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October 2022

Addis Ababa

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Girma Yifrashewa

Pianist and Composer

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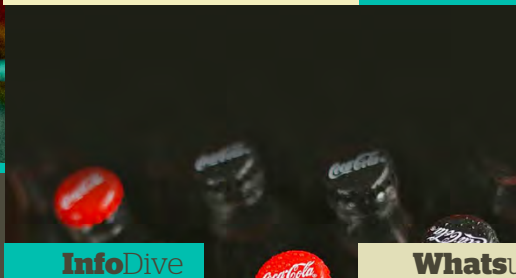
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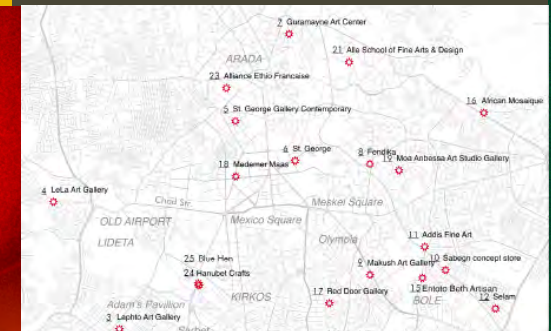
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From the Editor

Most holidays these past few months have passed with minimal enthusiasm. A grey cloud hung over them filling everyone with the question, “is there anything to celebrate right now?”

The month of September ushered in a new Ethiopian year, and it felt like that cloud had dispersed. People were hopeful, excited and festive. I am glad it is with this month that I start my role as Editor in Chief of the magazine I started writing for since the April 2018 edition.

In this issue, we had a conversation with the acclaimed Pianist and composer Girma Yiferashewa, took a look at the newly opened KIKUNDI, wine and dined at The Exclusive... and much more. We hope you find something for yourself in this eclectic mix of articles.

Until next month...

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Thanks to:

African Tech Expo 2022
Raklias
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September Breif

Amanu Teriessa

Tech a Chill

The growth of Atmosphere's popularity was unexpected – even by the staff. It is quickly becoming the hot spot in our city for some after-work relaxation. When the decision to host this edition of Tech a Chill in Atmosphere was made, no one could have predicted the number of people to show up. With the varied music hitting everyone hard that night, dancing was only a natural reaction. In ordinary Tech a Chill manner, people were hard at dancing way before the clock hit midnight. In fact, in a hardly seen turn of events, too many people were dancing too hard, especially on the last floor. But given that it was new year's eve, as a testament to how great the party was, there was literally too much energy, and people had to be moved from the last floor.

Descendants of Sound

On September 16, Descendants of Sound was held in Shifta. The gorgeously talented GoddessGarbage entertained everyone for what seemed like an hour but was in fact three. When the biggest complaint about an event is that it ended way too soon, it's easily inferred that it was at the very least a great one. That's exactly what happened: after an hour or so was spent eating, getting the first drinks of the night, and having lighthearted chats with friends, people took to the stage. Before we knew it, the stage was full, but people still managed to find spots to claim as their own and vibe to the music. While the end was early, everyone had a blessed time during our stay.

Quiz and Karaoke Nights at Atmosphere

Everyone knows trivia is fun, but for some reason, trivia nights are just now starting to get mainstream attention. Atmosphere's venture into trivia nights (and karaoke) is yet another great decision. Even though the quiz night at Atmosphere began just a little bit ago, it's already becoming part of the city youths' routine. Because the venue will get packed way too quickly, it is becoming a habit to go to Atmosphere fairly earlier for spots. While it still has some creases to iron out (more seats, better illustrations, etc.), it is still always a night filled with friendly competitions and a lot of laughter.

ATX African Tech Expo 2022

Dagmawi Mekbib Tilahun

The African Tech Expo 2022 took place in the skylight Hotel, Addis Ababa from September 7th to 9th, 2022. It was organized by various corporate, media, and government partnerships and sponsorships that included Jorka Events organizer PLC, the Ethiopian ministry of innovation, Dashen Bank, the Netherlands ministry of foreign affairs, the international trade center, Ethiopian airlines, and more. The Expo had an interesting slogan, "Allowing Businesses to Seize the Future" which highlighted the purpose of the expo. The three-day event was home to around 34 booths with 72 businesses that included various companies and organizations. The booths accommodated banks, marketplaces, e-commerce platforms, fintech, cybersecurity, renewable

energy, digital publishing, gaming, coffee, B2B trade companies, and many more, to whom it presented the platform to showcase different services and products that created massive visibility for them. It gave the vendors exposure to business relationships with a highly concentrated audience.

The Expo had numerous visits over the 3 days, with an estimated fifteen thousand to twenty thousand people visiting it. Visitors belonged to a broad demographic group, from professionals in various sectors to students, from the older generation to the young, and people from both genders were roaming around and interacting on the Expo floor. People attending were seen to be very engaged, intrigued, and excited about the overall display and experience of the Expo which led to booths being

bombarded with a significant number of people at a time. Visitors stayed busy asking questions, getting explanations, and exchanging information, which consequently implied one of the Expo's purposes being fulfilled.

Part of the Expo were symposiums that continued throughout the three days. By gathering a critical mass of participants, the symposiums attempted to further the journey of technological advances and

The African Tech Expo 2022 took place in the skylight Hotel, Addis Ababa from September 7th to 9th, 2022.

It was satisfying to see Ethiopia hosting one of the biggest tech expos in Africa.

contribute to the continuing discussions on policy development and investment in the continent. The conference was also intended to encourage increased policy issue knowledge, open up the African banking sector, encourage investments in technological advancements and address other important topics. Following that the leaders from the public and private sectors shared best practices across Africa and the world and initiated talks to create new opportunities for collaboration and innovation in the ICT industry.

