

WEBVTT

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00:00:04.180 --> 00:00:08.640

[Nolan] Inescapably Foreign. Welcome to Without Borders. I'm your host, Nolan Yuma

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00:00:08.640 --> 00:00:11.520

Janssens. If this is your first time tuning into this show,

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00:00:11.960 --> 00:00:16.440

remember you can go to Without borders.fyi to access the

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00:00:16.440 --> 00:00:21.400

transcript, some language notes, and a bunch of interesting articles about,

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00:00:21.530 --> 00:00:25.840

uh, nomad experiences, immigrant stories, and, uh,

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00:00:25.840 --> 00:00:30.480

there's just a bunch there for anyone else that feels inescapably foreign. Today,

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00:00:30.480 --> 00:00:35.240

I'm here with Tola Alade, um, and he's an experienced creative director,

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brand designer, and CEO of Marmalade Venture. Uh,

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00:00:39.440 --> 00:00:42.480

we're gonna get into that a bit more. Uh, but first of all,

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00:00:42.480 --> 00:00:43.680

to how are you doing today?

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00:00:44.020 --> 00:00:47.280

[Tola Alade] I'm doing fantastic. I'm doing very well. Uh, it's great to,</v>

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00:00:47.310 --> 00:00:49.360

it's great to finally be on a call now.

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00:00:49.590 --> 00:00:51.520

[Nolan] Yeah. Yeah. It's, uh, I've been excited.</v>

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00:00:51.520 --> 00:00:55.320

I've been looking forward to this for the past, I guess, month and a half. Yes,

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00:00:55.320 --> 00:00:56.280

I contacted you.

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00:00:56.500 --> 00:00:57.333

[Tola Alade] Yes.</v>

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00:00:58.320 --> 00:00:58.880

[Nolan] Um,</v>

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00:00:58.880 --> 00:01:03.710

so I found out about Marmalade Collective because I was looking at other websites.

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00:01:03.710 --> 00:01:06.110

That's, uh, you used ghost.org.

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00:01:06.770 --> 00:01:09.950

And are you the one who started the website as well, or are you,

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00:01:10.010 --> 00:01:11.470

was that someone on your team?

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00:01:11.960 --> 00:01:15.510

[Tola Alade] No, that's myself. Um, that was after lots of research,</v>

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00:01:15.510 --> 00:01:19.990

Weighing up pros and cons, and finally decided on on Ghost. Yeah.

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00:01:19.990 --> 00:01:23.070

[Nolan] Yeah. Yeah. I'm super happy with Ghost because, uh,</v>

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00:01:23.070 --> 00:01:27.590

for the listeners who don't know, it's a, it's nonprofit. Um, they also try,

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00:01:27.590 --> 00:01:30.630

they al they're also carbon neutral, so it's, uh,

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00:01:30.630 --> 00:01:34.190

an organization online that I feel good about being a part of.

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00:01:34.370 --> 00:01:38.510

[Tola Alade] Yes. And clearly it's, uh, connecting people as well, so, [laughter].</v>

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00:01:39.140 --> 00:01:39.950

[Nolan] Yeah. Yeah.</v>

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00:01:39.950 --> 00:01:40.783

[Tola Alade] Yeah.</v>

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00:01:41.460 --> 00:01:43.570

[Nolan] Um, so Tola, where are you right now?</v>

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00:01:44.180 --> 00:01:47.450

[Tola Alade] So, I'm based in London, uh, London, England. Um,</v>

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00:01:47.450 --> 00:01:51.250

and I've lived here for the last, well, since 2004,

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00:01:51.570 --> 00:01:54.290

which is 18 years ago.

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00:01:54.560 --> 00:01:56.410

[Nolan] Yeah. Okay. And are you in Shortage?</v>

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00:01:56.410 --> 00:01:59.810

Because I saw you were doing some projects in Shoreditch, correct. Or.

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00:01:59.980 --> 00:02:03.210

[Tola Alade] No? No. No. So, um, I used to have an office in Shoreditch,</v>

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00:02:03.350 --> 00:02:07.650

and Shoreditch has become somewhere. I just spent quite a lot of time, uh,

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00:02:07.650 --> 00:02:12.330

both professionally as well as just socially partying. Yeah.

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00:02:12.600 --> 00:02:14.850

[Nolan] Okay. And did you grow up in London?</v>

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00:02:16.400 --> 00:02:21.090

[Tola Alade] I would say so. I came to the UK, uh, when I was 16 in 2004.</v>

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00:02:21.090 --> 00:02:24.570

So I would say my formative years in terms of, um, my,

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00:02:24.590 --> 00:02:28.610

for formative years as a young adult or, you know, a, um,

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00:02:29.480 --> 00:02:33.730

a teenager. Yeah. Where sort of, uh, happened here.

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00:02:33.920 --> 00:02:34.970

Over here. Yeah.

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00:02:35.320 --> 00:02:37.970

[Nolan] Okay. And where, where are you originally from?</v>

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00:02:38.270 --> 00:02:39.130

[Tola Alade] I'm from Nigeria.</v>

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00:02:39.560 --> 00:02:40.450

[Nolan] From Nigeria.</v>

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00:02:40.520 --> 00:02:42.370

[Tola Alade] Okay. Lagos. Nigeria. Yeah.</v>

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00:02:42.830 --> 00:02:45.290

[Nolan] And do you go back there often or.</v>

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00:02:46.140 --> 00:02:50.690

[Tola Alade] Um, so prior, so I came in 2004, as I mentioned before.</v>

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00:02:50.940 --> 00:02:55.650

Um, and it took me a long time to go back, uh,

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00:02:55.650 --> 00:02:59.920

purely off the back of, um, I wanted to go with the right people cuz um,

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00:02:59.920 --> 00:03:02.160

you know, I had some concerns about, you know, not,

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00:03:02.160 --> 00:03:06.680

not knowing enough people back there and not being able to access certain

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00:03:06.870 --> 00:03:08.960

places or certain things. Um,

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00:03:09.740 --> 00:03:14.240

and what happened is I managed to get a group of friends

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00:03:14.240 --> 00:03:19.200

about four of us in total, and we went back in 2018. And that was,

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00:03:19.200 --> 00:03:23.880

that was that, that was just a, it was such a life-changing experience.

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00:03:24.570 --> 00:03:28.000

In what way? Genuine way. Yeah. Sorry.

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00:03:28.370 --> 00:03:29.560

[Nolan] In what ways was it life changing? </v>

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00:03:29.720 --> 00:03:33.640

[Tola Alade] I mean, mean, so you say one, um, a lot of my, you know,</v>

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00:03:33.700 --> 00:03:38.080

I'm from Nigeria, but because I grew up there mostly as a, you know, as a child,

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00:03:38.210 --> 00:03:39.043

um,

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00:03:39.050 --> 00:03:43.600

my understanding or my recollection of how Nigeria was or how

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00:03:43.960 --> 00:03:47.960

Lagos was, uh, specifically, was seen through the eyes of a kid.

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00:03:48.100 --> 00:03:52.840

But going back as a so adult, um, I just got to see things differently.

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00:03:53.100 --> 00:03:57.960

And some of my assumptions about just the state in which I thought

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00:03:57.960 --> 00:04:01.880

I left Nigeria, uh, completely blown away. Um,

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00:04:01.950 --> 00:04:04.440

everything has changed. Um,

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00:04:04.690 --> 00:04:08.080

there's nothing you really want to access. Um,

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00:04:08.970 --> 00:04:09.803

but there's nothing,

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00:04:11.670 --> 00:04:16.060

there's nothing you can access in the West that you can't access in, in,

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00:04:16.150 --> 00:04:20.980

in Lagos Nigeria, you know, it's so, um, cosmopolitan, you know, and,

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00:04:20.980 --> 00:04:23.060

and, and also, um,

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00:04:23.060 --> 00:04:28.060

it was where I had the initial idea for Marmalade, um, when I went in 20.

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00:04:28.130 --> 00:04:29.460

[Nolan] I was, I was just gonna say,</v>

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00:04:29.460 --> 00:04:33.020

because if you had certain assumptions and they were broken from that trip,

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00:04:33.020 --> 00:04:36.260

that's also what you're achieving with Marmalade. Right. Is, uh,

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00:04:36.460 --> 00:04:38.820

changing kind of like these brand images. Um,

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00:04:38.820 --> 00:04:42.540

but b so before we get into that, or we can tie it into Marmalade, uh,

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00:04:42.540 --> 00:04:47.340

what were some of these specific assumptions that, that were broken from this,

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00:04:47.340 --> 00:04:48.173

from this visit?

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00:04:49.590 --> 00:04:54.260

[Tola Alade] So, uh, first one was, um, it's unsafe. Um,</v>

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00:04:54.360 --> 00:04:58.660

you know, going to Africa, going to anywhere in Africa, you know, is unsafe.

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00:04:58.660 --> 00:05:03.140

You're gonna need, you know, a constant, uh, bodyguard or, or, you know,

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00:05:03.420 --> 00:05:07.540

or some sort of police or someone following you around just in case something

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00:05:07.540 --> 00:05:12.100

happens. Um, that was nonsense, uh, because first of all, um,

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00:05:12.100 --> 00:05:16.460

I've never felt safer anywhere else than I felt, you know, when I was in Lagos.

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00:05:17.070 --> 00:05:21.660

Um, another assumption is, um, the, you know,

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00:05:21.660 --> 00:05:26.060

just basic things like, you know, the water wasn't gonna be good enough or the,

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00:05:26.060 --> 00:05:30.100

the, the internet wasn't gonna be, you know, as quick as I want it to be.

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00:05:30.240 --> 00:05:33.980

And those things were absolutely like the complete opposite.

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00:05:34.800 --> 00:05:36.900

And finally, you know, it, it,

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00:05:36.900 --> 00:05:41.500

it was just the types of people I met

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00:05:41.500 --> 00:05:45.780

whilst I was out there, you know, um, I've worked in the creative space, um,

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00:05:45.780 --> 00:05:47.580

for the last 12 years and, you know,

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00:05:47.580 --> 00:05:51.460

I've worked with some really amazing people over here in the UK as well as,

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00:05:51.460 --> 00:05:56.340

you know, uh, abroad in the US and just being able to,

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00:05:56.340 --> 00:06:01.000

to meet people of, you know, very similar caliber as well as in some cases,

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00:06:01.440 --> 00:06:05.080

probably even a lot better, um, was just mind blowing for me.

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00:06:05.100 --> 00:06:09.120

And it just got me excited about what was happening, especially in the creative,

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00:06:09.490 --> 00:06:11.320

um, entrepreneurial space.

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00:06:12.270 --> 00:06:13.970

[Nolan] Now, do you think, uh,

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00:06:14.130 --> 00:06:19.090

most of these assumptions exist because how it's still portrayed in some

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00:06:19.090 --> 00:06:22.450

mainstream media? Or do you think it's more historical? Like,

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00:06:22.450 --> 00:06:26.330

do you think there just have been a lot of sudden changes in the past five years

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00:06:26.330 --> 00:06:27.370

or the past 10 years?

