



# *Aly Mode Création*

is a site specializing in  
contemporary African art,  
fashion and embellishment.

**All the works were acquired directly from the  
Artists, Craftsmen and Creators.**

**Our ambition is to introduce contemporary African  
art, fashion and embellishment.**

**Who are we ?**

*Aly Mode Création* , it is...

- a large choice of cultural products linked to Africa: books, fashion, embellishment...
- African craftsmanship respectful of local cultures, fashion, embellishment... combining quality and authenticity
- advantageous prices and quality service for a boutique on a human scale

*Aly Mode Création* , it is also...

- a spotlight on African cultural, literary, musical news ...
- an exchange platform around African cultural events in France to announce, discuss, react ...
- a desire for openness and awareness of cultures too often ignored due to insufficient media coverage

**Contemporary artists from Senegal and Congo (DRC)**

We exclusively present visual artists living and working in Senegal and Congo (DRC). Some are confirmed, others in the making. Aly Mode Création supports them in particular thanks to a very regular presence in Dakar and Kinshasa.

### **The place of contemporary African art**

For a majority of art lovers, African art is embodied above all by masks and statuettes. However, if the contribution of the primary arts to the artistic recognition of Africa is immense, it must not obscure contemporary creation. Africa is changing. It shows the first signs of an extraordinary change. Both witnesses and actors of this change, the artists offer us the face of an Africa which opens up to the world and now intends to exist in the present, in the field of art as in the economic field.

### **An increasingly visible contemporary creation**

The “Magicians of the Earth” exhibitions in 1989 and “Africa Remix” in 2005 were a landmark in the recognition of contemporary African art. Supported by large private collections (the Pigozzi collection in particular), by biennials, art critics, curators and a bibliography which is growing day by day. It goes hand in hand with the growing interest of collectors and art lovers in non-Western creation - for example contemporary art from India. For several years, major auction houses have regularly organized sales of contemporary African art in Paris, London or New York. More recently, three annual specialized trade fairs have emerged: “1:54” in London since 2013 and New York since 2015 and AKAA in Paris scheduled from November 11 to 13, 2016.

### **Contemporary African art: a market under construction**

Of course, many weaknesses remain. Starting with the situation on the African continent where, with the exception of South Africa, the internal market is still too small to support artists and promote the establishment of a market infrastructure. But these weaknesses also offer opportunities. In particular, they encourage African artists to seek international connections, which helps to accelerate their integration into the international market. From an economic point of view, contemporary African art presents all the features of an emerging market. Initiatives are multiplying, creativity is intense, but prices are still affordable. For collectors, now is the time to enter the market.

### **Online media on contemporary African art**

Initiatives, points of view, artistic practices and actors for the promotion of contemporary African art are multiplying. An online press review invites you to follow the evolution of contemporary African art in its various dimensions:

### **Why did you choose Senegal and Congo (DRC)?**

#### **Support artists**

The site exclusively presents artists from Senegal and Congo (DRC). This specialization reflects both a very particular interest in these countries, whose artistic dynamism is fascinating, and a requirement: effectively supporting artists requires a close relationship.

### **A partnership in Senegal and Congo (DRC)**