The symposium covered specific topics like the state of opening up the African banking sector, e-payments systems, the prospects of Startup ecosystems in the African Technology space, and investment in African telecoms. Multiple speakers took the conference stage including Mr. Naved Hassan, associate Editor of The African business pages, Allan Rwakatungu, CEO and founder of Xentetech, and Dr. Daniel John, Executive Director of Maxwell to mention a few of them.

Another unique and exciting occurrence at the Expo was Ethio Telecom's booth which had an intriguing service display, the 5G network. Even though Ethio telecoms 5G network is still in its pre-commercial stage and was not fully available for all visitors to access via their phones, it was still possible to test it out using the few Huawei devices provided by Ethio telecom at the booth. Based on information received from a representative at the booth, the 5G network is crucial and possibly a scaffold to Ethiopia's digital strategy regarding big data. The 5G network at the expo had a whopping 1.2 GB/Second download speed, which is twenty times faster than the normal 4G network available commercially. accordingly, Ethio telecom is planning to pilot launch the network in the next 5 months. The service is going to be highly segmented and target sectors with a high need for it as well as those that can afford it. On the last day of the Expo, a pitch competition took place between 9 startup companies that ended with the prize of 100,000 ETB grants for the winner which was a B2B online marketplace platform that goes by

the trade name "KAMRACH". The grant was awarded by Dashen bank, a platinum sponsor of the Expo.

Overall, the expo had quite an interesting three days of technology, innovation, knowledge sharing, and collaborative relationships. It was satisfying to see Ethiopia hosting one of the biggest tech expos in Africa, which can be a testament that the country is in its infancy yet on the right track in embedding technology and innovations into the overall digital development strategy. The Expo could have also been an opportunity for the technology sector stakeholders and policy-makers to see what is lacking in the digital space and put in the effort to fill in the gaps.

RAKLIAS

Gabriella Hilawe

Growing up in a family where fashion and textile are a legacy, Rakeb's path into the fashion industry came naturally when she launched her brand Raklias.

Raklias strives to honor the family legacy with its premium brand positioning and by addressing the generation's need for social and environmentally conscious, locally made products.

Raklias' solves real issues with simple, yet uncompromising, methods that effectively balance customers' taste, aesthetics and the environment, and applying growing knowledge about the industry. Raklias' products featured here are now available on sale.



📷 @RAKLIAS





tilla
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



The Exclusive Restaurant

Ephrata Kibru

At the heart of Bole Medhanialem, on the first floor of Adika Building, Fresh Corner's dining restaurant, "The Exclusive" has made its home. I made it there at 11AM, an hour and a half before their lunch hours started, so the place sat quietly. The lush jazz music that would soon characterize my stay had not yet begun playing and I could hear the soft sounds of the kitchen. It was somehow comforting. It gave a more home-y feel to this refined establishment.

I made my way to a table and sat down. I was to be served a 3-course meal and while I waited for my starter to come, I chatted a bit with Hiwot Taeme, the manager of the restaurant. "We opened 11 months ago or so," she tells me. "And reception has been good so far. We offer some rarities, dishes you'd have a hard time getting anywhere else in Addis, and people have been enjoying them so far." Among their signature dishes lies a "Gold Steak", a juicy, sizzling creation donned in edible 24K gold leaf. "We want to offer something new to our customers, something

different. We would want them to experience a variety of palates even on multiple visits," Hiwot tells me. "We recently began working with the concepts of 'business lunches' and a 'tasting menu' for precisely this reason." The business lunch and the tasting menu work with the same concept – a small set-course provided to customers within a short-enough time span. With the tasting menu in particular, however, what the specific dishes entail might change from day to day.



Photo by: Hermela Hailu

The cuisine "The Exclusive" presents is best described as... 'western'. It's a combination of French, Italian, and Brazilian dishes, leading Hiwot to proudly tell me, "It's something we created and curated ourselves." Everything served is also locally sourced from The Exclusive's – and by extension, Fresh Corner's – parent company, Luna Farms and Exports. The vegetables and such are sourced from the farms while the beef comes from Luna's slaughterhouse. There, various meat cuts are carefully aged for 45 days under the watchful eye of experts. The aging process makes the beef more tender and releases an additional set of flavors in the process. As I concluded my chat with Hiwot, my starter finally made its way to my table. I was served "Tartar of Beef", a cold entrée strongly tied to France.

Traditionally, it's made with raw beef, dressed in Worcestershire sauce, and finally topped with a raw egg. Here, although the core of the dish, the raw beef, was maintained, The Exclusive experimented with the starter. The raw beef was mixed with anchovies and olive oil, arranged in a such a way as to allow a parmesan cheese sauce to sit in the middle of it. A grated version of the same cheese topped it all. I fashioned myself a bite and allowed myself to taste. The anchovies had a significant influence in the taste, it upped the relatively "plain" taste of the beef. The olive oil they were mixed with was noticeably high-grade and quietly let its influence be felt. The parmesan sauce was nice and creamy. It was inoffensive, nothing too crazy, and added to the

flavour of the dish in subtle ways. The grated parmesan had a similar flavor so its contribution came in the form of an additional texture. The minced beef itself was very tender as the cut required for this dish is the tenderloin. All in all, I enjoyed it a lot for someone who doesn't really care for raw meat meals.

