

We've all been labelled something, but we're all #LabelledHuman

11am (EAT), 25th May 2020: (ONLINE)

Nairobi Design Week premiered the 'one-shot' music video called "Labelled Human", a collaboration with an eclectic group of young musicians: Clef & Bandana; Bakhita; Sogallo and Caleb, with production by Phinoshey.

'Labelled Human' is a movement that unites humans through our differences and similarities. #LabelledHuman invites us all to share what we've been labelled, providing a platform for release and further understanding of those around us. Over 3000 people from across the world have shared their labels since launch.

People from all walks of life came together under the theme 'Design is for Everyone' for a week of jam sessions, mural painting and design activities during Nairobi Design Week 2020.

The music video showcases the basketball court restoration, mural painting, community exhibition, 'The Urban Residency', and accessibility features created during the festival. The project will be published in its entirety as a case study called 'Paint The Court', to inspire other communities to collaborate and create impact.

"I want people to make this a global anthem... feel the lyrics coz the artists were singing from the soul."

Phinoshey, 'Labelled Human' Producer

"I hope people appreciate it as much as we loved making it!"

Rango, 'Labelled Human' Video Director

"There's power in creatives coming together."

Naitiemu, 'Labelled Human' Art Director

LISTEN:
SPOTIFY
APPLE MUSIC
BOOMPLAY

WAYS TO GET INVOLVED:

- #LABELLEDHUMAN CHALLENGE: How will YOU reveal your labels?
- REMIXES (stems to be released)
- COVERS OF SONG + VIDEO



Labelled Human

NOTES FOR EDITOR:

Nairobi Design Week is a community, festival and design studio that celebrates the Kenyan design community.

We provide a free online Design Directory, and access to a vast array of design resources, including online exhibitions, and our recently launched podcast 'Afrika Design'.

We create special projects with our community, such as the Refugees Pavilion at the London Design Biennale 2018, attended by over 200,000 people, named in Dezeen's top 10 installations from the event.

For further enquiries, please contact Adrian Jankowiak (weareall@labelledhuman.com / +254 701 021 232).

WATCH VIDEO