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00:06:30.150 --> 00:06:34.600

[Tola Alade] I think it's a mixture of both. Uh, and I'll say three things. I think one,</v>

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00:06:34.890 --> 00:06:39.000

um, of course there, there's still a very much, you know, um,

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00:06:40.280 --> 00:06:45.180

I would say a mixture of incomplete or negative sort of perception of

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00:06:45.490 --> 00:06:48.700

Africa and who Africans are in general, um,

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00:06:48.870 --> 00:06:51.740

in Western mainstream media. Um,

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00:06:52.210 --> 00:06:55.860

some of that is just due to lack of ignorance and some of that, um,

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00:06:56.670 --> 00:07:01.560

I would say in some cases, uh, I don't know how much of that is,

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00:07:01.560 --> 00:07:04.600

is, is, you know, is intentional. But, um,

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00:07:04.910 --> 00:07:07.840

I like to focus more on the things we can actually control.

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00:07:08.240 --> 00:07:12.970

Then the second thing is, um, I think as, as, as, as Africans or, or as, um,

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00:07:13.000 --> 00:07:17.740

Africa as a continent, um, we, we have lot,

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00:07:17.740 --> 00:07:22.340

lots of rich stories, but our ability to tell these stories,

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00:07:22.340 --> 00:07:25.340

you know, in a way that can resonate not just with ourselves,

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00:07:25.340 --> 00:07:30.220

but with the wider world, I think there's a huge, huge, uh,

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00:07:30.220 --> 00:07:34.740

area that needs to be explored. Um, and then the,

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00:07:34.740 --> 00:07:38.500

the final thing I think I've observed as well is, um,

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00:07:38.500 --> 00:07:43.420

they are distribution channels that's never used to exist, um, 10 year, 10,

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00:07:43.420 --> 00:07:45.260

20 years ago. That exists now.

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00:07:45.350 --> 00:07:50.140

So it's making it a lot easier for information to flow and for people to,

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00:07:50.140 --> 00:07:51.660

to access, you know, uh,

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00:07:51.660 --> 00:07:56.500

information that they would've maybe relied on certain traditional media,

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00:07:56.830 --> 00:08:00.740

um, in order to access. But now thanks to social media, thanks to, you know,

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00:08:00.740 --> 00:08:05.660

influencers, thanks to, uh, you know, people like yourself,

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00:08:05.750 --> 00:08:06.380

uh, you know,

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00:08:06.380 --> 00:08:11.220

being able to establish platforms and actually just go direct to the people

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00:08:11.220 --> 00:08:11.900

that you wanna reach.

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00:08:11.900 --> 00:08:16.740

So I think these three factors have kind of contributed to where we are and

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00:08:16.960 --> 00:08:21.860

not where we've been where we are. And hopefully where, where we're gonna go is,

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00:08:22.180 --> 00:08:23.300

is, is very exciting.

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00:08:24.200 --> 00:08:27.570

[Nolan] Yeah. So from, from what I know from the Marmalade Collective,</v>

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00:08:27.570 --> 00:08:29.850

those three factors that you just went over,

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00:08:30.080 --> 00:08:32.690

I think the Marmalade Collective is doing an excellent job,

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00:08:32.690 --> 00:08:37.170

an outstanding job using these three factors in, in the work. Uh,

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00:08:37.170 --> 00:08:39.770

now for the listeners who aren't familiar, can you just, uh,

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00:08:39.770 --> 00:08:42.250

tell us a little bit more about the Marmalade Collective?

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00:08:42.310 --> 00:08:46.510

[Tola Alade] For sure, for sure. Um, you know, when I,</v>

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00:08:46.620 --> 00:08:49.430

when I had the idea for Marmalade um, I,

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00:08:52.620 --> 00:08:57.400

there there's something about, um, just, just you, um,

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00:08:58.640 --> 00:09:02.010

I listened to a, a guy called, uh, Jordan Peterson. Um,

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00:09:02.010 --> 00:09:04.410

I listened to all of his lectures and, you know, uh,

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00:09:04.410 --> 00:09:07.930

he's a clinical psychologist and it's just amazing.

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00:09:07.930 --> 00:09:08.370

[Nolan] It's funny you brought him up,</v>

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00:09:08.370 --> 00:09:11.410

cuz I have some notes here for the interview that we're gonna get into.

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00:09:11.540 --> 00:09:15.530

[Tola Alade] Oh, wow. Okay. Yeah, I'm gonna, um,</v>

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00:09:16.110 --> 00:09:20.250

and he, there's this, there's this phrase he says all the time that sometimes,

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00:09:20.460 --> 00:09:25.160

um, we think we have ideas, but sometimes ideas have us. Um,

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00:09:25.700 --> 00:09:29.440

and I strongly believe Marmalade as a concept, uh,

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00:09:29.440 --> 00:09:31.400

as an idea that's had me for a long time. You know,

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00:09:31.400 --> 00:09:35.520

cause I'm very fascinated and very interested in, um,

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00:09:36.360 --> 00:09:40.160

cultural diversity. I'm very in interested in identity,

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00:09:40.900 --> 00:09:45.400

and I'm also very interested in, you know, uh, um, self-expression because, um,

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00:09:46.060 --> 00:09:48.350

I believe we are in videos and we are,

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00:09:48.360 --> 00:09:52.710

we should be allowed to express who we are in wherever we are at manifests.

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00:09:53.500 --> 00:09:57.690

So that's, that's a long way to say initially, um, I had that,

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00:09:57.690 --> 00:10:00.850

I felt something, um, I didn't know what it was.

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00:10:00.850 --> 00:10:05.290

I didn't know how it was meant brought to life. And then a short while later,

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00:10:05.660 --> 00:10:08.510

um, the, the, the,

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00:10:08.510 --> 00:10:12.630

the sort of foundation for Marmalade came off the back of, um, this narrative,

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00:10:12.630 --> 00:10:13.590

which is one,

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00:10:13.940 --> 00:10:18.440

a very strong belief on what do I believe in terms of

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00:10:18.710 --> 00:10:22.480

what do I believe of the world? And it came from this line.

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00:10:22.690 --> 00:10:26.180

We believe Africa's stories and its culture,

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00:10:26.200 --> 00:10:30.420

its most valuable assets. Um, some people would say, no,

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00:10:30.420 --> 00:10:33.020

it's natural resources. Some people say it's, you know,

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00:10:33.020 --> 00:10:38.010

a whole bunch of different things. But in my opinion, um, these stories and,

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00:10:38.010 --> 00:10:40.050

and African culture, you know,

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00:10:40.140 --> 00:10:44.130

is what we've been able to successfully export to the rest of the world.

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00:10:44.130 --> 00:10:47.360

And also, um, it's also one,

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00:10:47.360 --> 00:10:52.320

one aspect of af you know, of Africa, Africans that, um,

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00:10:52.910 --> 00:10:56.280

benefits everyone from the top to the bottom. You know,

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00:10:56.560 --> 00:11:00.560

everyone can access music, everyone can access films, everyone can access,

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00:11:00.780 --> 00:11:02.280

you know, different things. So,

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00:11:04.460 --> 00:11:09.010

so Marmalade initially started out where, from this really strong belief,

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00:11:09.300 --> 00:11:13.320

uh, and then, um, I then moved into a next phase, uh, um,

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00:11:14.090 --> 00:11:18.170

where, you know, what's, what's opposing this belief, you know,

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00:11:18.540 --> 00:11:21.450

in the actual wider world. And I realized, you know,

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00:11:21.450 --> 00:11:26.220

it's just this incomplete perception of African

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00:11:26.220 --> 00:11:28.180

and African culture in the mainstream.

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00:11:28.440 --> 00:11:33.090

And it's not because there aren't people trying or there aren't,

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00:11:33.090 --> 00:11:37.130

there aren't enough, uh, uh, um, you know, there aren't enough websites or,

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00:11:37.130 --> 00:11:39.930

you know, or blogs trying or, or,

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00:11:39.930 --> 00:11:42.770

or difference of mediums trying. Um,

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00:11:43.290 --> 00:11:47.230

but it's because a lot of the content that's been created, um,

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00:11:47.230 --> 00:11:52.060

first of all aren't as premium as I feel they need to be. And then secondly,

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00:11:52.310 --> 00:11:53.143

um,

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00:11:53.860 --> 00:11:58.080

They aren't brought to life in a way that really resonates with, um,

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00:11:58.390 --> 00:12:00.680

people that are non-black,

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00:12:00.980 --> 00:12:04.560

non or non-African. Um,

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00:12:05.010 --> 00:12:08.880

so long and shortest Marmalade is a digital media company. Uh,

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00:12:08.880 --> 00:12:13.680

and we are bringing Africa's culture and stories to life in a way that

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00:12:13.920 --> 00:12:18.280

resonates not just with Africans, but with, with a global mainstream audience.

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00:12:18.450 --> 00:12:19.283

Um,

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00:12:19.540 --> 00:12:24.040

and we call that that sort of intersection of African audiences and mainstream

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00:12:24.040 --> 00:12:27.280

audiences. Um, we're calling that the new mainstream. Um,

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00:12:27.330 --> 00:12:31.920

so we're a mission to basically build out this new mainstream, um, and,

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00:12:32.860 --> 00:12:36.880

and really, um, spread the influence or the,

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00:12:36.880 --> 00:12:41.800

the understanding of Ashman culture, uh, to that global mainstream.

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00:12:43.120 --> 00:12:47.760

[Nolan] Excellent. Now, um, I want to make sure we return to the economic side,</v>

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00:12:47.760 --> 00:12:51.840

and that's gonna tie into Jordan Peterson. But what I found very interesting,

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00:12:51.840 --> 00:12:56.760

what you just said is, um, how do we bring some of these African stories?

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00:12:57.100 --> 00:13:01.800

And of course, stories and brands can be synonymous in some cases,

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00:13:01.910 --> 00:13:05.950

especially when the, with the type of work that you do. Um,

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00:13:06.560 --> 00:13:07.510

so how,

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00:13:08.380 --> 00:13:13.230

what are some things that you do to reach the, the white audience,

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00:13:13.230 --> 00:13:14.830

right? Like, people like me?

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00:13:14.830 --> 00:13:18.310

What are some ways that you're doing so to make sure these stories connect to a

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00:13:18.310 --> 00:13:21.510

broader audience and don't just stay within Africa?

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00:13:22.060 --> 00:13:25.320

[Tola Alade] For sure. Um, first of all, um,

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00:13:25.350 --> 00:13:28.680

it's the ability to understand, um,

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00:13:29.170 --> 00:13:34.080

to understand data. So, um, I, lot of what we do is very data driven.

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00:13:34.970 --> 00:13:39.970

Um, but initially we were trying to do things the, the sort of, um,

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00:13:40.230 --> 00:13:41.970

the expected way, which is, you know,

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00:13:41.970 --> 00:13:45.730

you have an idea and then you just go on social media and start creating,

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00:13:45.730 --> 00:13:50.050

you know, original video content or even original podcast, you know,

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00:13:50.770 --> 00:13:54.090

distributing. But we very quickly realized, um,

224

00:13:54.300 --> 00:13:59.130

there's already really amazing content out there and we just don't wanna add

225

00:13:59.130 --> 00:14:01.010

to, to, you know, you know,

226

00:14:01.010 --> 00:14:04.250

we don't wanna end up duplicating what's already exists,

227

00:14:04.710 --> 00:14:08.930

but there's a lack of curation. There's a lack of finding, um,

228

00:14:09.500 --> 00:14:14.250

finding the best content. Um, you know, you as a, you know, as a,

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00:14:14.250 --> 00:14:15.090

as a, you know,

230

00:14:15.090 --> 00:14:19.530

as a subscriber or you as a so not interested in African culture,

231

00:14:19.830 --> 00:14:24.650

you wouldn't know where to look. So we then initially, we then decided,

232

00:14:24.900 --> 00:14:27.530

um, rather than create an original content, uh,

233

00:14:27.530 --> 00:14:30.650

we want to start by curating content. So at the moment,

234

00:14:31.660 --> 00:14:34.810

we have a newsletter, uh, that we publish every week.