Soon after my table was cleared of the starter, I was served my main course, the Black Stone Rib-Eye Bone-In, a popular dish at The Exclusive. What it was more or less clear from the name. It was a Rib-Eye cut steak with the bone in, served on burning-hot black ceramic. As it made its way to my table, I found myself hearing it before I saw it. The



steak was sizzling hot, bubbling with the scent of meat still on the grill. It was quite a marvelous sight. Four small sides were sat on the plate as well: a mushroom cream sauce, a parmesan cream sauce, a potato mille-feuille, and some cooked veggies. I cut into the steak and dipped my little bite in the mushroom sauce before sending it down my gut. The beef was very savory and tender, not at all rubbery. The mushroom sauce was similarly rich and the combined umami packed a punch. The parmesan sauce was more creamy yet ultimately more subtle, it let the steak shine. I also had a taste of the potato mille-feuille. Numerous, thin slices of potato, lightly cooked with some butter. It tasted pleasant.

I finished up the steak soon and got ready to leave. I had a great stay and was especially impressed with the service I received, particularly from the head waiter and supervisor, Musa. The same is guaranteed to you if you visit. Pricing might be a bit expensive but with great food and great service coming with it, I can safely say that here, you really can't put a price on quality.



Photo by: Hermela Hailu

ThumbsUp

Selamawit Addissu

Studio 11

One of the latest city attractions in the creative sphere is Studio 11. Situated on the road to Bulgaria, a little away from the main city life in Bole, the studio offers a reprieve from the hustle and bustle of the city while still remaining convenient for visitors.

The studio, famous for hosting several art exhibitions, bazaars, movie nights, sip and paints, and many more is now a prominent space for the city's creative circle. Open from Monday to Saturday, the studio's co-founders Tsion and Nafkot implore you to stop by but to message first.

Contact Information

Instagram: @Studio11

Location: On the road from Dembel to Bulgaria, in front of Villa Verde

Phone Number: +251 93 131 1044

On Google Maps: Yes



Salsa Dance Party

Every Friday fans of salsa, the Latin dance, gather at Breeze Bistro, one of the liveliest restaurants in Addis Ababa. They spend the night dancing with a partner perfecting their routine surrounded by people with equal passion for the dance. Some people show up casually dressed while others dress for the occasion; the men, in three-piece suits, and the women, in colorful flowy dresses. However different the dress code may seem, these people have an unparalleled passion for the dance. If you, yourself are a fan of the Latin dance or may know anyone who might enjoy it, reserve your Fridays for Breeze Bistro.

Contact Information

Phone Number: +251 11 558 5162

Location: Kazanchis Addis Ababa in front of Eilily Hotel.



Custom Gutecha

Custom Gutecha, a woman-owned business born out of the pandemic should be your go-to for accessories for several reasons, the first one being that Custom Gutecha prioritizes self-expression as a main source of fashion. The company first started making earrings of specific objects especially those endemic to Ethiopian citizens like 'Jebena' and 'Mido'. It is now taking specific requests by customers of various objects each with special meaning to the person, should it be a character from their favorite movie, a catchphrase, or a line from a book, Custom Gutecha customers make a fashion statement based on their own special interest. Head to their Instagram to tailor your earrings to you and only you.

Contact Information

Instagram: @Custom_gutecha



Girma Yifrasheewa

Pianist and Composer

Alula Abadi

There aren't that many people on this earth who can claim an entire nation's musical exposure, and when that scope is focused down to Ethiopian music, the number is almost nil. When talking about Ethiopian classical music, pianist and composer Girma Yifrasheewa is someone who went above and beyond the call of duty to put it on the map. Though the man himself is far too humble to ever admit to such a massive and noteworthy task, he is a musical genius nonetheless and one that must be celebrated. And so we met with Mr. Girma Yifrasheewa in the hopes that we too may learn a thing or two in the company of musical greatness and classical music royalty.

Do you remember your first exposure to a musical instrument?

Growing up in Ethiopia, my first exposure to a musical instrument was the Kirar. As I'm sure you already know, most Ethiopian schools and families aren't used to exposing their children to musical instruments from a young age. But I was lucky, and when I was young, the other kids and I had the choice of taking cultural dance lessons and maybe the occasional cultural instrument. That was my first exposure to the Kirar, which was, like I said, the first musical instrument I was exposed to.

In your childhood years, who was the most creative person in your family? And how open were your parents to a life of music?

Truth be told, my parents and siblings were all soccer fans more than anything else. There wasn't really any inclination towards the arts among members of my family aside from myself. In fact, my interest in the arts was so different from my family's tendencies that they used to wonder where I even got it. So yes, as far as I know, I was the creative member of my family.

What is your creative process when you write new music?

When dealing with a new composition, I look both within myself and my surroundings to find inspiration. The music has to be inspired and honest.

My favorite genre to compose is, of course, Classical. But I do love Fusion.

I have had random encounters where people share honest moments with me. It is just two music lovers talking...

Only empathy can make you one with the audience and allow you to share a beautiful and genuine melodic moment. Even other forms of art like paintings and theater have inspired me to write music in the past. They may be different mediums but they do carry very deep and personal meaning in the eyes of the beholder. I sometimes catch myself composing or thinking musically while I'm watching a play because it is a source of great inspiration. Aside from societal and human conditions, I find great inspiration in nature. I would say that my creative process is constantly ongoing. I stay open to inspiration, and I hope to inspire in return. That is my creative process.

What do you think is a must-have skill for a music composer?

A composer must have multiple skills. Aside from technical things like Music Theory, a composer must know his work inside and out. I think knowing how to play an instrument makes you a better composer. There are some fine details that the player may not be able to communicate or describe, and as a composer, I think it is important to bridge that gap with actual knowledge of musical instruments.

Who's your ideal musician to collaborate with and why?

I can't think of many Ethiopian classical artists that have refined their

craft quite like Mr. Mulatu Astatke. I have a lot of respect for him as an artist, and I hope to one day perform with him – me with my piano and him with his xylophone. Aside from Mr. Astatke, I do hope to do more work with Ethiopian cultural instruments. I did incorporate the Masenqo in the recently released "Ethiopia Yegna Enat" record, but I hope to do more work.

