



“When people see Africans on television, it’s usually when they are broken, but most Africans don’t live broken lives”

Source: Report by The commonwealth Broadcasting Assoc
“How British TV Portrayed Developing Countries”

Series Information

Series Name:	Living It
Produced by:	Vanilla Productions
Broadcast on:	Mnet East and Mnet West Africa feed
Tx period:	May – July 2008
Style:	Reality Documentary
Episodes:	13 part series
Length:	26 minutes

Show synopsis

Living It is a new perspective on Africa.

The show is a light hearted; 100% entertainment filled reality documentary series looking at Africa’s “legitimately” wealthy families and the interesting manner in which they spend their money and live their lives. It is a positive, upbeat and very importantly; non-judgemental look at African’s at play.

The show is based unashamedly on the US TV hit series; ‘Lifestyles of the Rich and Famous’, and sets out to dispel some of the negative perceptions and myths about the continent and its people. Living It provides great entertainment, feeds the public’s voyeuristic desires and at the same time, paints a more positive and holistic view of Africa.

The show was conceptualised, produced and presented by Moky Makura the Nigerian born, and British educated presenter, producer, writer and actress who is based in South Africa. Moky is an editorial contributor to various magazines on African related subjects and has recently written a book called ‘Africa’s Greatest Entrepreneurs’, about the continent’s best known and most successful entrepreneurs.

Meet some of Living It’s Stars

1. Erelu Abiola Dosunmu – Nigeria (female)

A shrewd and wealthy businesswoman, a benevolent Queen Regent of Lagos who wears only white, and a champagne swilling, doting grandmother; Erelu Abiola Dosunmu is a well known celebrity figure in Lagos circles.

She gives us a quick tour around her uniquely decorated million dollar penthouse apartment in Victoria Island – one of the most expensive real estate areas in Lagos, takes us on a trip to her traditional palace where she doles out money to her adoring subjects; and we take a boat trip to her very own tropical island which she plans to turn into a luxury leisure destination.

2. Gordon Wavamunno - Uganda (male)

Undoubtedly one of the wealthiest men on the continent; Gordon Wavamunno is an extraordinary entrepreneur who seems to have a knack for setting up and sustaining successful businesses.

The self-made multi-millionaire invited us on a tour of his palatial 67 roomed mansion complete with elevator, overlooking Lake Victoria and next door to Idi Amin's old residence. We visit his various factories and businesses; including an organic cotton mill, a flower farm, a mineral water factory and his own TV station. He takes us back to where it all started – the Mercedes dealership in Kampala where he won the franchise to import the cars over 30 years ago.

3. Atedo Peterside - Nigeria (male)

Atedo is passionate about Polo and plays every possible weekend he can during the season. The Harvard educated banker and father of three owns and breeds polo ponies during his spare time away from running the bank he started.

We meet him at his massive Victoria Island penthouse apartment with views across the city. Atedo spends time with his squash and polo playing wife and his daughter who occasionally jets in from London for a visit. We join mother and daughter on a girl's only shopping trip in Lagos, to buy clothes and art. We visit Atedo's ranch where he is attempting to breed Argentine polo ponies with local mares and we watch the man in action playing polo – with all the excitement and adrenaline the sport delivers.

4. Geoffrey Mwamba - Zambia (male)

Geoffrey Mwamba is all about the money; he and his wife certainly know how to make it and they both love to spend it.

We visit their milling business and transport company – the source of their money, which they both run together with input from their children. In a rare moment away from work, we join them on a weekend cruise down the mighty Zambezi River a stones throw from the famous Victoria Falls. We take a trip with them from Zambia to Johannesburg and join them as they buy frocks, jewellery and, yes, a Hummer, for their 17 year old son, and of course, we get a tour of the Mwamba's opulent interior designed home in Lusaka.

5. Nicky Nchindo: Botswana (female)

Good natured and down to earth, Nicky Nchindo is the diamond studded glamour girl of Botswana and is probably best known for being the daughter of the ex-head of the Botswana branch of the oldest diamond mining company in the world; De Beers.

We see Nicky Nchindo at her home in Gabarone, then at the family's sumptuous holiday home in Camps

Bay where she pops to for weekends, and then at the family's stunning estate deep in the Botswana countryside – the venue for her society wedding a few years back. We get a peep into her wardrobe full of Louis Vuitton and Prada handbags – an annual gift ritual from daddy along with the one of a kind Range Rover SUV Sport. We finally get to meet “daddy”, who shows us his very, very expensive toys - 2 Brabus customised Mercedes Benz cars kept locked away in a garage in their Gabarone home.

6. Adriano Weng – Mozambique (male)

A shrewd financier who runs several businesses including the country's largest foreign exchange dealership, Adriano is a well known figure in Mozambique as he cruises the street in his traffic stopping, only-one-in-town yellow Hummer H1.

We tour his home in one of the most expensive residential suburbs in Maputo where we see some of his art – unique beautiful works painted by him, under moments of severe stress, like when he lost millions of dollars in a deal! We catch him in the kitchen cooking up his signature dish; Prawns, and we go on a two hour drive with him down Africa's longest coastline to one of the unspoilt beaches where he spends time with his family.

7. Kagiso Mmumsi – Botswana (male)

The very serious and focused son of the ex-deputy President of Botswana who never leaves home without his bodyguards, Kagiso is probably the most unassuming and humble self-made entrepreneur you will ever meet.