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00:14:35.110 --> 00:14:40.010

And in that newsletter, we basically, um, create like a,

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00:14:40.010 --> 00:14:45.010

like a summary of five or six of the best stories in that week, um,

237

00:14:45.010 --> 00:14:49.570

or in, sorry, in the previous week, um, around African stories,

238

00:14:49.980 --> 00:14:54.760

uh, about news of, of, um, Africans or, or sort of African culture.

239

00:14:55.130 --> 00:14:55.820

Um.

240

00:14:55.820 --> 00:15:00.000

[Nolan] And this includes entrepreneurs, musicians, um,</v>

241

00:15:00.390 --> 00:15:04.160

I've, I've seen that you do a lot with fashion and style as well, right?

242

00:15:04.160 --> 00:15:09.000

[Tola Alade] Yeah. So we focus on, we focus on music, we focus on fashion, we focus on food,</v>

243

00:15:09.820 --> 00:15:12.440

and we also focus on travel as well.

244

00:15:12.900 --> 00:15:16.680

And we focus on these things because they are very experiential,

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00:15:16.680 --> 00:15:20.160

and also they are a very quick way into, you know,

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00:15:21.600 --> 00:15:22.530

trying out,

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00:15:22.530 --> 00:15:26.930

trying not trying out food from a different culture doesn't require you to first

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00:15:26.930 --> 00:15:31.370

of all speak the language or understand the language. You just have,

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00:15:31.370 --> 00:15:35.690

you just have to be, you know, interested. Uh, same with music as well,

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00:15:35.690 --> 00:15:39.490

you know, they are, um, lately I've been, I've been listening to Anova,

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00:15:39.610 --> 00:15:43.410

Dutch rap. Um, I don't understand, you know,

252

00:15:43.410 --> 00:15:46.250

a single word or what's been spoken, but I've.

253

00:15:46.250 --> 00:15:50.370

[Nolan] If you need a translator, I'll translate it for you. I, speak Dutch, so

254

00:15:50.370 --> 00:15:50.870

[Tola Alade] OH, Yes.

255

00:15:50.870 --> 00:15:53.490

Yes. So, I, I, I've been listening and I came,</v>

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00:15:53.960 --> 00:15:57.730

I came across this through someone on Instagram who's been listening a lot

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00:15:57.730 --> 00:16:02.690

lately as well. And so for me, it's, it's focusing on these things that are,

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00:16:02.840 --> 00:16:07.290

that are very, that are easier to, that, that are, that's,

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00:16:08.270 --> 00:16:12.960

that creates kind of like an inroad, you know, into, into African culture. And,

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00:16:12.980 --> 00:16:17.000

you know, leave out the very complicated subjects such as, you know,

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00:16:17.240 --> 00:16:21.960

religion such as, you know, politics such as, you know, conversations around,

262

00:16:21.960 --> 00:16:26.160

you know, sex and gender, and, you know, those, those conversations, um,

263

00:16:27.090 --> 00:16:29.670

yes, they, yes, they are very useful. But, um,

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00:16:29.840 --> 00:16:34.550

at Marmalade we want to focus on the positive end of Marmalade and

265

00:16:34.550 --> 00:16:38.910

basically avoid things that, that, that, um, that's

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00:16:40.630 --> 00:16:42.240

that sort of, um,

267

00:16:43.350 --> 00:16:45.640

that keep people apart or that divide people.

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00:16:45.690 --> 00:16:49.080

We actually wanna bring people together, irrespective of wherever you're from.

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00:16:49.090 --> 00:16:53.040

So unity is, is something that that's, that's very, uh, important to me,

270

00:16:53.040 --> 00:16:56.440  
especially in a world that's very divisive.

271  
00:16:56.570 --> 00:17:00.040  
[Nolan] Divided. Yeah. Uh, well, that, that's interesting because some,</v>

272  
00:17:00.040 --> 00:17:04.480  
sometimes that's a very difficult thing to achieve, right? Because, um,

273  
00:17:04.480 --> 00:17:08.440  
some people might end up being political without knowing it,

274  
00:17:08.440 --> 00:17:11.440  
with their branding, be because they want to unify, right? Like,

275  
00:17:11.440 --> 00:17:14.280  
if you look at a lot of the movies nowadays, um,

276  
00:17:14.280 --> 00:17:18.520  
they always make sure that there's a more diverse, um, cast,

277  
00:17:19.050 --> 00:17:22.160  
um, cast, sorry. Um, right.

278  
00:17:22.160 --> 00:17:25.800  
They make sure that there's this many gay people, this many transgender people,

279  
00:17:25.800 --> 00:17:30.800  
this many people for, uh, Asian people. Right? Um, now by doing that,

280  
00:17:30.910 --> 00:17:33.920  
even if you just do it for, let's say a commercial, right?

281  
00:17:33.920 --> 00:17:38.080  
And you're not making a political statement, you kind of are making

282  
00:17:38.110 --> 00:17:42.550  
A certain socio-political statement. Yeah. Right? And, um,

283  
00:17:42.550 --> 00:17:45.590  
from a lot of content that I've seen on marmalade,

284  
00:17:45.590 --> 00:17:48.550  
I don't think you do make these political statements just as you said, right?

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00:17:48.550 --> 00:17:52.840

You just focus on this enjoyment of bringing people together.

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00:17:53.780 --> 00:17:58.370

Um, and I, I think that's excellent. But one question I do have, like,

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00:17:59.190 --> 00:18:04.060

uh, for me, I've, I've only been to Morocco. I don't, I haven't been to, uh,

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00:18:04.060 --> 00:18:06.060

many, many countries in Africa. And I,

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00:18:06.060 --> 00:18:09.600

I really want to go and I have,

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00:18:09.620 --> 00:18:11.240

I'm well-read enough,

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00:18:11.240 --> 00:18:16.080

and I know enough people that I do have a very positive image about Africa

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00:18:16.080 --> 00:18:17.360

as well. Um,

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00:18:17.360 --> 00:18:21.360

but one thing that always throws me a little bit is looking at the stats around

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00:18:21.360 --> 00:18:25.600

politicians and the amount of, um, well,

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00:18:25.600 --> 00:18:27.840

antigay rhetoric that there is, right?

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00:18:27.840 --> 00:18:32.840

Anti L G B T had a rhetoric. Um, is,

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00:18:32.840 --> 00:18:36.720

is there anything that marmalade is trying to do to show that? Well,

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00:18:36.720 --> 00:18:41.200

I don't know what, what the truth is is, is it as bad as,

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00:18:41.370 --> 00:18:44.640

as they say, like, in, when I look at the statistics, right? Like,

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00:18:44.860 --> 00:18:46.840  
and of course the statistics, you have to be careful,

301  
00:18:46.840 --> 00:18:51.560  
but you look at the amount of people in Nigeria that believe that being

302  
00:18:51.560 --> 00:18:55.320  
gay should be a crime, right? And it's, it's quite high. I have to double check,

303  
00:18:55.320 --> 00:18:57.000  
but I think it was over 50%.

304  
00:18:57.620 --> 00:19:00.440  
And you see that this is written in the laws.

305  
00:19:01.250 --> 00:19:06.000  
Do you think that branding can change this perception if branding should

306  
00:19:06.000 --> 00:19:10.720  
change this perception? Um, is it true? Is it not true?

307  
00:19:11.110 --> 00:19:11.910  
Yeah.

308  
00:19:11.910 --> 00:19:15.560  
[Tola Alade] Sure. Um, first of all, uh, that is a very,</v>

309  
00:19:15.560 --> 00:19:19.920  
very complex topic to, of course, the, the, the question is quite simple,

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00:19:20.140 --> 00:19:23.880  
but the what is attached to that, you know, uh,

311  
00:19:24.130 --> 00:19:27.920  
it goes way back and it goes, you know, it goes into different strands of,

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00:19:27.930 --> 00:19:31.960  
of things we could explore. And of course, you know, I,

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00:19:31.960 --> 00:19:36.640  
if we are at three hours to, you know, chat, uh, I'll go deeper, you know, into,

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00:19:36.640 --> 00:19:40.840  
into what my sort personal views are, uh, you know, about, uh, um,

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00:19:41.200 --> 00:19:45.560  
about those subjects. But as I said in the beginning, um,

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00:19:45.720 --> 00:19:49.000  
we're, I'm deeply, deeply fascinated, you know,

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00:19:49.000 --> 00:19:53.080  
by self-expression and just disbelief that, you know,

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00:19:53.450 --> 00:19:57.800  
we are individuals and we are allowed to be who we are. Um,

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00:19:58.220 --> 00:20:02.640  
and I think that's, that's something, you know, uh, uh, um, we definitely,

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00:20:02.640 --> 00:20:07.000  
you know, uh, you know, push in terms of how we, in terms of how we are,

321  
00:20:07.420 --> 00:20:11.960  
how we're, how we're portraying ourselves, um, we are,

322  
00:20:12.090 --> 00:20:13.960  
we are definitely a, a, um,

323  
00:20:15.280 --> 00:20:18.600  
I would say it's definitely an area that we don't,

324  
00:20:22.650 --> 00:20:27.340  
it's a very, it's a very, very, very huge, so, uh,

325  
00:20:27.350 --> 00:20:31.020  
uh, la uh, um, sort of, um, um,

326  
00:20:31.490 --> 00:20:35.580  
landmine in terms of just, just, you know, different views and the different,

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00:20:35.580 --> 00:20:40.300  
you know, opinions. So, um, I would say those, those sorts of topics, uh,

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00:20:40.300 --> 00:20:44.460  
we definitely don't focus on those. Not, not because we're, we're, we're,

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00:20:44.460 --> 00:20:48.810  
we are, um, I guess concerned about doing so. It's just,

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00:20:48.840 --> 00:20:53.490

it's just very, very complex to, to gain to basically. But, um,

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00:20:53.910 --> 00:20:58.450

I'm aware of those stats again, as you said. Um, I don't know what those,

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00:20:58.720 --> 00:21:02.890

I don't know the, the basis of what those stats are, but ultimately, uh,

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00:21:03.130 --> 00:21:06.530

everyone is allowed to be who they want to be and, and, and,

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00:21:06.530 --> 00:21:10.410

and express themselves, um, how they want to express themselves as well.

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00:21:10.800 --> 00:21:13.580

[Nolan] Yeah. Yeah. Um, alright,</v>

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00:21:13.580 --> 00:21:18.220

well then to bring it back to the Jordan Peterson [laughter] and,

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00:21:18.350 --> 00:21:21.170

uh, with the economy. Um,

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00:21:21.900 --> 00:21:26.890

so when I was preparing for this, I was reading a little bit about,

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00:21:27.380 --> 00:21:28.070

um,

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00:21:28.070 --> 00:21:32.330

why certain countries in Africa might be doing better than others economically.