When you were an up-and-comer in music, have you ever found yourself working on a project you don't agree with?

There aren't any records I regret. That being said, wrong collaborations

do happen. You may walk into it in the name of experimentation and exploring new grounds, and you sometimes find that it doesn't always work in more ways than one. No one is perfect but it is often wise to know your voice and avoid what may tarnish it or that may not be compatible with it.

What is your favorite genre of music to compose and what tone do you aim for?

My favorite genre to compose is, of course, Classical. But I do love Fusion. Jazz Fusion, for example, is one of my favorites. It is a fascinating form of music since you often feel the roots behind each fusion artist. It is usually concerned with mixing

the old with the new, and even if you reach far back to the days of Beethoven or Debussy, you realize that their work is deeply inspired by their own culture and roots. Fusion would be my other favorite genre, and I do believe it would be an interesting fit for an Ethiopian audience since we have a rich musical culture.

Among the old greats like Vivaldi, Bach, Frédéric Chopin, and Beethoven, which composer inspires you?

When it comes to composers, I tend to enjoy the romantics leading up to Debussy. This of course includes Vivaldi, Bach, Frédéric Chopin, and Beethoven. I don't lean into the new avant-garde type composers of late.

Debussy, for example, is someone who was able to bridge jazz harmonics with classical to create his form of musical expression known as "Impressionist". Beethoven on the other hand was someone who was expertly able to describe specific scenes and feelings with his composites. The Romantic era was a terrific moment in classical music history. But if I absolutely had to pick one, I would say my favorite composer is Frédéric Chopin.

What are the best and worst points of life on the road?

The best would have to be the travel and experience sharing in the name of music. I enjoy traveling for music quite well. So much so that I find it

difficult to find a reason to travel thousands of miles if it is not in the name of music or performance. You meet new people and seasoned musicians, and the cross-cultural experience-sharing and human interaction are absolute delights. The worst thing would have to be the intensive schedule. I once did two tours of Africa as a soloist, one of them with Tsedenya. In some of these travels, you get off the plane and drive to the venue to unpack instruments first thing. The problem

here is not jet lag since the flights are short; the problem is the constant motion involved.

How do you measure success as a composer and artist?

When a fan comes up to me and says they enjoy my work, it is truly a great feeling since all you want to do as a musician is entertain and inspire. Especially when speaking of classical music, listening live and on a record have dramatic differences in sound.

After a live performance, people from different cultures who have never heard Ethiopian music tend to show appreciation. I have had random encounters where people share honest moments with me. It is just two music lovers talking, but when you are at the receiving end of the questions, curiosities, and praises, as a composer, it is always a nice moment.

Aside from Mr. Astatke, I do hope to do more work with Ethiopian cultural instruments. I did incorporate the Masenqo in the recently released "Ethiopia Yegna Enat" record...

French Wine of Coca

CocaCola's Journey to Ethiopia

Alula Abadi

It was spring of 1942, war with Japan had cut off imports from the Philippines and all cargo ships from Hawaii were diverted for military purposes. Rations seemed to be the way of the world and sugar was no exception. Consequently, Coca Cola suffered a major blow. So much so that manufacture and sales were projected to be cut, right in half. This, however, was not a problem for long. Soon after the events of 1942, Coca Cola made the argument that COCA was an essential part of the war effort and that they would ship a bottle of their tasty beverage to every troop overseas at five cents a pop. Now, of course the company lost loads of money but all of a sudden, Coca Cola became synonymous with the war effort and everything western. It was

mama's apple pie, the fourth of July, it was a taste of home. The ultimate marketing campaign.

As a result of this association, Coca cola was made exempt from sugar rations of any sort and the company saw an opportunity to expand overseas. Because you see, the war served as a massive focus group for Coca cola. There were troops from what seemed like every corner of the world. Americans, The British, Russians, Ozzy's and yes, Ethiopians. They all asked for three things; Cigarettes, Candy and Coca Cola.

Having observed what seemed like a unanimous love for Coke, President Eisenhower wrote a letter to Coca Cola, asking for mobile bottling plants. And soon after the end of the war, Coca Cola had thousands of temporary and

mobile bottling plants that had the option of being developed into permanent bottling plants. Anyone interested in getting a bottling contract was welcome to try their hands at this global sensation and they had the opportunity to become the premiere bottler in their given country. Hell, even the Axis powers got plants, Italy and yes, Germany. Coca Cola made its way through all of Europe, the pacific and southeast Asia and finally found its way to the recently scorched highlands of Ethiopia.

The global fiasco that was WW2 ended and Coca-Cola was bottled in Ethiopia's capital Addis Ababa in 1959 by the Ethiopian Bottling Share Company. In fact, operations were going swimmingly. The



company then opened a second branch in Dire Dawa in 1965. The two plants then saw nationalization in 1975 and both ran as public companies until 1996. Because in 1995 the Coca-Cola South African Beverage Company bought shares in the business and by 1996, the ink had dried on the paperwork and the plants were deemed private. Following this, pretty much the entirety of the late nineties saw further affirmation and strengthening of the Ethiopian bottling company. Years packed with partnerships and joint ventures which climaxed with the South African beverage company joint venture agreement in 1999 and finally in 2001 when the South African beverage company increased its shares to 61 percent, officially changing its name to the East African Bottling Share Company.

Ever since the events of 2001, the East African bottling share

company has been going strong with four plants in Addis Ababa, Bahirdar and Dire Dawa. With its coup d'état, the culmination of East African Bottling share Company's efforts to be birthed in the newly built and state of the art, Sebeta plant.

