



POTTERS GALLERY IMPACT STRATEGY



www.pottersgallerynigeria.org

www.disabilityartspace.org.ng

BRAND STORY

Growing up as a little boy, I was fascinated with craft and the visual arts, I was so good with pencil portrait and pottery work in primary school. It used to be my favorite and what I do happily as a primary school pupil. Some of my works got me lots of commendation from teachers and the headmaster, and that encouraged me to develop the skill up to the end of primary



school. When the challenge started then was getting the works to the local market, most people will like the works but often times they see it through the lens of a disability and that became a major challenge and obstacle. This trend discouraged me from marketing my works during the holidays, this however changed for good when I

started reading the stories of **Van Gogh, Beethoven, Stevie Wonder**, and recently **Yinka Shonibare, Cobhams Asuquo, and Yinka Ayefele** reignited my faith and determination to push my works despite the barriers we face as persons with disabilities.

THE AUDIENCE

Reading the stories of these great minds, ignited the spark of Potters Gallery, and led to the great moment of obligation for me to connect with persons with disabilities to break the barriers and push for a world where the creative space of persons with disabilities is guaranteed by our laws and convention.

THE CORE PROBLEM

According to the World Bank and World Health Organization report, there are over 25 million persons with disabilities in Nigeria, this represents about 10 percent of the population of Nigeria. This population in Nigeria is faced with myriads of problems, this includes lack of clear-cut



strategic development framework to work majority of them out of poverty. Majority of persons with disabilities are talented with creative skills but lack access to networks and consumer markets for their works, as a result, most of them depends on their families and public support for their daily survival.



VISION

We see a world where the creative enterprise and spaces of persons with disabilities is guaranteed under the law.

MISSION

To mobilize support for disability-led creative enterprises and amplifying their voices to drive change processes.

OBJECTIVES

- ❖ To promote increased access to consumer markets for the creative works of persons with disabilities
- ❖ To support advocacy for the inclusion of persons with disabilities into the arts and creative economy ecosystem
- ❖ To support capacity building and content creation for effective showcasing and delivery of creative works to different audiences.
- ❖ Develop innovative platforms for business support services to persons with disabilities and disability-led art enterprises.

CORE VALUES

- ❖ Partnership
- ❖ Optimistic
- ❖ Transparency
- ❖ Team Work
- ❖ Equality
- ❖ Resilience
- ❖ Sustainability

