded in 2015 by Nardos Fekadu, its Creating Director.

The brand has been officially launched and picked up after the award received by the United States Ambassador, in 2018, for the African Mosaïque Incubator Program instituted by Anna Getaneh (African Mosaïque CEO). Since then, the first Menena's boutique, with its unique concept, opened at Laphto Mall (3rd Floor), in the Old Airport area in Addis Ababa.

The brand name comes from the delicate Ethiopian traditional fabric called "Menen". Design and craftsmanship of high quality are the basic ideas of Menena. As a Sustainable and Eco-friendly brand, we are using only 100% Ethiopian-made cotton and other fabrics, and our unique range of colors is all hand-dyed. In each new collection and creation, Menena wants to give to the consumer the opportunity to wear beautiful and originally designed clothes, which are also comfortable for everyday life.

[@menena fashion design](#)





tilla_{ጥላ}
wise beauty

Tilla is a premium all-natural collection of face, body and hair care products, inspired by the beauty of Ethiopia. Tilla (Amh) - N - shade, shelter, protection.

Why Tilla?

Proudly made in Ethiopia, from our name to our values to our products, we are focused on our mission to protect and illuminate the beauty of Ethiopian women.

Starting with the first full shea butter processing factory in Ethiopia, we aim to support, enrich and expand the communities we serve. From locally sourcing honey, aloe and black cumin to creating a network of customers who actively share and even profit from our brand, we envision a shared future of building a healthier, more inclusive and vibrant vision of beauty.

@tillaafrica



Parla Come Mangi (Speak Like You Eat)

Alula Abadi

When anyone thinks about their favorite cuisine, it almost always features a group of the usual suspects: Chinese, Italian and American. All three are diverse; all three are flavorful, but Italian stands out, almost every single time, and the reason is impeccable savory flavors paired with sheer magnitude in options and variety. It also helps that Italian food is an excellent option on the go or whenever one needs a quick meal, it's usually quick, filling, and delicious. But what happens when you want to eat out? What happens

when you're in our corner of the world, Addis Ababa, and not Sicily? Where do you go when you want a glimpse of wondrous and delicious Italian cuisine? Your answer comes in the form of the rustic and refreshing Sale e Pepe Ristorante in Addis Ababa Ethiopia.

Located on Queen Elizabeth II Street in Addis Ababa Ethiopia, Sale e Pepe features food items from every corner of Italy, and while the ingredients used are fresh and homegrown in Ethiopia, Sale e Pepe constantly maintains an air of premium European flavors.

The restaurant itself presents a very humble appearance along with a very peaceful and homey atmosphere, a visual immediately elevated by the excellent food and an international kitchen. Sale e Pepe's overall rustic and soothing environment is highly reminiscent of the beautifully aged homes on the Italian coast. Much like the tradition it stemmed from, Sale e Pepe is run by a small group of charming people who stand highly knowledgeable in the art that is Italian cuisine.



Upon arriving at Sale e Pepe's gates, our team was greeted with impeccable service and a menu featuring the restaurant's best flavors. Be it wine or dine, it seemed like everything was at your fingertips and ready to be taken in. The meals were offered to us at excellent value and promised even better flavors, not as a statement or declaration meant to impress but because Sale e Pepe's food operations are run tight and smooth like a well-oiled Italian engine—the oil is extra virgin, of course. We promptly browsed through our available options and decided on five of their most outstanding meals which came highly recommended by the owner and chef.

From the starter we started, and if the flaky crumb Italian bread served with diced cherry tomatoes was any indication, we were in for a treat. Commonly known as Focaccia, this Italian snack is attempted at many Italian

restaurants in Addis, and while they do mostly alright, at Sale e Pepe the focaccia is perfected. The bread and tomatoes get your pallet going, and they won't be waiting long since the first course is mere minutes away. The avocado, salmon, lettuce, and tomato infused "Insalata" or "Insalata Verde", is a starter that comes packed with flavor and textures ranging from savory all the way to sweet. While the Insalata is a formidably flavorful act to follow, the Ravioli di spinaci garnished with ricotta cheese, the filetto funghi porcini, or the margarita (quattro formaggi) pizza are advised by the chef and owner as the premier followers to the excellent opener that is the Insalata Verde.

The ravioli is served fresh as thin dough stuffed with cheesy spinach and a sweet corn mixture that is not only pretty to look at but also aromatic beyond words. Ingredients

Photo by: Hermela Hailu



like garlic, green chilies, onions, and cheese give the ravioli its distinct veggie aroma and creamy texture. But maybe you want to treat yourself, maybe it's a date night and you want a hearty steak, well look no further than the filetto tenderloin. The filetto is a beef filet tenderloin that is an absolute powerhouse of intelligent flavors and unique textures as it features a tangy porcini mushroom sauce along with a side of eggplant and sweet peppers. This steak features flavors that make it a conversation piece and aromas which place it as a running candidate for the classic, "I'll have what they're having" situation.

But hey, to each their own, right? Maybe you're just feeling a simple pizza. Just go for the quattro formaggi margarita and have a delectably cheesy meal. Be it Veggie, Meat, or salad, Sale e Pepe has something for all. Unplug in its rustic atmosphere, treat yourself to any dish since any dish is a safe bet, and make sure to take it all in during your visit to Sale e Pepe. Just remember to close your delicacy-powered peaceful moment with Sale e Pepe's excellent panna cotta.

Buon Appetito!!

Contact Information

Telephone: +251 92 124 8888

Instagram: sale_e_pepe_addis

Facebook: Sale e Pepe

Location: Kebena, Queen Elizabeth Street di fronte all' Indian School, Addis Ababa Ethiopia

ThumbsUp

Selamawit Addissu

Unicorn Accessories

An outfit is never complete without the right set of accessories. No matter the brand, or the price, a look is often amiss without the proper earring, ring/s, or necklace. Unicorn Accessories make the best of jewelry to the style of your choice, such is the case when custom ordering. Their brand also specializes in finding vintage pieces. From earrings and necklaces to waist beads and anklets, they provide one of the best accessories.