It is worth mentioning, of course, that these plants are usually managed by way of partnerships with the Coca Cola company. And while that may seem like a run of the mill business practice, tight communities and social circles in rural Ethiopia need quite a bit of convincing for any major plant to work seamlessly. These partnerships are of paramount importance since they are made with people deeply rooted in their respective communities. Partners do some PR, Coke gets its plant, the plants create jobs, the farmers are able to wholesale local produce that the plant may need and then the Coke is bottled. That's what they call on the apprentice, a win win.

There is however, a very important distinction to be made. These plants that I mentioned earlier are bottling plants and not manufacturing plants. Many people don't seem to realize the difference. Even while putting this together, I have come across many who swear by the manufacture of coke in Ethiopia. And while there is no denying that Africa has come a long way despite its difficult past and while it remains to be an essential market for Coca Cola, the formula for coke is still one of the most valuable secrets in human history. So the coke comes prepared. Shipped in preserved containers and received by these Ethiopian plants for bottling. Then it's on to you. So next time you're half awake and in desperate need of good conversation, telling your date that you prefer a splash of Coke with your whiskey, try and remember the life of the French Wine of Coca.

Kikundi

Gallery | Store | Cafe

don

I'm still not sure if it was the Thursday afternoon vibes or the Pague rain that caught me off guard as I looked for my way into my first tour. The "green-gated" compound of Hilton started soaring through my memories as a child when I first took a Sunday walk with my parents by the place. I wouldn't call it a nostalgic trip, but if I had to, I would say it was a reminder of where I thought I belonged – not the luxury but the peace it calmly offered even outside the gates. Palm trees whispering with the wind, the scent of wet grass and the sentiment of wishing it would never end.

"We launched last Saturday," said Ruth Gabriel, founder of Alternative Addis and the cofounder of the reason behind my visit, Kikundi, the new gallery, store, and soon-to-be-opened cafe. My initial reaction was an overwhelming sense of a serendipitous passion that wanted to roam free and figure out each section on my own. As she walked me through the space, the three main elements started to make sense as if they were meant to find each other: Alternative Addis, Print & Frame, and Cubox.

As she walked me through the space, the three main elements started to make sense as if they were meant to find each other: Alternative Addis, Print & Frame, and Cubox.

In front of me was a pathway embellished by photography and digital artwork exhibition from both sides..."

I found myself familiar with the first instantly thanks to the curiosity that led to social media follow-ups. It was a company that was founded in 2020, and it focuses on upcycling, a process where design and production make high-end valuable items by using by-products or waste materials for everyday use. I noticed a store when I first entered. It was filled with multipurpose glassware recycled from old wine bottles and the likes of it, including, but certainly not limited to, metal, wood, and other materials. The room harmonized and sang a symphony of environ-

mentalism done right. That's when I started wondering why on this dying earth was the store hidden in the basement, below the cafes and the hotel's guest attractions. "It was a corridor, a pathway no one noticed or used for anything else," she explained. The entire space of Kikundi, located between the hotel's spa and jacaranda, actually happened to be a hallway – a reflection of the thought they had put into it.

In front of me was a pathway embellished by photography and

digital artwork exhibition from both sides by well-known and established artists in town which made me even more curious to wander around and see which part of myself my eyes would take me to. Regardless of the obvious awe and astonishment I was trying to hide, I couldn't help but notice the print quality of the artworks presented. My question took us to the next part of the tour which was the second partner: Print & Frame. Besides the promising value

KIKUNDI

of the company, the details on the large prints of photography took my breath away. The details on the subject's face in the photos taken from such a distance were truly impressive. As a motion designer, the questions that bewildered me were issues of pixilation, raw data degradation, hue and saturation precision, and accurate levels. I caught myself before I dwelled on more technicalities that would render me unappreciative of what was offered in front of my stunned face, which was inches away from the prints. I took a step back to see it whole and one after the other, fused with the luxuriously well-lit atmosphere, giving off "the total chill spot" vibes.

Once the cafe launched in about a month's time, powered by the hotel's service, I easily imagined myself going through the trouble of filling my Instagram stories with pictures that show me as that meticulous guy with a fancy cup, staring into art, deeply lost in profound thoughts. On a more serious note, having the privilege to calmly walk through modern art displayed in the everlasting surroundings was and certainly will be aesthetically pleasing for those in need of constant mental stimulation.

The last part of my afternoon tied everything together well. Fur-

niture. Yes. If you're anything like me and enjoy the subtle art of minimalism and appreciate a certain Feng Shui that balances out every element of the room, and you see yourself throwing an unnecessary but justified tantrum while almost throwing your joystick on your TV, this is the beginning of that lifestyle. I don't mostly appreciate furniture for its beauty or price but for what it stands for. In this case, it was minimalism, infused with simplicity, utilization, and a certain color that seems to hold a satisfying emotional value. Its third partner, Cubox, a modular furniture brand, offered the

That short visit to a place I discovered very recently had more power to help me contemplate myself and my creative endeavors.

sense of synchronicity between the unobtrusively luring artworks for your walls, the print medium and quality, and everyday functionality that comes with semi-personalization that would suit anyone's inner color.

Be it chairs, tables, desk lamps, or even boxes for your shelf, it has it all. What took my attention the most were the shelves and boxes that go along with them and how much my mother tried to make them from what she could find in the house and failed miserably. (What she doesn't know will not kill her, but comes with her I said that). Each box comes with

different customizable designs and shapes that are environmentally friendly and made from local materials making them resource conscious. "And with collaborations with Kirtas baskets," Ruth added, "We offer another selection for the shelf of your choice." These baskets were made from recycled newspaper, and my attention was somehow directed towards how they managed to maintain the integrity of the structure without it being damaged by the light varnish coating on the outside. Ruth took me back to the old days in kindergarten when we made fun projects with

paper and watered-down glue. Of course, I nodded along as if I was not lost in memories, thinking of running around with food on my face to complain to a teacher about stupid Leul. How I remember his name still remains a mystery.