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00:21:33.250 --> 00:21:37.750

And, uh, just looking at the history, why, of course, in many African countries,

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00:21:37.750 --> 00:21:42.230

there is, uh, quite a bit of a lower GDP right, than, um, than in some other,

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00:21:42.560 --> 00:21:46.880

or that in some western countries. And of course,

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00:21:46.880 --> 00:21:51.760

there's always the, the argument that, um, like I think it's the economist,

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00:21:51.850 --> 00:21:53.120  
uh, Nathan Nunn, right?

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00:21:53.120 --> 00:21:57.400  
He says that one of the key factors underlying Africa's uneven economic

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00:21:57.400 --> 00:22:01.600  
development, um, is from the unexpected lin, uh,

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00:22:01.600 --> 00:22:04.840  
lingering after effects of the slave trade, right?

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00:22:05.100 --> 00:22:09.680  
And I was watching this video with Jordan Peterson and, um,

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00:22:10.410 --> 00:22:13.840  
uh, Magatte Wade. Do you know who Magatte Wade is?

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00:22:14.250 --> 00:22:15.083  
[Tola Alade] No.</v>

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00:22:15.300 --> 00:22:18.590  
[Nolan] Okay. So she's, she's a, um, an African woman, um,</v>

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00:22:18.620 --> 00:22:22.370  
I forget which country she's from, but she,

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00:22:22.370 --> 00:22:25.290  
she's an entrepreneur and she,

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00:22:25.310 --> 00:22:27.450  
she has this conversation with Jordan Peterson,

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00:22:28.150 --> 00:22:31.850  
and she thinks that there's way too much, um,

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00:22:31.850 --> 00:22:36.170  
focus on this idea that the slave trade is the reason that, um,

358

00:22:36.170 --> 00:22:37.530  
Africa still doesn't have,

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00:22:37.580 --> 00:22:41.690  
or some African countries don't have this economic development. And she says,

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00:22:41.690 --> 00:22:42.970

no, that's bullshit.

361

00:22:42.970 --> 00:22:47.330

It's corrupt politicians and there needs to be more better economic regulation.

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00:22:47.830 --> 00:22:49.730

And she believes that it's,

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00:22:49.730 --> 00:22:54.650

it's what's going to help Africa is a real focus on free trade,

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00:22:55.300 --> 00:22:59.980

right? And she brings up some of the examples of countries that are doing well.

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00:23:00.440 --> 00:23:03.260

And it has nothing to do with, um,

366

00:23:03.260 --> 00:23:06.260

history of colonization or anything like that.

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00:23:06.260 --> 00:23:10.780

It really has to do with what they're doing now, who they're voting for now,

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00:23:10.780 --> 00:23:15.060

what kind of businesses are coming into play. Um,

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00:23:15.280 --> 00:23:19.900

but on the other side, when I read like Nunn's arguments about, uh,

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00:23:19.900 --> 00:23:24.820

how much slavery and how much the colonization has affected, uh,

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00:23:24.820 --> 00:23:28.100

Africa to this day, I think there are definitely both sides.

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00:23:28.100 --> 00:23:31.620

But I was just wondering what your opinion is about this, because of course,

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00:23:31.620 --> 00:23:36.220

you are an entrepreneur and, uh, obviously very interested in, in, um,

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00:23:36.490 --> 00:23:37.340

building the economy

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00:23:37.640 --> 00:23:42.500

[Tola Alade] So for sure. Um, again, uh, thank you for a great question.</v>

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00:23:42.630 --> 00:23:46.120

Um, so I'll start with, um, again,

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00:23:46.270 --> 00:23:50.120

what are my personal beliefs on the world? Uh, first of all, my, i,

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00:23:50.230 --> 00:23:54.600

I believe hugely in, in individual responsibility, which is, um,

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00:23:54.620 --> 00:23:58.360

you have to figure out what you can do to solve, um,

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00:23:58.970 --> 00:24:02.080

to solve waivers of issues that you see in the world. Um,

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00:24:02.490 --> 00:24:05.760

if there are attends that call out, that, that,

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00:24:06.480 --> 00:24:10.690

that seek secure attention constantly, um, then there's something in there.

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00:24:10.690 --> 00:24:13.490

There's something in there to be explored. Um,

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00:24:13.580 --> 00:24:17.450

so that's always my guiding principle in terms of everything that I go into

385

00:24:19.480 --> 00:24:21.940

colonization, I think in general, um,

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00:24:22.310 --> 00:24:27.060

of course it's quite an emotive topic. Um, you know, that, that, um,

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00:24:27.060 --> 00:24:29.300

many people have, you know, given their, their,

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00:24:29.300 --> 00:24:33.700

their sort of views on what they think happened, what they know happened,

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00:24:33.840 --> 00:24:36.620

how they think that that sort of impacted where we are today.

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00:24:36.760 --> 00:24:40.650  
And you can't discount, um, the,

391  
00:24:40.650 --> 00:24:42.650  
the sort of impact of, of,

392  
00:24:43.410 --> 00:24:48.390  
of what's the 400 years of

393  
00:24:48.390 --> 00:24:53.150  
slavery, uh, what that basically, you know, uh, uh, um, what that sort or,

394  
00:24:53.150 --> 00:24:54.950  
or what that sort , um,

395  
00:24:56.600 --> 00:25:00.740  
how that has potentially, you know, affected where Africa is, uh, um,

396  
00:25:00.740 --> 00:25:04.370  
as a continent. But again, I believe, um,

397  
00:25:04.370 --> 00:25:07.570  
that's something that did happen. And also, um, it's

398  
00:25:09.410 --> 00:25:13.150  
colonization, you know, happened to not just Africans. Um,

399  
00:25:13.990 --> 00:25:17.110  
everyone at different stages have sort of been through, uh, um, that.

400  
00:25:17.180 --> 00:25:21.190  
[Nolan] That's exactly what she says in the interview as well. She says, newsflash,</v>

401  
00:25:21.300 --> 00:25:25.310  
it's, it, it's part of human history, right? Europeans,

402  
00:25:25.310 --> 00:25:27.630  
were enslaving other Europeans, and, uh.

403  
00:25:27.940 --> 00:25:31.750  
[Tola Alade] Yeah, we, we, we just to be the most recent ones, um,</v>

404  
00:25:31.850 --> 00:25:36.390  
you can go as far back as the, you know, as the Mongols, you know, and, and,

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00:25:36.390 --> 00:25:38.710

and, and, and just, just, um,

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00:25:40.410 --> 00:25:43.090

every continent or every sort of, uh,

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00:25:43.090 --> 00:25:46.770

superpower in the world or or or country continent, you know,

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00:25:46.770 --> 00:25:49.570

have sort of been through different phases of this.

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00:25:49.800 --> 00:25:53.810

I think where we are right now, we need to recognize the abilities and the, the,

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00:25:53.810 --> 00:25:57.850

the access that we do have, and literally just start solving our, you know,

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00:25:57.850 --> 00:26:01.810

our own problems. Um, I've chosen to focus more on the media side of things,

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00:26:01.810 --> 00:26:06.340

which is to, to to, to focus on how do you shape,

413

00:26:06.520 --> 00:26:11.140

how do you change perception and how do you shape perception in a more positive

414

00:26:11.140 --> 00:26:13.140

way? And, you know,

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00:26:13.270 --> 00:26:16.940

we are basically starting here and who knows what this would be in five years,

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00:26:16.940 --> 00:26:21.940

or who knows what this would be in 10, you know, 20 years. Um, so for me, uh,

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00:26:21.940 --> 00:26:26.620

what happened, happened, that's the way I personally look at things. Um, my mom,

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00:26:26.910 --> 00:26:31.820

uh, is a, you know, very entrepreneurial Nigerian woman. Uh,

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00:26:31.820 --> 00:26:36.780

a lot of my, my sort of passion for building businesses actually, you know, uh,

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00:26:36.780 --> 00:26:39.540  
uh, comes from her. And she's never, for once,

421  
00:26:39.540 --> 00:26:44.280  
we've never had a conversation about slavery. We've, because first of all,

422  
00:26:45.490 --> 00:26:46.830  
yes, she's aware of it,

423  
00:26:47.330 --> 00:26:52.150  
but I don't think she lived her life under the shadow of, you know, slavery and,

424  
00:26:52.150 --> 00:26:54.630  
and, and, you know, always having to make, you know,

425  
00:26:54.630 --> 00:26:57.230  
connections about everything that happens to you presently,

426  
00:26:57.580 --> 00:27:02.310  
back to those things. So for me, um, I've always felt, you know,

427  
00:27:02.770 --> 00:27:03.603  
the,

428  
00:27:04.010 --> 00:27:08.790  
the emotional attachment to slavery has always been something, uh, uh, uh,

429  
00:27:08.790 --> 00:27:13.420  
really pushed and promoted probably more by African Americans,

430  
00:27:13.590 --> 00:27:17.340  
uh, because, um, they, they, you know, there's, there's this,

431  
00:27:17.870 --> 00:27:22.690  
there's this, um, and this is,

432  
00:27:22.690 --> 00:27:24.450  
this is my own way of quoting this.

433  
00:27:24.450 --> 00:27:27.830  
There's this strong lack of,

434  
00:27:29.370 --> 00:27:33.420  
lack of, you know, a rooted identity, I would say, so to speak,

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00:27:33.420 --> 00:27:37.380

in terms of who are you, you know? And, and, and, and, you know, you know,

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00:27:37.600 --> 00:27:42.190

and if your sense of identity is not grounded

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00:27:42.630 --> 00:27:44.790

properly, then you know, it, it,

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00:27:44.790 --> 00:27:48.630

it leads to some of the conversations that we have, you know,

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00:27:48.630 --> 00:27:53.570

over social media. So for me personally, um, I understand the past,

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00:27:53.570 --> 00:27:55.690

I understand the present and, you know,

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00:27:55.790 --> 00:28:00.770

I'm more excited about the future and how the things we

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00:28:00.770 --> 00:28:02.930

have access to and the tools we have access to,

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00:28:02.930 --> 00:28:06.810

and the understanding we have of the, of the wider world, um,

444

00:28:06.810 --> 00:28:09.570

where this is gonna lead us to. Cuz um,

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00:28:09.570 --> 00:28:13.850

that's what you should be more concerned about, um, as opposed to what has been,

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00:28:13.850 --> 00:28:16.770

cuz what has been has been, you can't change that. Um,

447

00:28:16.770 --> 00:28:18.770

but where you are gonna be, um,

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00:28:18.860 --> 00:28:23.850

is where is what we need to invest time and resources into shaping right now.

449

00:28:24.160 --> 00:28:28.050

[Nolan] Definitely. Like, of course, you to understand where you're going,</v>

450

00:28:28.210 --> 00:28:31.050

you do have to understand where you have been.

451

00:28:31.050 --> 00:28:36.010

But I think sometimes this conversation just focuses too much on

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00:28:36.010 --> 00:28:39.620

where we have been and it just creates, um,

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00:28:40.290 --> 00:28:44.860

a greater divide sometimes, right. Rather than focusing on the future,

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00:28:44.860 --> 00:28:49.300

rather than focusing on our similarities rather than focusing like what you're

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00:28:49.300 --> 00:28:50.080

doing with your project,

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00:28:50.080 --> 00:28:53.580

the ways that we can work together in the ways that we can help each other

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00:28:53.580 --> 00:28:56.860

rather than focusing on all the horrible things we did in the history,

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00:28:56.860 --> 00:29:01.660

which of course, of course is crucial to know. But it shouldn't be the,

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00:29:01.660 --> 00:29:04.020

the center of the conversation. Yeah. In, in my view.