Contact Information

Instagram: @Unicorn accessories



Afrima Award Show

How many of us enjoyed watching the MTV music awards? The Oscars? Do you recall the thrill, the happiness of watching your favorite artist win? What if now you had the chance to grant your favorite African creative a much-deserved award?

AFRIMA is an award show headed by African music stakeholders and professionals aiming to celebrate the musical heritage of the African continent. Ethiopia saw multiple nominations this year for both the men's and women's categories. Seize the chance to place your favorite Ethiopian or African artist in the international spotlight and go vote.

Contact Information

Website: AFRIMA.org



GoGreen

As gas prices continue to increase, many are seeking alternatives to the usual ride services like Feres and Ride. Although the intention of the invention was to reverse the effects of global warming, the popularity of GoGreen, especially in Ethiopia, was brought about by the increment in fuel prices. GoGreen is a safe and cost-effective transportation service provider. It uses electricity instead of fuel, and the starting price is significantly lower than the other ride services. It is however difficult to secure a ride because there aren't enough electric cars providing this service. You are often to be denied service for the lack of cars available in your area. Should there be sufficient cars in the future, however, it is a viable and affordable option.



Interview with Metasebia Yoseph

Hiwote Desalegne

Metasebia Yoseph, the founder of Design Week Addis Ababa is relaunching the innovative festival and doubling-down on the creative sector with a new venture.

If you ask around, the term design evokes fashion to some, architecture to others, however, it is a much broader concept. The driving principle of Design Week Addis Ababa is that design thinking is problem solving, and this festival explores the innovative ways creatives are developing solutions across sectors. Design Weeks take place in major metropolitan cities

across the world. Africa is having her slice of the design week cake with events in Nigeria, South Africa, Ghana, and Addis Ababa. Design Week Addis Ababa was established in 2015 by founder, Metasebia Yoseph, the author, creative director, and budding media mogul, whom I had the honor to interview. The bold founder has been persistent in her journey to make Design Week Addis Ababa a success. Metasebia possesses a diverse educational background consisting of a Bachelors in Art History and a Masters in Communications, Culture, and Technology as well as experience in marketing, product management, and design. She has carried Design Week Addis Ababa for four editions and is now

returning with her fifth after a two and a half year long hiatus. Over the years, she has witnessed a steady shift from how design was synonymous to fashion to now being recognized for the value that it creates on many levels of society, across multiple sectors. Design weeks are a very common occurrence in major metropolitan cities across the world, and now, Africa is having her slice of the design week cake with events in Nigeria, South Africa, Ghana, and Ethiopia. In 2015, Design Week Addis Ababa began was started by the founder, Metasebia Yoseph, whom I had the honor

Photo by: Courtesy of Metasebia Yoseph



to interview. The bold founder has been persistent in her journey to make Design Week Addis Ababa a reality. Metasebia possesses a diverse educational background consisting of a Bachelor's in Art History and a Masters in Communications, Culture, and Technology as well as experience in marketing, curating, and authoring. She has carried Design Week Addis Ababa for four editions and is now returning with her fifth edition after a two-and-a-half-year-long hiatus. Over the years, she has witnessed a steady shift from how design was synonymous with fashion to now being recognized for the value that it creates on many levels of society, across multiple sectors.

Design Week, like many public events, has been forced to a halt due to Covid-19. What were some ideas that came out of this hiatus?

During the hiatus, I left the country to give birth and I got stuck due to

Covid related travel restrictions, shortly then after the war broke out. Like most, I shifted my focus towards my digital content. I dove deeper into NFTs, I got into AR (augmented reality) and more virtual projects. In terms of Design Week, this period activated what I was already into, which is culture and technology, so the question now became "how do I use these tools to transmit our unique cultural and creative elements to a wider audience?". NFTs, for example, are giving creators economic empowerment without the need for an intermediary. It creates a new paradigm where they can extract more value from their own work, while connecting directly to their audience. This, among other things, are some of the ideas I want to incorporate into the upcoming Design Week Addis Ababa.

So what novelties can we expect to see at the relaunch of Design Week Addis Ababa?

Since our last edition was in February of 2019, we are setting a new standard to mark our return and push the creative benchmark further. My background is in culture and technology, so I always think about how people are experiencing art and events. We are featuring some NFT projects, an interactive AR experience, and multimedia elements to demonstrate how technology can amplify visual arts. We are applying new technologies in a way that enhance community experience by creating programming that engages your senses. This edition will also coincide with the launch of our new media platform, DINK TV, a channel dedicated to the creative economy.

What is the idea behind DINK TV?

Design Week is an annual event, so the experience is very short-lived. Once the event is out of sight, it's out of mind. DINK TV takes the core



Photo by: Courtesy of Metasebia Yoseph

principle of the design week festival and transforms it into a continuous platform dedicated to the creative sector. DINK TV launches this November as a major media partner for Design Week Addis Ababa. DINK TV is a digital platform, offering both web and social media based creator-led content. DINK is for creatives by creatives. The platform will offer short-format series which we like to call "gurshas", as well as longer formats for those who want to take a deeper dive into topics. We've developed content for different audiences, from lifestyle, DIYs and hacks, interviews, highlights, etc. Most importantly, we noticed that creatives are actively producing content and we hope to offer a digital space for everyone to come together.

Design Weeks around the world are known to showcase unique design projects. What intentions did you set out for Design Week Addis Ababa?

Our country is culturally rich and diverse. Local creatives are just now receiving the recognition and the compensation they deserve for their creativity. For seven days, people come together, network, interact, and those interactions yield new ideas. We want to make DWAA the preferred platform for creatives by stimulating this cross-pollination of ideas. The other goal of Design Week Addis Ababa is to showcase emerging talent. We know that emerging creatives may not be able to afford to present at Design Week Addis Ababa so we try find them support and sponsorship to participate. My intention is to always make the festival accessible.

Since you launched in 2015, has there been an emerging talent which surpassed your expectations?

The first instance was with ARMA Advertising. I was one of their first clients. I had been pitching Design Week to different partners and

sponsors and their understanding of DWAA was that it was a fashion event. Fashion is one of the sectors we showcase but Design Week, as a whole, focuses on the entire creative sector. To help the partners and sponsors better understand, I reached out to ARMA to make a visual for me. Starting from the brainstorming session, they synced up with my vision and gave me a world class visual. It was so well done, nobody believed that I had it made locally!

