



*WHAT IS OH,  
SEE AFRICA?*

@ohseeafrica

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# *Introduction*

**Oh, See Africa** is not just a series — it's a movement.

A cinematic celebration of African creativity, culture, innovation, and identity, told entirely through the lenses of local creators.

In a world where stories about Africa are often told from the outside, **Oh, See Africa gives the mic, the camera, and the stage back to the people** who live, build, and dream on the continent every day.

# *The Vision*

## *Behind Oh, See*

Founded by creators for creators, **Oh, See** was born out of a simple but powerful question:

*“What would the world see if Africans told our stories — our way?”*

Oh, See Africa is the flagship project of Oh, See Media Group, a multi-dimensional storytelling studio that works at the intersection of **culture, tech, visual storytelling, and community-driven media.**

We believe stories are the strongest form of currency — and the continent is rich with them.

# *Why “Africa Through Every Lens”?*

Every city. Every village. Every voice. Every vision. We designed Oh, See Africa to be a **creator-powered visual archive** — one that honors:

- The beauty of everyday life
- The brilliance of local innovation
- The diversity of languages, landscapes, and legacies
- The energy of a continent moving forward on its own terms

From Cairo to Cape Town, Kigali to Kinshasa, **Oh, See Africa is told by us — for the world to witness.**

# *The Oh, See Africa Difference*

We're not a travel show.

We're not a documentary crew.

We're a global network of creative collaborators co-authoring the story of a rising continent.

## **What sets us apart?**

- **Authentic Visual Language** – cinematic storytelling rooted in local expression
- **Decentralized Production** – content from grassroots creators, not just film crews
- **Creator-Owned Stories** – we give credit, opportunity, and revenue back to our talent
- **Multi-Country Episodes** – each one focused on a single country, its voice, its vibe

# *Our Core Themes & Campaigns*

Each episode explores the continent through one or more of these storytelling pillars:

- **Innovation** – Startups, technology, local genius
- **Culture** – Food, fashion, music, art, and tradition
- **Community** – Shared spaces, language, and local movements
- **Identity** – Afro-futurism, gender, heritage, youth, migration
- **Sustainability** – Environment, eco-tourism, resource protection
- **Love** – Romance, family, kinship, and connection

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# *Who We Work With*

- **Filmmakers**
- **Photographers**
- **Designers**
- **Writers**
- **Musicians & Sound Artists**
- **Startups & Local Brands**
- **Cultural Institutions**
- **Tourism Boards**
- **Diaspora Collaborators**

If you have a story to tell, a sound to share, or a shot to capture — you belong here.

# *What Creators Gain*

Oh, See Africa isn't extractive. It's collaborative.

Creators selected for the program receive:

- Paid commissions
- Professional credit across all media
- Access to brand and tourism partnerships
- Training & mentorship
- A place in a growing pan-African network of creatives
- Archival legacy — your story becomes part of something bigger

# *How to Join*

- Follow us on @ohseeafrica | @ohseestories | @ohseeworld
- Visit [ohsee.co/africa](https://ohsee.co/africa) to apply or nominate a creator
- Submit to upcoming creator calls and challenges
- Use the hashtag #OhSeeAfrica to be discovered
- Pitch an idea, an episode, or a collaboration

We're building a platform for creatives — not gatekeeping one.

# *Looking Ahead: The Archive of Tomorrow*

Oh, See Africa isn't just content.  
It's an **archive of the now**, curated for the  
future.

We want this series to live in schools,  
festivals, museums, and digital libraries — so  
that when the world asks:

*“What was Africa like in the 2020s?”  
They see us. In our truth. In our color. In our  
rhythm. In our brilliance.*

# *Final Words*

This isn't charity. It's not just media.

**It's memory. It's movement. It's ownership.**

So whether you film, write, sew, sing, design,  
or document —

**You are part of this story.**

And we're honored to co-create it with you.

See the story.

Own the vision.

Oh, See Africa.



*Let's  
Make  
History,  
Creatively*