And yet, the baskets felt natural, and not in any way forced to sell you on the idea of the "green way" through exaggerated consumerism. I can go on and on about the need-less details I manage to ask her in the brief moment we had (the powder-coated RHs, MDF

CUBOX®

LIVE SMART

CUBOX is a high quality, customisable, modular furniture system for your home and workplace

wood, multifunctional shapes, the 20 kinds of boxes they offer which I imagined putting books I've never finished in, the 14 different printed designs on adhesive canvases she gladly showed me, the leggings for the tables and shelves... I could go on and on, but this is to show you, kind reader, that I was intimately lost within myself in moments and that dream lifestyle it reignited. Dreamers are not people who think dreamers is what I learned. They are the ones

who try out new things, not for the sake of trying it out but to actually manage to change the world – in themselves. And yes, you will quote this: me fate and fortune grant me the pathway to more Instagram stories you like but, deep down, hate me for.

As I showed myself out – of course, that took time because I was obviously lost – I rekindled my beauté pour la vie by

looking at the palm trees and calming breeze. That short visit to a place I discovered very recently had more power to help me contemplate myself and my creative endeavors. It rewarded me with a sense of gratefulness that someone is helping to build a pathway to a better conscious world – way more than any self-help book I crammed in the boxes. After all, Art is lived.

Lady Day

Abel Sintayehu

For those stranded in the confines of a companionless and lonesome room, no album weighs as heavy as Bille Holiday's *Lady in Satin*. As depilated as you may find yourself listening to this record in borderline despair, I for one cannot stop being reminded of the trickery of Billie's voice. I often find myself wanting to be on a half-drunken bender, bawling on the floor, reluctantly yearning for the sorrow that hunted her. The burden of enduring *Lady in Satin* warrants the listener to bask in the glory and torment of reliving all that Bille Holiday had to endure in the last year of her recording years. By all merits, Bille's life (or "*Lady Day*" as her acquaintances called

her) is filled with stories of tragedies, triumphs, defiance, and mysticism. And this album is no exception.

The Columbia Records A&R man who signed Billie was quoted saying, "She was the first girl singer I'd come across who sang like an improvising jazz genius." She didn't like singing straight; she had to change a tune to her own because she thought that was all she knew. As many have come to know, Billie's life was closely associated with substance abuse problems, which led her to imprisonment on several occasions. Her life was a constant struggle between having to cope

with her raising fame, her troublesome childhood, addiction problems, and a series of bad marriages that were both physically and emotionally abusive to her. A band member once said, "Out of a 100 lined men, Billie would choose that one asshole who would be bad for her." Her band members and friends recount that Billie was much more than capable of defending herself but was not able to when it came to the men she loved. Stories of her breaking a bottle on a bartender who referred to her as "n*ger b*tch"; stories of her fist fighting two men who had used obscene

What makes the Dulcimer so timeless and fascinating...is the distinctive design and the way it handles in the hands of a player

and racist language towards her; or even when she hit a rude audience member with a chair while she was on stage, are only some incidents of Lady pushing against the cruel world she often found herself in.

By the late 50s, Billie had found herself living alone in an apartment wanting to reignite her career. Unfortunately, she was in a bad mental and physical condition. Billie then recruited Ray Ellis to record an album with her, along with her producer Irving Townsend. According to Townsend, "She wanted a pretty album, something delicate. She thought it would be beautiful. She wasn't interested in some wild swinging jam session. She

wanted that cushion under her voice. She wanted to be flattered by that kind of sound." Ellis used a 40-piece orchestra, complete with horns, strings, reeds, and even a three-piece choir. It would turn out to be Holiday's most expensive music production yet.

At the time of the recording, the recording team was far from satisfied with Billie's vocal performance. She had lost much of her upper range in her forties and band members recall seeing her in the sessions as being defeated. Trumpeter Buck Clayton recalled, "I must admit I was unhappy with her performance, but I was just listening musically instead of emotionally. It wasn't until I heard the

final mix a few weeks later that I realized how great her performance was." Here you have Billie Holiday stripped down to the minimum. *Lady Day* was always singing what she had lived through, and by 1958 she had lived as much as the record turn.

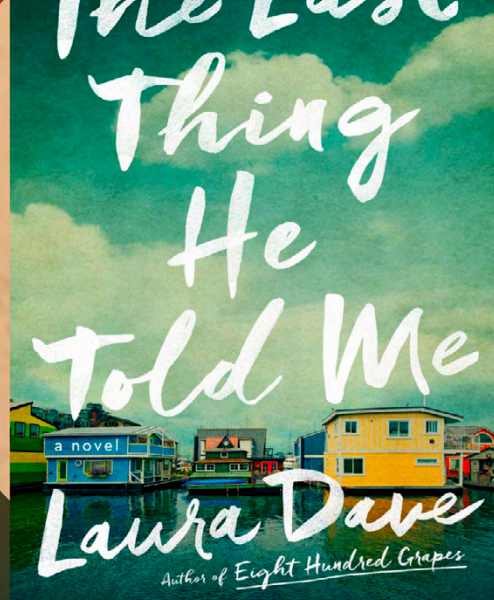
Suffice it to say that melodrama and melancholy were born in the words of Billie Holiday singing. In the song "You Don't Know What Love Is", a song originally from the American songbook by Don Raye and later on re-recorded instrumental by Miles Davis, *Lady Day* sways with the words "Do you know how lost I've been, at the thought of reminiscing, and how lips that taste of tears, lose their

Fun fact, the hammered dulcimer produces an unexpected sweet sound.