How has DWAA's reception by the creative community?

In our first edition, back in 2015, we had ten to fifteen exhibitors across different sectors. We had the opportunity to be at the frontline of many trends. We had skateboarders and this was at a time when skateboarding was just a burgeoning scene. Also, when the city was packed with imported

Photo by: Courtesy of Metasebia Yoseph



furniture, we had local furniture makers present their designs. A lot of well-known brands have launched during Design Week, such as the Yohannes Sisters, BeMistral Interior Design, Jomo Furniture (relaunched), and Yenaé Collection (Ethiopia Launch). Design Week isn't exactly a mass event. We have a saying that, "DWAA's your favorite designer's festival", it's carefully curated as a platform for tastemakers, influencers, and innovators.

Design Week Addis Ababa is a massive undertaking. What kind of support have you rallied around you over the years to make Design Week Addis Ababa (DWAA)?

I remember the painstaking process of having to explain to sponsors what the concept of Design Week was. DWAA is not like any of the events that some sponsors are used to financing, so it's difficult for them to really grasp the impact. There are very few companies who share our vision for Design Week but we've been lucky to align with innovative brands. The Ethiopian Tourism Commission, was a strategic partner in 2019. They formally acknowledged that Design Week was a "destination event" where people flew from all over the world to attend. Their support helped us to secure some key partners.

What kind of engagement can your audience expect at Design Week Addis Ababa?

We are featuring sectors like, tech, art and newmedia, fashion and textiles and urban planning, architecture and visual communication, etc. So our programming is very multidisciplinary. We utilize multimedia exhibits which allow audiences to see, feel, touch, and even taste new ideas through physical and digital elements. We're also introducing our first edition of the Design Lab, where we work with brands and companies to create new products and experiences. The output from these collaborative design experiments will be showcased on last day of Design Week, at the Sunday Groove picnic and design market.

Where do you see Design Week Addis Ababa in 10 years?

A decade from now, I see Design Week as one of the top design festivals in the region by leveraging stronger partnerships both locally and internationally. In addition, I see it transitioning into a physical space(s), as a Design District, similar to the Dubai Design District (D3) model, which is a partnership between a visionary real estate group and a creative agency. Similarly, I would

envision an Addis Design District as a place where culture, commerce, and community could thrive within a creative ecosystem.

For more information: Design Week Addis Ababa is taking place November 21st - 28th.

For more information scan the QR code or visit designweekaa.com @ designweek.aa on Instagram.



Disappearing Act

Qal Fessehaye

A few kiremts ago, I ran into an old high school friend. I think we might have had a falling out of some kind, but upon our reunion at the time, we couldn't remember the reason. My friend and I set a date to sit down and catch up over coffee and cheesecake in the darkest, quietest parts of Natani. We exchanged stories, mostly of heartbreak and failure. The sheer amount of heartbreak that had unfolded in our lives in the time we were apart was ridiculous to a comical extent. We decided to write some of them down. The content this inspired, we called Pathetic Love Stories, because the whole thing was, as implied, so damn pathetic.

This friend and I fell out of touch again in the months that followed. Life be like that sometimes. And again, I think there was a fight, but neither of us remembered why when we ran into each other yet again a couple of months ago. Our pathetic little project was still at the back of her head when we talked – not in a cozy cafe this time, but surrounded by a lot of drunk people. She asked me if we could perhaps put some pathetic love stories out there. It so happened that the pathetic element of love was more universal than we'd figured. Everyone has a pathetic love story and so this column was born: to recount stories we've heard here and there.

type. You know, the one who picks the most difficult, Ben-Hur of goals and tells everyone about it? He wanted to be a musician. So she bought him guitar strings and a capo for a birthday gift. Expensive for what her lifestyle would allow at the time but arguably good gifts to buy your boyfriend of three years. Excited, she rushed to his home a few doors away from hers, to give him this gift. His brother answered the door.

"He's not here."

"Where is he?"

"He moved."

It was his birthday. He was the artsy



He wasn't answering his phone. His friends weren't answering their phones. No one would tell her where he is. He was nowhere to be found. This type of disappearance has been known to be the premise of psychological thrillers and supernatural sci-fi, aka The Undoing and The Leftovers. You can't imagine her confusion.

"I went into his room to check as if I'd find him hunkered in a corner somewhere," she tells me flippantly. "But all his stuff was gone. He wasn't there."

They had made plans to spend his birthday together. So for the rest of the day, she waited expecting

to hear from him at some point. But there was no phone call.

"I called this other friend of mine and asked him to help me return the gift I'd bought. It felt like my anger would not find any finality if I didn't return it. The gift became a problem for me."

So off they went with her friend to return the gifts. Turns out the shop wasn't one that did returns so they wouldn't take it back. "It was the inspiration I needed to break down. I sat there, bawling in the middle of the mall. Everyone was staring. My friend didn't know what to do with me."

No build-up. No explanation. No warning. Nothing. He was just gone. Take a pause to contemplate what you would do in such a circumstance. Does one go on an epic adventure across paper towns to find their lover? Does one flip an internal switch to come to terms with the fact of the matter? Drop the whole thing and move on? Or perhaps it's easier to fall within oneself trying to figure out how this came to be? Spiral down some emotional self-harm wondering what mistakes were made to drive the other away.

As it turns out, her boyfriend wasn't missing. He wasn't really



gone. He had somehow been bestowed with too much audacity where there should have been a different basic human component. Communication.

"We struggled a lot with communication in the relationship," she tells me. "If I wanted him to understand what I was saying, I would have to write it down for him. We kept a notebook we passed back and forth. We wrote extensive letters to each other in that notebook. I have whole notebooks of stuff I'd written to him."

I got a bit glassy-eyed at that because I guess letters are supposed to be romantic but she rolls her eyes at me for this sentiment. "Sure, letters are romantic," she says, "But they're

not supposed to be the sole remedy for a communication problem."

"Did you ever find him?" I ask. She laughs. "Of course."