He takes us on a tour of his 13 businesses which include an ad agency, a catholic private school and a fuel trucking business, we join him on his daily 4am run through the streets of Gabarone to the gym, and he invites us to his piece of heaven in the Botswana countryside – his country spread where he farms for fun and plans to start Africa's first Olive farm.

8. Fred Eboka - South Africa (male)

The off-the-wall Nigerian born fashion designer who dresses entirely in black, is one of South Africa's top couture designers.

We meet him at one of his two studios where he houses his colourful couture collection, both situated in upmarket malls in the city. We meet one of his top clients – a Minister's wife who can't stop singing his praises for the very expensive couture outfits she purchases by the dozen! He takes us to a horticultural centre where he indulges his passion for buying expensive plants and flowers and we spend time with him while he gardens up a storm with the help of his drum playing son and three dogs.

9. Ekow Awoonor – Ghana (male)

A 58 year old party animal, Ekow Awoonor is a huge personality whom almost everyone seems to know in Accra. His parties are the stuff of legend and he is a permanent fixture on any dance floor in any club he visits.

We meet up with him and his entourage of family and friends for a silver service lunch at a 5 star hotel in Accra, join him on his Saturday morning ritual as he takes his adopted 4 year old daughter to ballet classes and keep pace with him as he takes us on his daily bicycle tour around his favourite city.

10. Esther Passaris - Kenya (female)

Loathed by the establishment for attempting (to unsuccessfully) challenge the political status quo and for taking her lover to court, Esther, a single mother of two and a businesswoman who is best known for lighting up Nairobi's slums, is determined to get herself into Kenyan politics and give back to the

many who love her.

We get a rare insider's view of Esther in action on her US-presidential-style campaign trail where she is constantly surrounded by people – advisors, maids, minders and friends. She invites us on a girl's-only dinner party at her fabulous home, and she takes us into the slums of Nairobi where she is equally at home, to show us how she controversially brought lights to the masses.

11. Nana Asante Bediatuo – Ghana (male)

A hot shot, Wall Street trained lawyer by day and a smooth piano playing, lounge singer by night, Nana's main passion is his impressive collection of paintings, sculptures and artefacts from around the world.

We take a tour of his newly built East- meets- African- zen, style home in the right part of Accra and get to view his personal art collection, we join him at the regular live music bar he frequents where he entertains the crowd by belting out a few of his favourite musical classics – cigar in hand, and we see him in his role as a traditional chief strutting his stuff at an out of town funeral.

12. Ali Mufuruki – Tanzania (male)

We meet Ali Mufuruki a businessman with interests in IT, Advertising and retailing - he owns the Levi's franchise in Tanzania. At least that's one of the things he does when he is not travelling the world meeting world leaders and speaking at global conferences on African leadership issues.

Back home, Ali is an avid golfer and is still trying very hard to master the game, so much of his time is justified taming the beast. He takes us up 5 floors of scaffolding to show us the views from his as yet unfinished multi million dollar commercial development, which is being built to house his growing businesses. We chew the fat with him and his friends over a home cooked dinner after a day at the beach with his family.

13. Nicola Sharpe-Phiri - Zambia (female)

A top divorce lawyer with her own law firm, a property developer and a mother of 3, Nicola Sharpe-Phiri is not a woman to be messed with.

We meet the attractive and supreme multi tasker as she trains with her partner for one of the toughest cycle marathons in the region which she plans to finish! She invites us to join a family bbq at the poolhouse with lots of food and drink on offer and catch her being unceremoniously dumped into the pool by her brother-in-law! Her husband lets us in on his passion for his classic 1950s Mercedes Benz car – and introduces us to his chalk and cheese brother who is fully intent on pimping his classic Merc, much to his purist brother's absolute horror.

Feedback

Although MNet does not have quantitative research for its programmes broadcast on its Mnet East and West African feeds, the qualitative research that we have received has been extremely positive. MNet has expressed an interest in commissioning a second series of **Living It**.

Below are some quotes which give an idea as to how the show has been received:

“It is extremely well shot and produced. Moky also really did well to remain very relevant yet not overpower the interviewees. The interviewees shine through which is what it should be like. Excellent visuals and camera work.

Source: Joe Hundah, Head of MNet Africa (responsible for commissioning the show)

“I am so impressed with the programme. It’s amazing how interesting you make the people seem! And they all come across as either really lovely people with strong family ties or slightly eccentric wonderful folk so I’m not at all worried...it’ll just be strange to watch myself”.

Case Study Botswana – Nicky Nchindo (before she saw her episode)

“I cannot believe what you managed to produce out of the short time you had with us. It is incredibly beautiful, almost more than I deserve”.

Case study Tanzania – Ali Mufuruki

“I am both humbled and thrilled by the opportunity to participate, humbled because of the historic nature of this very moment and thrilled because this event and indeed this particular program may go down in the history of our beloved Continent. I am one of the people most disturbed about the poor image portrayed about our beautiful continent. Its about the time we start changing, certainly this is a long Journey, but ‘a 1000 miles journey begins with a single step’ .

Potential Case Study Nehemiah K. Mchechu (was not featured in the end)



“Until lions learn to write, hunters will tell their story for them”