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00:29:04.440 --> 00:29:08.260

[Tola Alade] And just to mention as well, Nolan, that that's what really drew me to,</v>

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00:29:08.260 --> 00:29:10.700

you know, uh, really wanting to, you know,

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00:29:10.700 --> 00:29:13.340

have this conversation with you as well, which is, um,

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00:29:13.370 --> 00:29:17.220

just even the name of your, your platform Without Borders.

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00:29:17.250 --> 00:29:20.340

I believe that's where we are going in the world. Uh,

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00:29:20.560 --> 00:29:23.420

the world is becoming more borderless, uh, and, you know,

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00:29:23.420 --> 00:29:27.900

people are going to converge over more over, you know,

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00:29:27.900 --> 00:29:32.700

mutual interests and more over experiences as opposed to, you know,

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00:29:32.890 --> 00:29:36.860

this is where I'm from or, you know, or, or, or, you know, skin color or,

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00:29:36.860 --> 00:29:41.800

you know, race. I think people are going to move and merge in ways that, uh,

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00:29:42.080 --> 00:29:46.480

probably we haven't seen, uh, over the last maybe, you know, uh, uh, um,

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00:29:46.710 --> 00:29:50.560

a hundred years. And that's what's happening right now. So this,

472

00:29:51.830 --> 00:29:56.800

This divisive conversations that happen in the, in the general world, you know,

473

00:29:56.810 --> 00:30:00.360

uh, again, I understand them, I understand them, um,

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00:30:00.520 --> 00:30:04.120

but you can choose what you do, uh, um, moving forward.

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00:30:04.180 --> 00:30:08.960

And we want a world where, you know, people are, are truly unified. And,

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00:30:09.260 --> 00:30:13.170

you know, there's a phrase that I use all the time, which is unity,

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00:30:13.170 --> 00:30:17.770

not uniformity. Um, we don't want to be, you know, boxed into different camps,

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00:30:17.770 --> 00:30:22.250

which is, you know, black people and you know, Dutch people. And it's like, no,

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00:30:22.250 --> 00:30:26.450

we're, we're just humans. Of course, we're humans with, you know,

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00:30:26.450 --> 00:30:30.930

experiences and, and strong ties to our heritage and strong ties to our culture.

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00:30:31.350 --> 00:30:36.170

And the beauty is seeing those cultures, you know, basically,

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00:30:36.170 --> 00:30:39.850

you know, uh, uh, uh, um, um, spread beyond the actual,

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00:30:41.040 --> 00:30:45.730

beyond the geographical borders of, you know, of these,

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00:30:45.740 --> 00:30:46.573

of these places.

485

00:30:46.620 --> 00:30:50.690

So that's what really gets me excited about what you're doing and these stories

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00:30:50.690 --> 00:30:51.250

that you're telling.

487

00:30:51.250 --> 00:30:53.170

[Nolan] As well, thank you, thank you. And that,</v>

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00:30:53.170 --> 00:30:57.850

that's is it is my goal with withoutborders, right? Um, and I, I,

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00:30:57.960 --> 00:31:01.530

what did you say? Sorry. Uh, instead of focusing on uniformity,

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00:31:01.530 --> 00:31:02.930

we should be focusing on unity.

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00:31:03.100 --> 00:31:04.770

[Tola Alade] So unity not uniformity.</v>

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00:31:04.770 --> 00:31:07.970

[Nolan] Yeah. Uniformity. And instead of putting people in boxes. And Yeah.</v>

493

00:31:08.200 --> 00:31:11.890

That kind of makes me think, like when I went to university, um, well,

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00:31:11.890 --> 00:31:14.330

I studied, uh, English and psychology,

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00:31:14.420 --> 00:31:17.330

so I had a lot of classes in the,

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00:31:17.660 --> 00:31:22.330

in the arts [laughter] and, uh, they started talking a lot about critical theory,

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00:31:22.920 --> 00:31:27.280

right? And, uh, checking your privilege and everything like that. And, um,

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00:31:27.340 --> 00:31:31.560

I'm very well aware of my privilege and I understand that I've had it easier

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00:31:31.560 --> 00:31:32.393

than many people.

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00:31:32.740 --> 00:31:37.440

But what I found interesting about a lot of this critical theory is their goal

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00:31:37.440 --> 00:31:42.160

as well is, is to unify, right? And to, to bring people together and,

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00:31:42.160 --> 00:31:43.680

and create more equality.

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00:31:44.360 --> 00:31:49.220

But then you have this intersectionality and they look at all these little

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00:31:49.260 --> 00:31:52.700

boxes, right? You have to, okay, if if you're this skin color,

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00:31:52.700 --> 00:31:55.820

then your privilege is here. If your parents had this much money,

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00:31:55.930 --> 00:31:59.860

your privilege is here. If your, what your gender is,

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00:31:59.860 --> 00:32:01.420

what your sexual orientation is,

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00:32:01.420 --> 00:32:04.900

and they just keep breaking down people into boxes. Yeah.

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00:32:04.960 --> 00:32:09.620

And to me that that's not a way to make the world more equal

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00:32:09.720 --> 00:32:14.380

and unified at all. Um, yeah. And I'm a pretty left leaning guy, right.

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00:32:14.380 --> 00:32:17.380

I don't know where politics are. It doesn't really matter for me. Like I,

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00:32:17.380 --> 00:32:19.820

I know Jordan Peterson's a pretty right leaning guy.

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00:32:19.820 --> 00:32:23.540

There are things I don't agree with him with. There are things I, I find, um,

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00:32:23.820 --> 00:32:28.740

very interesting. Yeah. What he says, right? Um, but the main thing,

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00:32:28.740 --> 00:32:31.660

whether left right, which is a false dichotomy anyways,

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00:32:31.910 --> 00:32:36.490

is I don't think we should be focusing so much on these little boxes. I mean,

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00:32:36.490 --> 00:32:38.850

they're good to be aware of, but isn't, again, it.

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00:32:38.850 --> 00:32:42.120

should, should not be the center of the conversation. </v>

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00:32:42.120 --> 00:32:45.120

[Tola Alade] Yeah. And for me, you know, it's, it's, um, it, it's, uh,

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00:32:46.160 --> 00:32:50.100

you have to, you have to think critically as a human being, you know,

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00:32:50.250 --> 00:32:55.120

just these boxes that have been set aside to say, Hey, you know, are you left?

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00:32:55.120 --> 00:32:57.080

Are you right? You know, they, they, they are,

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00:32:57.080 --> 00:33:02.000

they are designed to produce a certain outcome. And so for me,

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00:33:02.470 --> 00:33:06.620

I approach everything with critical thinking, which is, yes,

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00:33:07.090 --> 00:33:11.500

I can engage with a subject I don't agree with. I still hold my,

526

00:33:11.570 --> 00:33:16.100

I still hold my, my, my, my views, or if I see errors in my way of thinking,

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00:33:16.100 --> 00:33:20.940

you know, adapt that or, or, or, or sort sort of fix that. So for me,

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00:33:20.990 --> 00:33:25.620

uh, yes, I listen to Jordan Pied, uh, um, there are things that, you know,

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00:33:25.710 --> 00:33:28.100

he definitely says that I definitely don't agree with,

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00:33:28.110 --> 00:33:30.420

or I would approach in a slightly different way,

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00:33:31.080 --> 00:33:35.300

but I listen to him in a very critical, in a very,

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00:33:35.980 --> 00:33:40.400

you know, with, with with, with my, with my mind switched on and, and, and,

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00:33:40.620 --> 00:33:43.560

and not just him, a whole bunch of different people. You know, I,

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00:33:43.560 --> 00:33:47.920

I enjoy interviews with, um, Joe Rogan cuz you know, I,

535

00:33:47.950 --> 00:33:51.640

I love long form subjects or, or long form, um,

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00:33:52.240 --> 00:33:55.560

platforms where you can basically speak on a particular subject for, you know,

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00:33:55.560 --> 00:33:58.320

two, three hours. Um, that's why some of the,

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00:33:58.320 --> 00:34:00.760

the things that you brought up previously, um,

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00:34:00.760 --> 00:34:03.840

there are things that definitely I can go into, but again,

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00:34:03.840 --> 00:34:05.800  
some things you just can't explain in 10 minutes.

541  
00:34:06.390 --> 00:34:10.400  
Some things you can't explain in 20 minutes, sometimes it needs three hours,

542  
00:34:10.400 --> 00:34:12.520  
sometimes it needs three weeks, you know,

543  
00:34:12.570 --> 00:34:17.330  
of one hour conversations every two days, you know? Um, so yeah.

544  
00:34:17.330 --> 00:34:20.210  
So I, um, yeah, I'm, I'm, I I just think this,

545  
00:34:20.340 --> 00:34:25.050  
there's enough information out there for us to, to be able to, you know,

546  
00:34:25.050 --> 00:34:29.830  
think critically and also make our minds up, um, on, you know,

547  
00:34:29.830 --> 00:34:33.950  
what we, what, what our point of view is on, on the world. Um,

548  
00:34:33.950 --> 00:34:38.590  
because people like your Elon Musks and your, your, um, you know,

549  
00:34:38.590 --> 00:34:39.910  
what they, what, what,

550  
00:34:39.910 --> 00:34:44.330  
what you see manifest through everything they do is their point of view.

551  
00:34:44.330 --> 00:34:48.570  
You have to have a point of view on life. And, um,

552  
00:34:49.060 --> 00:34:53.650  
my point of view on African culture is what I'm trying to manifest through

553  
00:34:53.890 --> 00:34:57.210  
Marmalade. Um, yeah.

554  
00:34:57.210 --> 00:35:00.410  
Hence why when you ask me initially, you know, what is Marmalade? You know,

555

00:35:00.480 --> 00:35:04.330

I always start from belief, I always start from belief, which is,

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00:35:04.330 --> 00:35:08.560

what do you believe about the world for the first year of running Marmalade

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00:35:08.560 --> 00:35:12.000

between 2019 and 20, end of 2020? Um,

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00:35:13.000 --> 00:35:16.610

I didn't even call it a digital media company because you don't know where it

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00:35:16.610 --> 00:35:18.530

is. When, when you, when you,

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00:35:18.720 --> 00:35:22.290

when you give birth to something off the back of a belief,

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00:35:22.290 --> 00:35:24.610

all you have is just that belief.

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00:35:24.790 --> 00:35:27.370

And you have a mission in terms of what you're trying to achieve,

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00:35:27.370 --> 00:35:30.090

but you don't know what that is. So, you know,

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00:35:30.090 --> 00:35:32.570

I would have conversations with people and you could see,

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00:35:32.570 --> 00:35:37.560

you can almost mentally see them present these boxes and trying to ram it

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00:35:37.560 --> 00:35:42.040

into one of those boxes. And they would ask me, Bob, I've heard all you've said,

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00:35:42.040 --> 00:35:46.040

but is it this? And I'll go, no, we're on a mission to do X, Y, Z.

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00:35:46.040 --> 00:35:48.120

And I just repeated that and repeated that.

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00:35:48.120 --> 00:35:51.040

And people that are interested will draw closer to that.