Of course. He didn't go very far. "At first I would hear about him from mutual friends. I knew he was around but it was too embarrassing to admit that I was the only one who didn't know where he was. I was the girlfriend. I saw him a few months later. He looked different. He'd changed his hair and his wardrobe as if he'd tried to make a new person of himself. He had in fact moved away from home to live with some friends. He was...fine. But also come to think of it now, years later, I think he was generally just an unwell person.

"We never talked about what

happened, why he just disappeared like that. I guess I take some part of the blame for not confronting him. Perhaps I knew I wouldn't get any real answers. When we met, we acted as if nothing had happened. Like there wasn't a few months gap where I didn't know where he was. We even got back together a couple of times afterward. I reached out to him once for a project so we worked together. And things just sort of went back to where they were.

"There is obviously a lot more to this," she says. "But I'll tell you this much. He did it a few more times, and I went right back to him."

I'm not sure if that's a sign of a great capacity to forgive or perhaps a great capacity to forget pain.



And-Afta

don

Are you a morning person? Well, a more inclusive question would be, do you eat breakfast at any given time during the day? Regardless of the odds of you having a lazy morning or being too adventurous, you probably have faced the horrors of missing the breakfast hours in a cafe and ended up eating an unsatisfying muffin without your will. I know I'm fixating on the idea that – you've probably guessed it – the cafe that I checked out recently serves breakfast till 8 PM.

And-Afta, a small but graciously spaced cafe located in front of Sapphire Hotel, happened to be my next visit.

As usual, I was lost in thought, looking at the wooden ceiling with a modern but somehow rustic look that felt like I was in an attic staring into a cloudy but clear sky. The minimally plain teal walls were decorated with three ethio-

centric modern artworks. The house was calm, and the right kind of breeze reminded me of the time of the day. Coincidentally, my tea, as I waited for the food, was accompanied by soft classical music. This violin symphony tied the vibes all together and guided my hands to put sugar in my fairly tall tea cup. At that moment, it was just



Photo by: Hermela Hailu

me and another person quietly working on their laptop next to me.

After staring indecisively (like a normal person) at their menu, which was dominated by different kinds of omelets and ful with cakes and other pastries beautifully made in-house alongside the variety of their fresh juices and, of course, hot beverages, I asked and was suggested to try the "house special". It was what many of their customers frequently order and

enjoy, so I picked their omelet with cheese, special ful and a cafe latte. Fast forward to me waiting with my tea after asking a few more questions. I learned that opening hours are as early as 6:30 in the morning, which makes the place a go-to stop-by destination for those in need of a quick meal before their work hours in the offices all around the area. This, in addition to the very fair price range on their menu, makes the place that

much more appealing.

Everything's better with cheese. That is one of the life philosophies I hold dearly. And I was not disappointed with the Omlet. Milky, with the perfect egg-to-cheese ratio, it came sandwiched between a large croissant, which by itself was what you exactly expect from the pastry: light, buttery, and flakey that complimented the taste of the eggs very well. Well cooked and seasoned



“ a go-to stop-by destination for those in need of a quick meal before their work hours ”

just right, along with the perfect amount of tomatoes and pepper, each bite was more satisfying than the last. The ful, too, was simply a delight. The consistent and smooth stew which was not too spicy fused with the usual finely diced tomatoes, pepper, and onion came with a side of yogurt and eggs to add more richness and character. The food and space, painted together with their welcoming service and just the right cafe latte, made the late morning calmer than it was before.

a quick bite or drink before or in the middle of work breaks or just in need of a new chill spot to enjoy. You won't find them on social media, so if you ever decide to give them a try, they are located in Bole, Sheger to Atlas road, a few meters in the road by Tomocca coffee.

Contact Information

Telephone: +251 90 118 6012
Email: aandaftacafe@gmail.com
Website: www.aandaftacafe.com
Location: Bole Namibia St. across from Sapphire hotel

I recommend And-Afta to anyone around bole who wants



Photo by: Hermela Hailu

Ethiopian Records

Abel Sintayehu

Genre is dead, and Ethiopian Records is one of its reapers. The concept of the genre may be problematic and paradoxical at the very least, but in a practical sense, its negative connotation exists when it comes to artists' creativity and marketability. Fortunately for all of us, we know that great musicians often at times cross these made-up barriers. Great artists continue to disrupt the need for packaged and labeled music consumption. Opting out of a singular influence for inspiration, artists now have the creative freedom and means to push on their artistic limits. The act of killing the singular muse has provided us, listeners, with an incredible experimental piece of work from our contemporary artists. Ethiopian Records is on the

frontlines in this fight, introducing the Ethiopian masses to the sounds of electronic music. With a career spanning more than a decade, he was one of the first artists to acquaint electronica with Ethiopian folk and Ethio jazz into a singular eclectic sound.

In his earlier works, the prevalence of off-beat electronic rhythms set him apart from any other underground young artists at his time. In one of his earliest full-length recordings "Qen Sew", a tasteful composition consisting of graceful synth work and his signature drum sound, we see the first genesis of something new and refreshing: his "Ethiopiawi Electronic" sound. The sound he continued to further define in his lat-

er works notably "Letu Shega" and "In My Sleep". By reappropriating the Ethiopian folk elements as the driving thematic experience of his electronic groove, he was able to create the blueprint which the current Ethiopian electronic scene was built upon.

In an article he did for the Native Instrument, he talked about preferring recording live instruments and moving away from the traditional sampling approach. A big departure from the orthodoxy of the sampling approach in the electronic music world. This decision seems to complement the traditional Ethiopian rhythm section – a marriage that needs to be sen-

The musicianship on display does not mislead you into thinking you can pick up a Traktor and shoot your shot



sitive and tasteful concomitantly. As varied as his earlier works were, we can see the pervasiveness of his danceable tracks. Tracks that still hold up fairly to anything that is being produced currently. But with time, you start to see subtle changes in his work.

To call Ethiopian Records the elder statesman of the electronic music scene will be both an accurate statement and also a flat-out rejection of the reality of his current preceding as an artist since he continuously improves and redefines his sound. In the last live recording set called Azmari Synthesis "Anchi Hoye Set", we see him exploring the sonic themes of the Ethiopian Folk Culture to its reaches. Working with jazz musicians has for the better part refined his sound, as a seasoned and experienced musician now, you can hear his artistic vision clear as day. Every section underlying the supplementing arc of the song's distant aesthetics while still reaming musically experimental remains to be a minefield for musicians. The odd-time signature drumming is

as graceful as it is hypnotic, a true highlight of his recent work in my opinion. The dance between the synth-inspired ethereal sections and the hymns of the Azamari vocals seem succulent by nature.