Oh so chilling...

Haben Woldu

I don't know about you but sometimes, I am in the mood for a little suspense, and there's no better way to scratch that itch than with a killer book (no pun intended). Thrillers never fail to get our hearts pumping while also delivering an oddly satisfying uneasiness about what's coming next. Naturally, the gripping five thrillers on this list make for some excellent spooky reads. They will keep you turning the pages rapidly. I dare you to pick up one of these thrilling books on a cold rainy night in Addis. They are bound to engross you and take you on a very chilling journey.



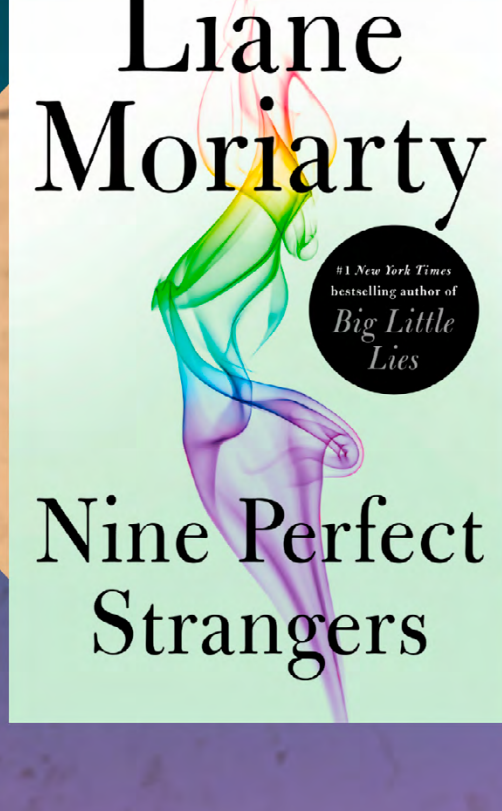
1. The Last Thing He Told Me

by Laura Dave

New to the genre of thrillers? Beginners will enjoy *The Last Thing He Told Me* which is a captivating and engaging read that features a newly married Hannah who discovers that her husband, Owen Michaels, has disappeared. The book would focus on the present and then would cut to a flashback where Hannah is trying to comb through her memories looking for clues. Before Owen Michaels disappears, he smuggles a note to his beloved wife of one year: Protect her. Despite her confusion and fear, Hannah Hall knows exactly to whom the note refers—Owen's sixteen-year-old daughter, Bailey.

Hannah and Bailey set out to discover the truth. But as they start putting together the pieces of Owen's past, they soon realize they're also building a new future—one neither of them could have anticipated. With its many plot twists and family drama, *The Last Thing He Told Me* is a riveting mystery worth reading!

Musical Pairing: *On my recent vacation, I was fortunate to travel to Antigua and Barbuda. "Hookin' Meh" by Farmer Nappy was a perfect accompaniment for reading on the crystal clear beaches there.*



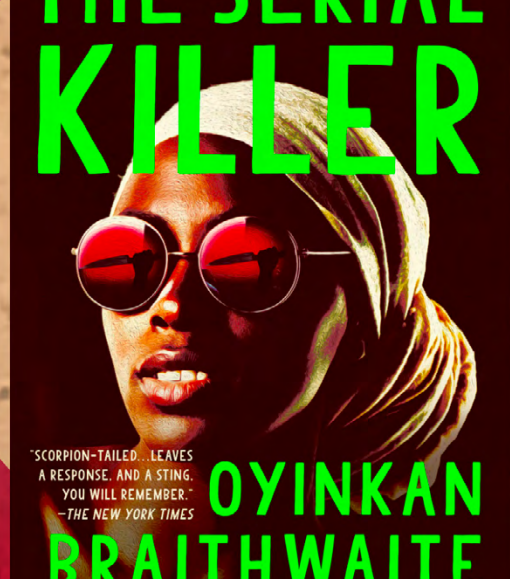
2. Nine Perfect Strangers

by Liane Moriarty

When I'm reading a Liane Moriarty book, I feel surrounded by lovely, smart, bold, and warm friends. Nine people, all from very different walks of life, arrive at Tranquillum House, a highly recommended health resort. Each of them is coping with various life issues, from simple domestic uncertainties, or huge family problems, to marital woes, and weight loss goals. Amidst all of the luxury and pampering, the mindfulness and meditation, none of them could imagine just how challenging the next ten days are going to be.

I loved all the characters and really felt a connection to each and every one of them. No wonder this book was adapted into a TV series. With this book, Liane Moriarty gives us an enjoyable psychological thriller that is both engaging and entertaining.

Musical Pairing: You know that song that you can't stop listening to for a whole summer because everything about the song is just pure magic? "**Soso**" by Omah was that song for me no matter what mode I am on. Pair it with this book and let the magic of this song take you on a journey with the 9 characters in this book.



3. My Sister, the Serial Killer

by Oyinkan Braithwaite

"My Sister, the Serial Killer" is a debut thriller by Nigerian author Oyinkan Braithwaite. As someone with two sisters that I love beyond words and would do anything for, reading this book was a no-brainer for me. Not only is this book a serial-murder thriller, but Braithwaite's first novel is also a tender examination of sibling relationships in an oppressively patriarchal society. The book tells the story of the beautiful serial killer Ayoola through the eyes of her protective older sister Korede as she struggles to keep her sister's murderous habit in check.

Shout out to my two wonderful little sisters Miriam and Anna who are out living their best life in the East and West Coasts. I would do anything short of murder for these two.

Musical Pairing: *What better song than "We are Family" by Sister Sledge to depict the unbreakable bond between sisters? I am my sister's keeper!*



4. Unmissing

by Minka Kent

Merritt and Luca are married with one child and another one on the way. One night Luca's first wife who has been missing for a decade shows up with stories of how she survived. What starts as a cute family saga takes a turn least expected.