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00:35:51.420 --> 00:35:54.880

And people that are just trying to get to, you know, um,

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00:35:55.350 --> 00:35:59.700

whoever sort of boxes that, that have prepared for you, um, you,

572

00:35:59.700 --> 00:36:02.940

you can just see them get frustrated with, you know, just tell me,

573

00:36:02.950 --> 00:36:07.740

is it an agency? Is it, you know, is it a platform? Is it—decide—I don't know.

574

00:36:08.310 --> 00:36:13.010

Cuz it's a newborn baby with not a potential, and I don't know what that is.

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00:36:13.010 --> 00:36:13.330

And,

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00:36:13.330 --> 00:36:18.330

and I'm going to explore that through how it bumps against the real

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00:36:18.330 --> 00:36:21.650

world. And, and eventually we're gonna figure out what this thing is,

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00:36:21.650 --> 00:36:24.010

and we're in a really good place now with.

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00:36:24.010 --> 00:36:24.600

them.

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00:36:24.600 --> 00:36:28.650

[Nolan] I think that's not only an excellent way to think about brands and companies,

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00:36:28.670 --> 00:36:31.090

but also just people in the world in general, right?

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00:36:31.090 --> 00:36:34.010

Like rather than just thinking about putting things in everything into

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00:36:34.010 --> 00:36:37.370

categories. And I think that kind of stems from academia, right? If you,

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00:36:37.660 --> 00:36:40.810

if you're an academic, you kind of need to put things in,

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00:36:41.020 --> 00:36:45.610  
in categories to be able to, to study it, right? Yeah. Um, but that's also,

586  
00:36:45.610 --> 00:36:47.210  
again, the beauty with podcasts, right?

587  
00:36:47.220 --> 00:36:50.170  
We don't need to be putting everything in— on a paper.

588  
00:36:50.170 --> 00:36:54.610  
We can just have these free discussions and they can go different ways. And, um,

589  
00:36:54.610 --> 00:36:56.770  
the same with a brand or with a company.

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00:36:56.770 --> 00:37:00.210  
Especially if you have a clear objective and a clear message.

591  
00:37:00.590 --> 00:37:01.770  
[Tola Alade] Yes. Yeah. </v>

592  
00:37:02.680 --> 00:37:07.070  
[Nolan] Right? Um, that was always interesting for, like, for me with, uh, identity. I,</v>

593  
00:37:07.530 --> 00:37:12.230  
one reason I have without borders is because my identity is not tied to

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00:37:12.230 --> 00:37:14.950  
geography. I mean, I was born in Chile, moved to Belgium,

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00:37:15.020 --> 00:37:18.830  
then it went to Canada, now I'm in Spain.

596  
00:37:19.140 --> 00:37:21.390  
I've never felt like, okay,

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00:37:21.390 --> 00:37:22.223  
[Tola Alade] truly global citizen.</v>

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00:37:22.590 --> 00:37:26.630  
[Nolan] [laughter]. Yeah. Yeah. Third culture kid, global citizen for sure.</v>

599  
00:37:27.600 --> 00:37:31.110  
Um, and I understand when people say like,

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00:37:31.110 --> 00:37:34.630

I don't know really where I come from, and I definitely struggle with it still,

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00:37:34.720 --> 00:37:36.110

uh, again, better and better at it,

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00:37:36.110 --> 00:37:41.070

but it's a lifelong struggle that really having your identity attached

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00:37:41.070 --> 00:37:41.850

to geography.

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00:37:41.850 --> 00:37:46.720

But I think with projects like yours and just where the world is heading right

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00:37:46.720 --> 00:37:47.030

now,

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00:37:47.030 --> 00:37:51.840

people who don't have their identity attached to geography or location

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00:37:52.340 --> 00:37:56.960

are going to start to find a community that is just beyond borders.

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00:37:57.260 --> 00:37:58.440

[Tola Alade] Yes.

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00:37:58.900 --> 00:38:02.600

Yes. Yes. Um, and this is what excites me. You know, when I,

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00:38:03.600 --> 00:38:07.730

I've got manifest, um, I've got a manifesto. Um, I,

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00:38:07.730 --> 00:38:10.090

I think I shared that with you, but I'm not sure, uh, Bob,

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00:38:10.090 --> 00:38:11.450

I'll share that with you. Um.

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00:38:11.450 --> 00:38:12.450

[Nolan] I ha I have it here actually.

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00:38:12.690 --> 00:38:16.450

[Tola Alade] Um, and for me, you know, I just walk up one night and just thought,

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00:38:16.450 --> 00:38:21.090

you know, what, what do I see in the future? And a lot of what you've just said,

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00:38:21.260 --> 00:38:24.130

um, now are things that, you know, I,

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00:38:25.450 --> 00:38:30.260

I don't have any concrete data evidence of, you know, some of those things,

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00:38:30.260 --> 00:38:33.660

but it's just what I believe of where the world is going. And,

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00:38:33.660 --> 00:38:37.680

and you are absolutely spot on. Um, you know, we are going to see,

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00:38:40.050 --> 00:38:44.050

there are people I've come across and there are people living in Lagos,

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00:38:44.050 --> 00:38:46.450

in Nigeria and Tanzania in South Africa,

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00:38:46.590 --> 00:38:51.170

and that are by race. They're not from those places.

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00:38:51.750 --> 00:38:55.970

But it resonates so deeply with those cultures. And you can't,

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00:38:56.110 --> 00:38:57.610

you can't take that away from them.

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00:38:57.610 --> 00:39:00.730

You can't say because you are a certain skin color. You know, you, you,

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00:39:00.840 --> 00:39:04.810

you're not allowed to, you know, if, if that's what you resonate with,

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00:39:04.960 --> 00:39:08.330

then that's what you resonate with, you know? Yeah. Um.

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00:39:09.940 --> 00:39:10.773

[Nolan] Yeah.</v>

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00:39:10.860 --> 00:39:14.950

[Tola Alade] I've had conversations, you know, about, you know, culture appropriation,</v>

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00:39:14.950 --> 00:39:18.390

and I hate that word so much, you know, I, I understand what.

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00:39:18.390 --> 00:39:19.830

[Nolan] It means. Oh, that's interesting. So.</v>

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00:39:19.830 --> 00:39:23.030

[Tola Alade] Okay. I understand what it means, but, you know, sometimes I think there's a,</v>

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00:39:23.030 --> 00:39:27.910

there's a, it's, it's a sliding scale. Yes, there are things that can appropriated.

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00:39:28.250 --> 00:39:31.920

but there's also appreciation. We hardly,

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00:39:32.600 --> 00:39:35.390

there's very few conversations about appreciation.

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00:39:35.390 --> 00:39:39.790

And what I'm starting to do with Marmalade is highlights

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00:39:40.360 --> 00:39:45.070

aspects of African culture that's been embraced by people that are non-African

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00:39:45.070 --> 00:39:49.270

or non-black, because that's, that's, that's exciting to me.

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00:39:49.270 --> 00:39:53.790

That's exciting. Things that I'm, I've grown up with to see someone else,

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00:39:53.790 --> 00:39:55.310

you know, embrace that and, and,

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00:39:55.310 --> 00:40:00.190

and really want to genuinely know everything they can about it

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00:40:00.190 --> 00:40:01.390

is what really excites me.

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00:40:02.390 --> 00:40:03.920

[Nolan] Okay. So that, that's interesting me,</v>

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00:40:03.920 --> 00:40:07.160

and it kind of ties into something you mentioned earlier when it comes to

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00:40:07.410 --> 00:40:09.000

African Americans, right.

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00:40:09.000 --> 00:40:13.040

Where they might have different views on some of these things. Yeah. Um,

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00:40:13.150 --> 00:40:17.200

when it comes to like, white dudes with dreadlocks, [laughter] like appropriation,

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00:40:17.200 --> 00:40:21.600

like that, I've only heard, um, yeah.

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00:40:21.600 --> 00:40:25.920

North Americans complain about those types of things and saying like, oh no, if,

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00:40:25.920 --> 00:40:30.280

if a white dude has, uh, [laughter] dreadlocks it, it's racist. Yeah.

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00:40:30.280 --> 00:40:32.720

My opinion is not racist. It's just why.

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00:40:32.720 --> 00:40:36.080

[Tola Alade] Put, I mean, I'm wearing a Norway hat, you know, and this is,</v>

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00:40:36.080 --> 00:40:38.640

this is probably one of my favorite hats and, you know,

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00:40:38.640 --> 00:40:43.440

award is to an exhibition, not a film screening, um, in December.

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00:40:43.460 --> 00:40:47.500

And, you know, just off the back of the hat, some people were baffled.

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00:40:47.500 --> 00:40:50.060

Why are you wearing a, like, you know, a hat from Norway?

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00:40:50.270 --> 00:40:53.140

Because I love the hat. That's it. You know, it's not,

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00:40:54.340 --> 00:40:59.290

sometimes we don't have to have clear rational as to

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00:40:59.290 --> 00:41:03.610

why, you know, you wanna have dreadlocks, you just want to, and, and,

660

00:41:03.610 --> 00:41:08.210

and it's not taken away from anyone actually. It's, it's, it's just your, your,

661

00:41:08.260 --> 00:41:09.570

there's something about

662

00:41:11.240 --> 00:41:14.960

yourself and your identity and your, your, you know,

663

00:41:14.960 --> 00:41:17.240

individuality that you are trying to express. And,

664

00:41:17.240 --> 00:41:21.630

and if it happens to come out in the form of you wearing

665

00:41:21.630 --> 00:41:25.360

dreadlocks Yeah, good on you. You know?

666

00:41:26.340 --> 00:41:28.370

[Nolan] Do you think like this whole thing,</v>

667

00:41:28.720 --> 00:41:33.680

especially in North America where you can't say this if you're this skin color,

668

00:41:33.680 --> 00:41:37.680

you can't say this if you're from here, you, uh, can't wear this.

669

00:41:37.930 --> 00:41:41.720

If you're from this culture, you can't, um, act like this.

670

00:41:41.720 --> 00:41:45.080

You can't sing this if you're from this culture or you're this race.

671

00:41:45.150 --> 00:41:48.400

[Tola Alade] I've got very strong vs. On this very, very strong vs.</v>

672

00:41:48.550 --> 00:41:52.120

[Nolan] Okay. I wanna know some of your views. I, I, I'm starting to get a hint at it,</v>

673

00:41:52.120 --> 00:41:53.080

but I'm also wondering,

674

00:41:53.080 --> 00:41:58.040

do you think this is very a North American way about talking about

675

00:41:58.310 --> 00:42:02.520

race issues and culture issues? Or do you think it exists everywhere?

676

00:42:02.520 --> 00:42:04.000

Because from my experience,

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00:42:04.000 --> 00:42:08.320

it seems like these conversations are so prevalent in North America and

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00:42:08.850 --> 00:42:10.640

in the rest of the world. It's like,

679

00:42:10.640 --> 00:42:15.240

people don't care as much about like the language you use and stuff like that.

680

00:42:15.240 --> 00:42:17.280

If you say the word wrong, they might just be like, Hey man,

681

00:42:17.280 --> 00:42:20.280

don't say that word around me. Whereas in North America, it's like,

682

00:42:20.280 --> 00:42:24.520

you're a racist if you say this or you are, um, uh, you're, you're a racist.

683

00:42:24.520 --> 00:42:26.640

If you have dreadlocks, you're blah, blah, blah. Yeah.