The live record is an ode to the craft. To find the space where you can be as experimental and improvisational as you want while at the same time maintaining the general feel of your sound is a remarkable feat by any metrics. The musicianship on display does not mislead you into thinking you can pick up a Traktor and shoot your shot; for the daunting task that it is, the amount of time and energy that must have been spent on it is imposing. What you really hear isn't an electronic music-inspired jazz artist, but a jazz-inspired electronic one. That in itself is far more refreshing and interesting in terms of its future applicability in the Ethiopian context. As you hear him embracing the live feel of his impressive 16-piece Ethio-jazz band, you can see this Electronic composer leading them into uncharted territory.

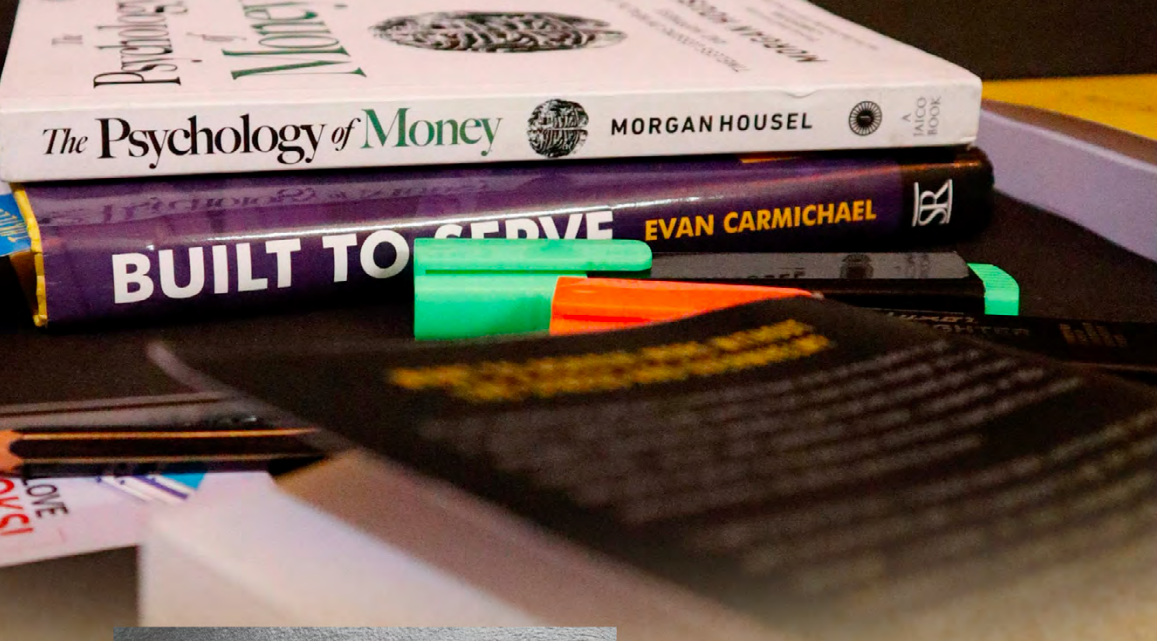


A Dive into Non-fiction

Haben Woldu

I will be the first to admit, I'm the worst when it comes to reading non-fiction books. I read mostly as an escape from daily life and would definitely categorize myself as an escapist reader. Reading is how I like to destress from work, family issues, and taxing daily life things, and some non-fiction can just feel so heavy and too close to real life.

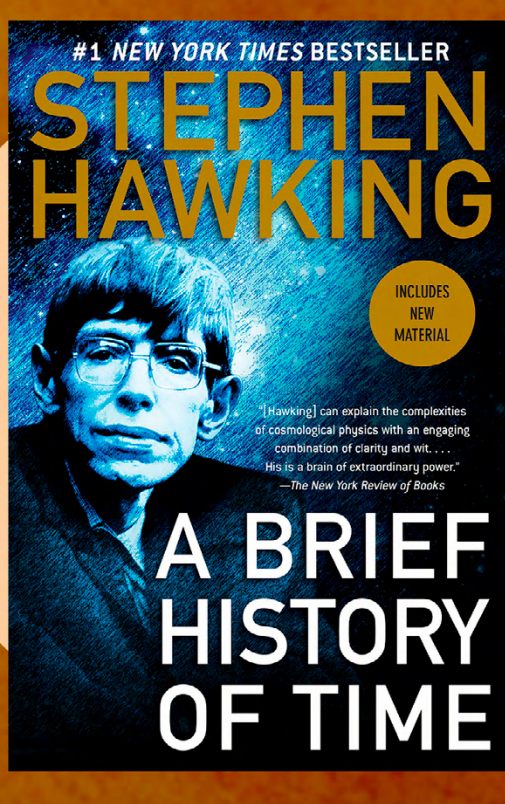
I have been doing a better job of getting out of my comfort zone in the last decade (some might call it maturity) and trying to incorporate more non-fiction into my reading. If you're like me struggling to get into the non-fiction life and trying to read more non-fiction, check out some of the non-fiction recommendations I make below!



1. Finding Me by Viola Davis

This is a memoir written by Viola Davis and I picked it up as I knew nothing about Davis outside the few movies and shows I have seen her in. This book gave me a different appreciation for Viola not only as an actor but as a human being. The first half of the book about her childhood was both gripping and heartbreaking. Her story is inspirational in that she came from extreme poverty and was able to change her life through her craft. Davis is a class act in all that she does, and this book proves that beyond a doubt. Pick it up if you want to be inspired and if you want a story of heartbreak, determination, and grit with an ending that works out for the best.