If you want to read a thriller that makes you say, "what just happened", pick up this novel by Minka Kent. You'll think you have this one figured out and may think you know the direction the author is headed. Be prepared to be taken on a slippery, thrill ride filled with one shock after another! Twist after twist, I could not put this book down and finished it in two days (and nights, too).

Musical Pairing: "**Return of the Mack**" by Mark Morrison to signify the return of Lucas's first wife is a perfect song choice. It does not hurt that it is also a timeless song that crosses generational boundaries.



5. The Guest List

by Lucy Foley

Guests gather to celebrate two people joining their lives together as one on an island off the coast of Ireland. The groom is a handsome television star and the bride is a smart and ambitious magazine publisher. It's a wedding straight out of a magazine with every detail expertly planned. Amidst the festivities, things start going wrong but most importantly someone turns up dead. There's something appealing about a small group of people being stuck together with no escape with a murder on the horizon.

The book was full of a quirky cast of unlikable characters, everyone having something to hide, and I loved every minute of the cat-clawing and drama that happened. This book received a lot of buzz and for good reason. It has all the elements of the perfect thriller.

Musical Pairing: "**Live Well**" by Palace is such a great song that would complement this book perfectly! Both this song and this book were summer faves for me.

Addis Arts Karta

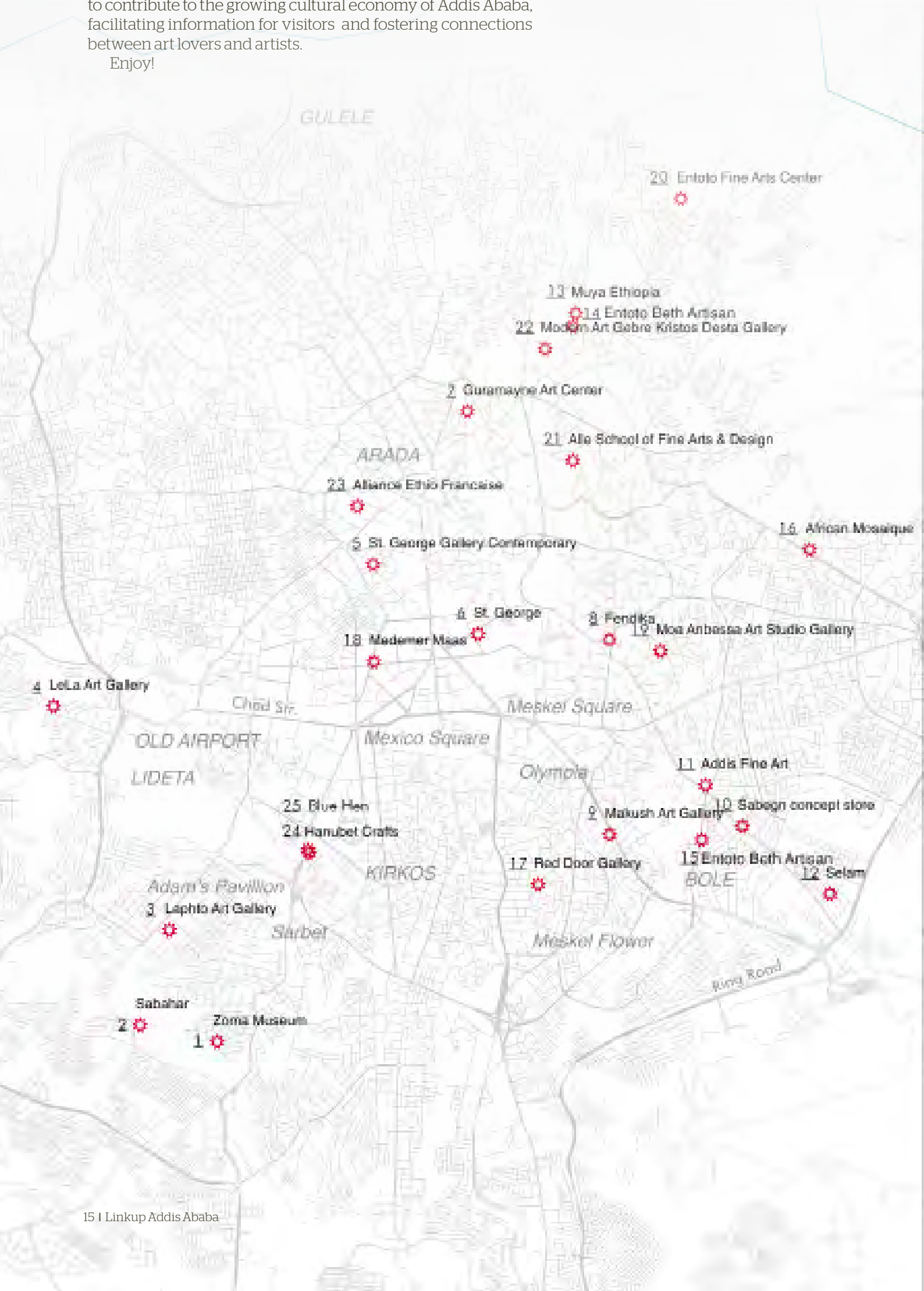
In partnership with Link Up Addis, the “Addis Arts Karta” brings together user-friendly information about the exciting network of galleries and craft stores based in the city of Addis Ababa.

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: Mekonisaa, 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: Mekonisaa
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 Beth Artisan
Area: Mennan
Monday - Friday 8 AM - 5 PM
T: +251 11 896 5097
- 15** Entoto Beth Artisan
Area: Bole EU 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 Ambessa 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 Gebre 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 Hamak 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