684

00:42:27.420 --> 00:42:31.750

[Tola Alade] I think the, so I'm gonna zoom out. Um, you know, and, and,</v>

685

00:42:31.750 --> 00:42:35.310

and this is me trying to look at the forest, not the,

686

00:42:35.450 --> 00:42:38.150

not the individual trees. Cuz you know, they,

687

00:42:38.150 --> 00:42:41.830

they are lots of trees and lots of trees with different textures and different,

688

00:42:42.360 --> 00:42:46.950

um, and except I'm a, you know, I'm, I'm a, I'm a AI bot. Uh,

689

00:42:46.950 --> 00:42:51.510

I can't fully access every single, you know, opinion on, on,

690

00:42:51.510 --> 00:42:56.390  
on what people think on this spot. Zooming out, my observation is

691  
00:43:00.460 --> 00:43:04.120  
the conversation we're truly having, um, about these things.

692  
00:43:05.180 --> 00:43:10.020  
Literally just boils down to who can speak and

693  
00:43:10.020 --> 00:43:11.780  
who can't, who's allowed to,

694  
00:43:11.780 --> 00:43:14.300  
who's allowed to say this and who's not allowed to say this,

695  
00:43:14.460 --> 00:43:18.300  
who's allowed to control certain narratives and who's not allowed.

696  
00:43:18.300 --> 00:43:22.270  
And I fundamentally just oppose them. Um,

697  
00:43:22.560 --> 00:43:26.710  
we are freethinking human beings that should be able to, you know,

698  
00:43:28.540 --> 00:43:33.350  
should be able to explore the world and be allowed to make mistakes.

699  
00:43:33.520 --> 00:43:37.590  
Of course. Um, there are, there are things that, that, that, that we've,

700  
00:43:39.010 --> 00:43:41.830  
and I, and I, I'm, I'm kind of still wrestling with this too.

701  
00:43:41.830 --> 00:43:45.070  
There are things that we have agreed as society,

702  
00:43:45.070 --> 00:43:48.750  
and society means a collective of individuals who have agreed to live by certain

703  
00:43:48.750 --> 00:43:52.310  
principles and, and, and, you know, adhere to certain, you know, um, um,

704  
00:43:53.420 --> 00:43:57.920  
but for me, culture is evolving so much at such a pace where, you know,

705

00:43:57.920 --> 00:44:01.480

what was, what was okay, you know, last year,

706

00:44:01.550 --> 00:44:04.800

this year might not be cool or might not be acceptable.

707

00:44:05.250 --> 00:44:09.930

So ultimately how, what, what do you base,

708

00:44:10.120 --> 00:44:14.690

what do you base your, your, your sort of morals and your values on?

709

00:44:14.690 --> 00:44:18.690

You know, um, again, it, it, it just goes back to what type of person are you,

710

00:44:18.690 --> 00:44:21.930

and also what's the intention behind what you're looking to do in the world.

711

00:44:22.180 --> 00:44:27.010

So for me, um, part of the way you explore things, especially as a creative,

712

00:44:27.380 --> 00:44:31.520

um, you know, I'm, I'm, I'm very, very creative. Um, and,

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00:44:31.520 --> 00:44:34.600

and I also happen to be very artistic too, so I can,

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00:44:34.600 --> 00:44:38.120

I can express my ideas in design or in art. Um,

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00:44:39.550 --> 00:44:41.720

part of the role of, you know, creatives, artists,

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00:44:41.720 --> 00:44:45.640

and just human beings is you explored the world by making mistakes. By,

717

00:44:45.700 --> 00:44:49.440

you know, you, you, you cannot have fully fledged,

718

00:44:51.060 --> 00:44:55.170

um, formulated opinions that,

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00:44:55.200 --> 00:45:00.130

that you, that that isn't going to offend someone somewhere. Or,

720

00:45:00.130 --> 00:45:04.090

or, or, or it's, it's part of the whole thing. And it's, it's, you know,

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00:45:05.040 --> 00:45:09.950

as Jordan says, speak the truth. Just talk truthfully.

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00:45:09.950 --> 00:45:14.620

That's it. Because if, if you are,

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00:45:14.710 --> 00:45:18.340

if you are, if you are speaking truthfully, uh, you know, uh,

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00:45:18.340 --> 00:45:21.020

then be ready to, to,

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00:45:21.020 --> 00:45:25.380

to contend or wrestle with how that hits the world because, you know,

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00:45:25.380 --> 00:45:28.060

that's coming from a genuine place. So for me, um,

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00:45:28.330 --> 00:45:30.940

I never really worry too much about, you know, trying to, you know,

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00:45:30.940 --> 00:45:35.220

express myself or, you know, or, or just just people around me. You know,

729

00:45:35.900 --> 00:45:39.030

I want to know what's in your head. I want to have conversations,

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00:45:39.370 --> 00:45:42.950

and I don't wanna have a conversation with your, you know, a, um,

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00:45:43.930 --> 00:45:46.360

an avatar, you know, of the real person.

732

00:45:46.430 --> 00:45:50.280

I wanna speak to Nolan act actual Nolan. And,

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00:45:50.280 --> 00:45:54.810

and that's why even this conversation, you know, um, I'm loving the,

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00:45:55.070 --> 00:45:58.010

the way it's taken different directions and, and, and, and, you know,

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00:45:58.010 --> 00:46:01.530

of course they're coming back to the subject of, of where we are.

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00:46:01.530 --> 00:46:06.490

But ultimately I think it's a battle of who's allowed to speak and

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00:46:06.490 --> 00:46:07.490

who's not allowed to speak.

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00:46:07.720 --> 00:46:12.090

[Nolan] I think, I think you're spot on. And that's what I think about it too, because,</v>

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00:46:12.090 --> 00:46:13.970

and that's the other thing with without borders, right?

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00:46:13.970 --> 00:46:18.010

It's not just about borders with countries, but just with thinking, right?

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00:46:18.010 --> 00:46:21.530

You have to go outside of the borders, and as you said, you might make mistakes.

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00:46:21.530 --> 00:46:25.130

You might say things that are wrong, you might offend people. And from that,

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00:46:25.150 --> 00:46:28.690

you might have to retract, you might have to reformulate your opinions,

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00:46:28.690 --> 00:46:33.100

you might have to expand and grow as a person. But if you are, uh,

745

00:46:33.270 --> 00:46:35.900

if people are controlling what you're allowed to say,

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00:46:36.650 --> 00:46:40.220

then whoever's doing that is on the wrong side of history. Like,

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00:46:40.220 --> 00:46:44.510

I find it so interesting that if we just look like 40 years ago, 50 years ago,

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00:46:44.820 --> 00:46:49.630

they were burning books because they had gay people in it. Right?

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00:46:49.630 --> 00:46:53.550

Or they, they were, were burning books because they were, um,

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00:46:54.640 --> 00:46:57.550

uh, like yeah, celebrating, uh,

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00:46:57.550 --> 00:47:02.070

L G B Q T communities or sometimes even burning books because,

752

00:47:02.520 --> 00:47:04.390

uh, it wasn't, um,

753

00:47:05.050 --> 00:47:08.540

presenting white people in a good way or something like that. Right?

754

00:47:08.800 --> 00:47:12.980

And then nowadays it's like the other side all of a sudden

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00:47:13.600 --> 00:47:18.010

saying, okay, we're no longer publishing these books because it has a ra uh,

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00:47:18.010 --> 00:47:19.010

a racist undertone.

757

00:47:19.010 --> 00:47:22.730

We're no longer publishing these books because it has this undertone.

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00:47:22.830 --> 00:47:26.810

But it's like, that's kind of denying part of our history, first of all.

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00:47:26.810 --> 00:47:31.430

And also just, it's, it's hiding some of the voices and

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00:47:31.430 --> 00:47:32.910

Yeah, that are out there. And we shouldn't.

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00:47:32.910 --> 00:47:35.110

[Tola Alade] It's trying to sanitize humanity.</v>

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00:47:35.110 --> 00:47:39.070

And humanity cannot be sanitized. It's, it's,

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00:47:39.260 --> 00:47:43.510

it's very set free flowing. It's very dynamic. It's very,

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00:47:43.970 --> 00:47:46.390

you know, and, and, and, and we don't really, yes,

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00:47:46.390 --> 00:47:49.670

there's books on psychology and there's, there's a great understanding of,

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00:47:49.670 --> 00:47:54.350

of humans, but we are still very weird creatures. You know?

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00:47:54.520 --> 00:47:57.870

Uh, we know the right thing to do, but sometimes we choose not to do them,

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00:47:57.870 --> 00:48:01.190

you know? Uh, and, and we can have the, the, the,

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00:48:01.190 --> 00:48:05.750

the logical data on what we should do in certain, but we don't.

770

00:48:05.750 --> 00:48:10.470

So again, us the beauty of humanity and this sanitization of,

771

00:48:11.160 --> 00:48:15.590

oh, because this was, you know, you have to, you know, you know,

772

00:48:15.590 --> 00:48:19.190

put things down or you have to, you know, hide things. Like, no,

773

00:48:19.190 --> 00:48:24.110

it's part of history, history, history, you know, has its upsides. And also it,

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00:48:24.110 --> 00:48:28.510

it, it has its brutal sides as well, and we have to embrace both.

775

00:48:28.510 --> 00:48:32.750

It's a yin yang, you know? Um, order chaos and, you know,

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00:48:32.750 --> 00:48:37.160

where we have to live is on the borders of,

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00:48:37.540 --> 00:48:40.280

you know, order and chaos, um

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00:48:40.320 --> 00:48:44.950

as opposed to just trying to create so-called safe spaces.

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00:48:44.950 --> 00:48:49.230

You know, what the hell, what hell does that even mean? You know? Um, yeah. So,

780

00:48:49.360 --> 00:48:54.150  
so for me, uh, um, yeah, I, I, I like to, I mean, I,

781  
00:48:54.150 --> 00:48:54.900  
I, I just,

782  
00:48:54.900 --> 00:48:59.230  
I like to focus on what I know and what I have very strong

783  
00:48:59.230 --> 00:49:02.150  
understanding and, and, and so grasp of, um.

784  
00:49:02.150 --> 00:49:02.750  
[Nolan] Definitely.</v>

785  
00:49:02.750 --> 00:49:03.710  
[Tola Alade] And that's how I, my.</v>

786  
00:49:03.710 --> 00:49:07.390  
[Nolan] Life. I'll, I'll respect your safe place. If I come into your safe place,</v>

787  
00:49:07.420 --> 00:49:10.830  
I will follow your rules, but don't enforce your safe place onto me

788  
00:49:10.830 --> 00:49:12.870  
kind of thing. Right. Um,

789  
00:49:12.870 --> 00:49:17.510  
now we've talked a lot about a way to solve some of the issues is by focusing on

790  
00:49:17.510 --> 00:49:22.110  
the individual. Yeah. Um, but then you also mentioned with Marley,

791  
00:49:22.110 --> 00:49:25.950  
you're trying to break some of these assumptions people might have about Africa.

792  
00:49:25.980 --> 00:49:26.570  
Yeah.

793  
00:49:26.570 --> 00:49:27.990  
[Tola Alade] And, and Africans.</v>

794  
00:49:28.330 --> 00:49:31.150  
[Nolan] And Africans. Right. And of course,</v>

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00:49:31.400 --> 00:49:35.910

we can't just focus on the individual in that case because there are

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00:49:35.910 --> 00:49:39.790

stereotypes. Right. So I was, I was kind of wondering what you think about this.