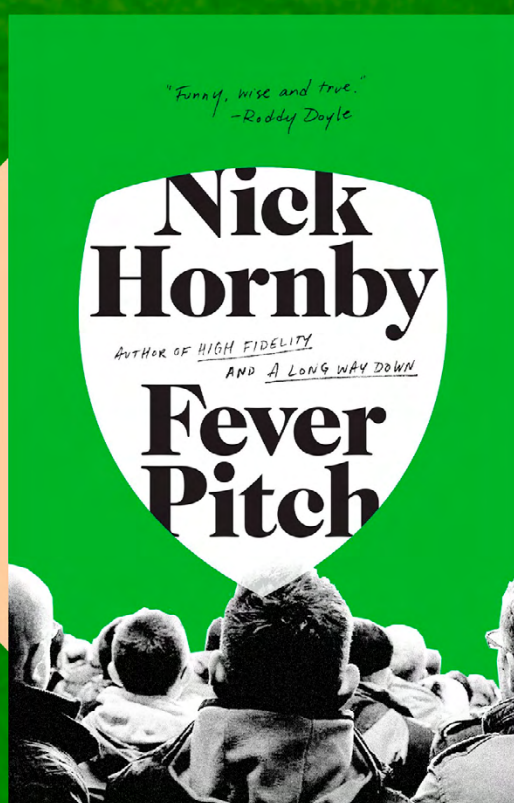
Musical Pairing: *Viola Davis is classy, smart, and phenomenal just like Nina Simone. "Feeling Good" by Nina Simone is a perfect pairing as both these women are the epitome of phenomenal women!*



2. A Brief History of Time by Stephen Hawking

In "A Brief History of Time", Stephen Hawking attempts to explain a range of subjects in cosmology, including the Big Bang, black holes, and light cones, to his readers. Stephen Hawking explains the most complex concepts and ideas of physics to the average Joe in a way that deepens our understanding of how the planet was created and where it is heading to. The genius of the book is the author behind this masterpiece who struggled with a debilitating disease. In spite of his health challenges, he remained positive and never played the victim. Hawking kept a positive outlook in life: "Remember to look up at the stars and not down at your feet. Try to make sense of what you see and wonder about what makes the universe exist. Be curious. And however difficult life may seem, there is always something you can do and succeed at. It matters that you don't just give up." With this read, I hope you are inspired and know that no matter what you face, you have the tools in and around you to overcome anything that comes your way.

Musical Pairing: If you are looking for a song that inspires you and makes you look forward to better days to come, "**Change is going to Come**" by Sam Cooke is the perfect song. Remember the only constants in life are time and change.

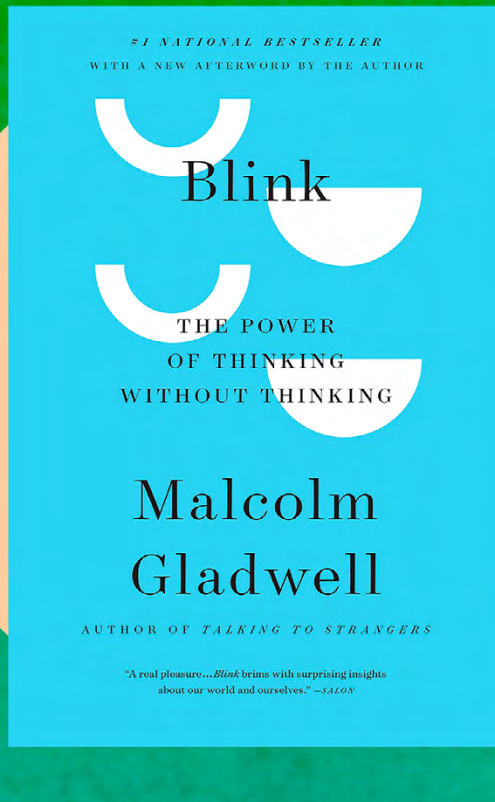


3. Fever Pitch by Nick Hornby

The much-anticipated world cup is coming around this month! World Cup and soccer fever have always been special and a great unifier of the world. Regardless of our differences, our backgrounds, and our social standing, we are all one during the world cup as we focus on the beautiful sport of soccer. This year is extra special as it is coming on the heels of the greatest health pandemic of our generation-COVID. A non-fiction November would not be complete without mentioning the book that redefined football by Nick Hornby. "Fever Pitch" was written and published in the early 90s and it is as popular today as it was when it was first released. The book tells the story of the author's obsession with Arsenal from boyhood to manhood. As a young boy, growing up in a household with a troubled marriage, the author found solace and love in the beautiful sport of Football. Arsenal's football ground would become the source of many of the strongest feelings he'd ever have: joy, humiliation, heartbreak, frustration, and hope. He vividly writes about his troubled relationship with his father, his time as a teacher, and his first loves (after football), all through the prism of the game, as he insightfully and brilliantly explores obsession, and the way it can shape a life.

This book is perfect for those who love football, for those who are starting to love football, and for those interested in falling in love with a sport that is universal.

Musical Pairing: *Shakira's "Waka Waka" was the official 2010 Fifa World Cup song that resonated across the globe and to this day moves our souls, taking us to new heights. And 2022 is definitely the time for Africa!*



4. The Power of Thinking Without Thinking by Malcolm Gladwell

Malcolm Gladwell writes about how decisions made in a blink can be very good. This book is about how we actually think without thinking and our choices follow this thinking. The author explains how the choices we make in an instant or a blink of an eye aren't as simple as they appear. BLINK reveals a lot about the mysteries of our minds and our decision-making process. BLINK is about human rapid cognition, a type of thinking that is a lot faster than we realize, and a thinking that operates quite mysteriously in comparison to our commonly used careful, planned, and thoughtful decision-making.

BLINK is the perfect read for those of us who crave to understand the complexities of human beings and the decisions we make. Patience and passion are both prerequisites to absorbing the hidden truths about your own mind while you read this book.

Musical Pairing: *No one song can truly do justice to this book as a perfect companion. A recommendation by my favorite 10-year-old buddy Nia is one of my favorite albums "**The Miseducation of Lauryn Hill**". Like Lauryn Hill and Malcolm Gladwell, Nia is wise beyond her years and has mastered the art of thinking in a blink.*



NOPE

Dagmawi Mekbib

Jordan Peele's third cinema attempt, following his previous hit "Get Out" and the critically acclaimed "Us", "Nope" is a story that takes place in the arid hills outside of Los Angeles, where OJ Haywood (Daniel Kaluuya) runs a family ranch with his sister Emerald (Keke Palmer). They use the ranch to prepare horses for use in movies and television shows. OJ, who is contemplative, is considering accepting an offer to sell the only such black-owned business in the industry since their father (Keith David) was killed in a mys-

terious rain of random objects that came tumbling down out of the sky one day.

It turns out that this experience was related to a UFO that was concealed by a cloud in the sky at a great height. The neighbor of the Haywoods, Ricky Park (Steven Yeun), a former sitcom star who now owns a tourist attraction on his property that is a recreation of a California Gold Rush town, quickly sees the potential for profit from this extraterrestrial visitation. Ricky Park

also still harbors ambitions to return to the entertainment industry. OJ and Emerald feel it might be wise to capture the elusive saucer on camera, so they enlist the help of electronics expert and UFO enthusiast Angel Torres (Brandon Perea) and side-hustle cinematographer Antlers Holst (Michael Wincott)

The film's most memorable moments involve a killer chimpanzee and a series of creepy



apparitions. The saucer movement in the film is very well done; the enormous object moves more elegantly than is customary in movies of this nature, and the closer it is shown, the more convincingly it takes on the quality of "reality." Additionally, there are some moving narrative details, such as the claim that the Haywoods are descended from the unidentified black jockey pictured riding a horse in the renowned 1898 stop-motion photo

series that anticipated the invention of motion pictures.

Among the film's flaws is an inability to link various plot threads, forcing the audience to figure them out for themselves. A crucial revelation is made at one point in a visually awkward manner and language is too expansive throughout, with characters continuing to speak after they have said all they can possibly say that is insightful. The tale here

could be more engaging, which is a major disappointment: You don't feel dragged in or carried along by it since it seems to be dividing its focus between too many opposing goals. In certain places, the story drags and digresses rather than bringing the audience to a conclusion.



SUBMARINE

At times literally and other times more so in the way its tone alluded to his preoccupations, the main character Oliver (Craig Roberts) a Welsh teen, seems to be narrating "Submarine," his biography. Oliver is a young man who seems to be very intrigued and tries to understand what people are thinking. Despite having regular fantasies about having sex, he believes himself to be too serious and civilized to indulge in it indecently.

Although he doesn't treat Jordana Bevan (Yasmin Paige), a student at his school, very well, he quickly is seen to be regretting

showing her at the beginning of the film. Shy males sometimes confuse adoration for roughhousing. This is only one of many facts about young boys that Jordana is aware of. She understands that some of them require leadership to prevent living a life of self-doubt. She exudes greater confidence even though she is neither pretentious nor more knowledgeable than Oliver. As their connection develops, they start exchanging intense glances in the school hallway which eventually develops to having supper at Oliver's house while his parents aren't around.

Oliver's father (Noah Taylor) is a strangely calm, reserved, and forgetful marine biologist who has an interesting part to play in Oliver's story. On the other hand, his mother (Sally Hawkins) gets caught up in everything she finds fascinating. She is currently paying extra attention to Graham Purvis (Paddy Considine), a soi-disant mystic who can captivate an audience with sheer nonsense that he seems to create as he speaks. Oliver is uneasy that his mother may get out of control. He



narrates his parents are no longer involved in sexual activity and explains the cunning method he used to learn this. On the contrary, Jordana presently occupies all of the thoughts in Oliver's head that could be used for potential partners, and Oliver is also eager to become an "adult" before his 16th birthday.

The film is not a drab teen sex comedy. It doesn't try too hard to be particularly ingenious and uses some stylistic clichés, in-

cluding titles, parts, and mindful narrations. The film, written by Richard Ayoade, gives an assertive portrayal that, in my opinion, seeks to capture that fragile moment in some adolescent lives when optimism and trust give way to unsettling experimentation. We feel for the two lead actors Craig Roberts and Yasmin Paige as they played their roles lovingly, and they also make us realize that too many films about young teenagers are seen through the eyes of more seasoned people.



Addis Arts Karta

In partnership with Link Up Addis, the “Addis Arts Karta” brings together user-friendly information about the exciting network of galleries and craft stores based in the city of Addis Ababa.

The 25 locations listed here can be easily found on googlemaps and have regular opening hours. First launched in 2019, the “Addis Arts Karta” is an ongoing initiative which aims to contribute to the growing cultural economy of Addis Ababa, facilitating information for visitors and fostering connections between art lovers and artists.

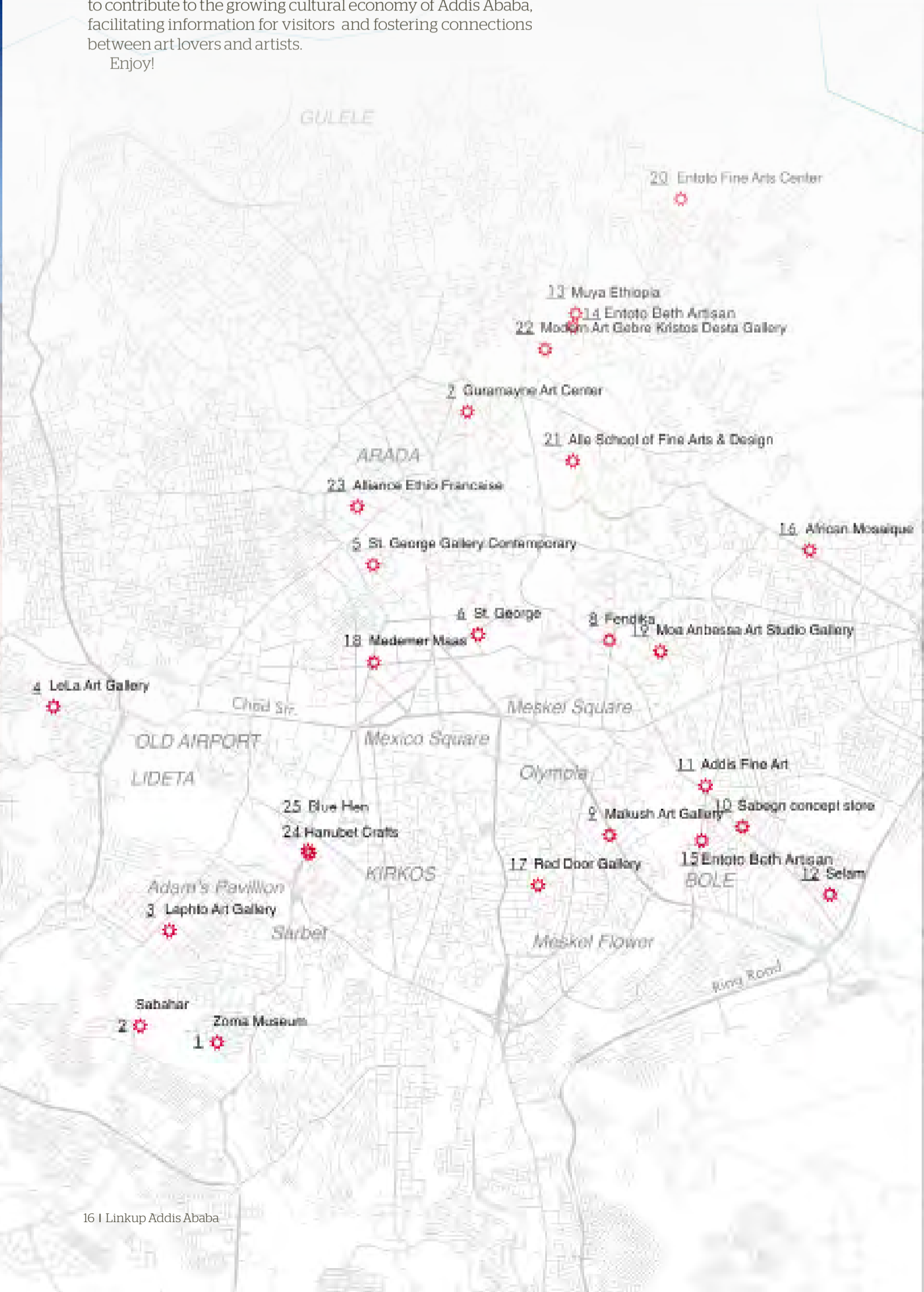
Enjoy!

Comments or suggestions?

Email addisartskarta@gmail.com

Concept: Adriana Telles Ribeiro

Design: Nadezhda Bobyleva



LOCATIONS

- 1** Zoma Museum
Area: Mekonisa, Vatican Embassy
Tuesday – Sunday, 10 AM – 8 PM
T: + 251 118354262
+ 251 941246180
- 2** Sabahar Crafts
Area: Old Airport
Monday – Friday, 8:30 – 5 PM,
Saturday 10 AM – 5PM
T: +251 11 321 5112/3
- 3** Laphta Art Gallery
Area: Mekonisa
Wednesday – Monday, 10 AM – 6 PM
T: +251 93 971 2314
- 4** LeLa Gallery
Area: Old Airport, Golf Club
Wednesday – Sunday, 10 AM – 6 PM
T: +251 11 653 6506/ 91 130 0756
- 5** St. George Gallery
Area: Arada
Monday – Saturday, 9 AM – 1 PM,
2:30 PM – 6:30 PM
T: +251 11 551 0983
- 6** St. George Gallery Interior&Decor
Area: Kazanchis
Monday – Saturday, 9 AM – 1 PM, 2:30
PM – 6:30 PM
T: +251 11 551 0983
- 7** Guramayne Art Center
Area: Piazza
Tuesday – Sunday, 10 AM – 7 PM or
by appointment
- 8** Fendika Gallery
Area: Kazanchis
Monday – Sunday, 13 PM – 6PM,
21 PM – 4 AM
T: +251 91 154 7577
- 9** Makush Gallery
Area: Bole, Airport Road
Monday – Sunday, 9 AM – 9 PM
T: +251 11 552 6848/11 552 6855
- 10** Sabegn Concept Space
Area: Bole Mehanemalem
Monday – Saturday, 10 AM – 8PM,
Sunday 10 AM – 5PM
T: +251 92 913 1940
- 11** Addis Fine Arts
Area: Atlas
Tuesday – Saturday, 10 AM – 6 PM
T: +251 91 342 6553
- 12** Selam Crafts
Area: Bole Mehanemalem
Monday – Saturday, 9 AM – 6PM
T: +251 91 152 9682
- 13** Muya Ethiopia
Area: Mennan
Monday – Saturday, 8 AM – 5 PM
T: + 251 11 123 4015
- 14** Entoto Bath Artisan
Area: Mennan
Monday - Friday 8 AM - 5 PM
T: +251 11 896 5097
- 15** Entoto Bath Artisan
Area: Bole EIU Road
Monday – Saturday, 8 AM – 5 PM
Saturday – 8 AM – 12 PM
- 16** African Masaique
Area: Yeka Shola
Monday -Saturday, 9 AM-5 PM
T: +251978110431/By appointment
- 17** Red Door
Area: Lancha
By appointment
T: + 251 912802149
- 18** Medemer Maas
Area: Gama Kuteba
Monday -Saturday, 10 AM - 6 PM
or by appointment
T: +251 91 250 7811
- 19** Maa Arbessa Art Studio Gallery
Area: Kazanchis
By appointment
T: + 251 91 186 4677
- 20** Entoto Fine Arts Center
Area: Entoto Park
Tuesday -Sunday, 9h30AM - 4 PM
- 21** Allé School of Fine Arts and Design Gallery
Area: Addis Ababa University
Monday-Friday, 9AM - 5PM
T: +251 11 123 2832
- 22** Modern Art Gebra Kristos Desta Gallery
Area: Addis Ababa University
Friday - Wednesday, 9 AM - 5PM
T: +251 11 122 1695
- 23** Alliance Ethio-Française Gallery
Area: Piazza
Monday - Saturday 9 AM - 6 PM
T: +251 91 124 7354
- 24** Hanubet Homek Design
Open daily 10 AM - 6 PM
T: + 251 98 217 6367
- 25** Blue Hen
Area: Sarbet
Tuesday-Sunday 9AM - 7 PM
T: +251 94 597 5050