797

00:49:39.790 --> 00:49:43.430

Like, I do have some information here about like stereotype threats. Right.

798

00:49:43.430 --> 00:49:46.910

And stereotype threat is the fear that one might do something that will

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00:49:47.250 --> 00:49:51.350

inadvertently confirm a negative stereotype about one's group.

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00:49:51.350 --> 00:49:55.150

And they've done so many studies with this. Um, like for instance, with,

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00:49:55.150 --> 00:49:57.630

with African Americans, uh,

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00:49:57.630 --> 00:50:02.110

when they have to write a certain test and then they're primed or they're told

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00:50:02.110 --> 00:50:05.030

to think about the race beforehand, they,

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00:50:05.030 --> 00:50:09.110

they do worse on the test because of just the stereotype that exists out there.

805

00:50:09.720 --> 00:50:13.710

Um, but then they've done it with, on the flip side too, when, uh, [laughter],

806

00:50:13.710 --> 00:50:18.110

when European Americans, um, were supposed to,

807

00:50:19.010 --> 00:50:19.420

uh,

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00:50:19.420 --> 00:50:23.280

had a basketball competition and they had to think about their race beforehand,

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00:50:23.350 --> 00:50:27.640

they did worse. And they also did it with, with Asian people, um,

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00:50:27.750 --> 00:50:28.583  
when the.

811  
00:50:28.710 --> 00:50:32.680  
[Tola Alade] Please tell me some of those studies. Yeah. Uh, they, they, they seem very,</v>

812  
00:50:32.680 --> 00:50:33.960  
very interesting. Yeah.

813  
00:50:33.960 --> 00:50:37.800  
[Nolan] Right. So of course, even though we are individuals and we have to think like,</v>

814  
00:50:37.800 --> 00:50:40.000  
okay, how, what can I do to fix this?

815  
00:50:41.050 --> 00:50:46.030  
The group that we're a part of or the group that society puts us in and the

816  
00:50:46.030 --> 00:50:50.870  
stereotypes that are out there do subconsciously influence us without us even

817  
00:50:50.870 --> 00:50:53.350  
knowing it. Right. Um,

818  
00:50:53.540 --> 00:50:56.550  
what are some ways you think we can solve this as people,

819  
00:50:56.560 --> 00:51:00.990  
or what are some ways that maybe Marmalade can tackle this as well? Um,

820  
00:51:00.990 --> 00:51:02.870  
maybe like breaking some of these,

821  
00:51:02.870 --> 00:51:05.350  
cuz it all comes down to breaking these stereotypes. Yeah. Right.

822  
00:51:05.350 --> 00:51:08.710  
What can Marmalade do to break the stereotypes about African people?

823  
00:51:09.100 --> 00:51:13.990  
[Tola Alade] I'll give you one. Um, for example, um,</v>

824  
00:51:14.180 --> 00:51:16.030  
just visually as well,

825

00:51:16.030 --> 00:51:20.470

in terms of what we're doing with marmalade, you know, from a,

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00:51:20.470 --> 00:51:22.750

from a branding point of view, um,

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00:51:23.290 --> 00:51:27.510

who says we need to have African prints over, you know, you know,

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00:51:27.830 --> 00:51:32.830

the landing page on the website or the logo has to be, you know, an arrow and,

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00:51:32.830 --> 00:51:34.350

you know, bow and, and,

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00:51:34.350 --> 00:51:38.910

and just these cliched cliched visual languages or

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00:51:39.060 --> 00:51:42.830

visual communication tools. So we've actually gone to complete opposite,

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00:51:42.830 --> 00:51:47.030

which is actually what, what we're here to do is present information,

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00:51:47.560 --> 00:51:51.610

um, and present content in a way that is clean,

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00:51:51.960 --> 00:51:56.450

easy to understand, easy to digest. So even visually, we've, we've,

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00:51:56.450 --> 00:51:58.330

we've completely said, um, yes,

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00:51:58.820 --> 00:52:03.580

it might have made a whole load of sense to write and call it marmalade,

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00:52:03.670 --> 00:52:05.180

to call it, I don't know,

838

00:52:05.840 --> 00:52:10.700

the African platform for global expansion or whatever, you know, or, or,

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00:52:10.700 --> 00:52:15.610

or, or, you know, Africa to the world or, or something as. So again, um,

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00:52:15.640 --> 00:52:20.390

I, I think stereotypes exist, um, some of them are positive,

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00:52:20.420 --> 00:52:25.290

some are negative, and the ones that are negative,

842

00:52:25.740 --> 00:52:30.450

um, yeah, we're, we, we are just, we're just trying to tackle those through,

843

00:52:30.710 --> 00:52:35.490

not just through our personal point of view or also agenda. Um, it's by,

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00:52:35.490 --> 00:52:40.070

it's by combing through the internet and finding,

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00:52:40.090 --> 00:52:43.070

you know, people that are talking about these things already or,

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00:52:43.070 --> 00:52:47.590

or people that that's challenged those, those uh, uh, uh, conventions or those,

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00:52:47.590 --> 00:52:51.590

uh, uh, stereotypes, um, just by what they've done.

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00:52:52.010 --> 00:52:56.150

And this is basically what we do through, through, um, some of the,

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00:52:56.150 --> 00:52:58.230

the content that we've put out. Um,

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00:52:58.580 --> 00:53:03.570

a very good example of that is we do something called Beyond Black. Um,

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00:53:04.070 --> 00:53:08.650

and Beyond Black for me is an exploration into, you know, into identity,

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00:53:08.760 --> 00:53:11.490

into culture and into heritage.

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00:53:11.790 --> 00:53:14.430

And it's about

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00:53:18.340 --> 00:53:22.180

where the inspiration came from. I saw something years ago, uh,

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00:53:22.180 --> 00:53:25.640  
I think maybe 2019 or 2020, um,

856  
00:53:26.060 --> 00:53:30.320  
and it was Louis Hamilton, um, and it basically said, you know,

857  
00:53:30.320 --> 00:53:33.280  
the first black billionaire something, something, something.

858  
00:53:33.620 --> 00:53:38.210  
And for me it's like, what's the relevance of the — Yes,

859  
00:53:38.210 --> 00:53:41.610  
I know we want representation. I know, yes, it does. You know,

860  
00:53:41.610 --> 00:53:42.610  
he does help inspire,

861  
00:53:42.870 --> 00:53:47.600  
but he's already a walking billboard in terms of him

862  
00:53:47.600 --> 00:53:51.460  
being black. You're stating are obvious. So, yeah.

863  
00:53:51.870 --> 00:53:53.380  
So for me it's,

864  
00:53:53.620 --> 00:53:57.940  
let's change these stereotypes not by

865  
00:53:58.010 --> 00:54:00.540  
amplifying the fact that, you know, you know,

866  
00:54:00.540 --> 00:54:03.500  
we way off a certain race or because it, it,

867  
00:54:03.500 --> 00:54:06.110  
it's cuz by doing that you are,

868  
00:54:06.110 --> 00:54:10.760  
you are kind of giving into the fact that you believe, uh, you know,

869  
00:54:10.800 --> 00:54:13.720  
black people, African people can't be billionaires.

870

00:54:13.720 --> 00:54:17.180

And actually these people already exist out there. Yeah.

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00:54:17.630 --> 00:54:18.980

So for me it's,

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00:54:18.980 --> 00:54:23.300

it's about just be yourself and be the best version of yourself.

873

00:54:23.320 --> 00:54:25.700

And that would, that that just,

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00:54:25.850 --> 00:54:30.020

just by how you exist will counter some of these, these things.

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00:54:30.020 --> 00:54:32.740

Like for example, there isn't, there isn't a part,

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00:54:32.820 --> 00:54:36.220

there isn't anything that will put out there that says, oh, you know,

877

00:54:36.220 --> 00:54:39.420

this is why we, we, we've called Marmalade, Marmalade.

878

00:54:39.420 --> 00:54:43.860

this is why we look a certain way. It's just implied. You will pick it up.

879

00:54:43.860 --> 00:54:48.660

Human beings are a lot smarter than that. That, so these stereotypes, I don't,

880

00:54:48.690 --> 00:54:52.820

I don't mind them. Some of them, they're good. They, they, they, you know,

881

00:54:52.990 --> 00:54:57.060

they're humorous. They, we, we can all laugh.

882

00:54:57.250 --> 00:55:01.700

Some of them are very hurtful and are, are designed to produce,

883

00:55:01.910 --> 00:55:03.940

um, a certain perception.

884

00:55:03.940 --> 00:55:06.540

And those are the ones that we are going after aggressively,

885

00:55:06.720 --> 00:55:10.340  
but not aggressively in a very overt, oh,

886  
00:55:10.770 --> 00:55:15.210  
Africans are always late, so hey 10, you know,

887  
00:55:15.210 --> 00:55:18.770  
here 10 evidence as to why, you know, African side. No,

888  
00:55:18.770 --> 00:55:22.010  
just show up to the meeting early. That's it. Uh, you know,

889  
00:55:22.020 --> 00:55:26.290  
or just in your daily interaction. So, uh, um, yeah, that,

890  
00:55:26.610 --> 00:55:31.170  
that's my, that's my very long-winded view on, on stereotypes.

891  
00:55:31.520 --> 00:55:36.090  
Yeah. And by the way, it operates on both sides. Both sides in a sense of,

892  
00:55:36.580 --> 00:55:40.610  
um, you know, people that have these stereotypes against, you know,

893  
00:55:40.610 --> 00:55:43.330  
Africans or, you know, black people. Um,

894  
00:55:44.540 --> 00:55:49.350  
people have stereotypes in general. People have, uh, you know,

895  
00:55:49.350 --> 00:55:54.030  
you know, stereotypes on, on Asian people, on, you know, Arabs,

896  
00:55:54.120 --> 00:55:59.030  
on, on, you know, on Dutch, people on English, people on, you know,

897  
00:55:59.030 --> 00:56:03.430  
Welsh people. It's like, people just do and, and it's just part of humanity.

898  
00:56:03.430 --> 00:56:07.710  
But, um, as I said, I find some of them funny. And, and,

899  
00:56:07.710 --> 00:56:12.230  
and I can, I can laugh, you know, because I, it's just funny. Yeah.

900

00:56:12.580 --> 00:56:15.470  
[Nolan] I agree, man. [laughter] like, uh, I,</v>

901  
00:56:15.470 --> 00:56:19.590  
I wanna break down stereotypes and everything, but sometimes humor is humor.

902  
00:56:19.590 --> 00:56:21.910  
Great. Sometimes you can have some fun and,

903  
00:56:21.910 --> 00:56:24.960  
and also recognize some of these stereotypes as well.

904  
00:56:24.960 --> 00:56:27.480  
Just there's no reason to be in denial about certain things.

905  
00:56:27.480 --> 00:56:28.600  
[Tola Alade] Yeah. Yeah.</v>

906  
00:56:29.310 --> 00:56:32.020  
[Nolan] Uh, now Tola, I know you need to go pretty soon here.</v>

907  
00:56:32.020 --> 00:56:35.700  
So is there anything else you want to say, uh, to wrap this all up? I mean,

908  
00:56:35.700 --> 00:56:39.260  
and I think you've already pointed at a lot of excellent things today,

909  
00:56:39.260 --> 00:56:42.070  
but anything else you wanna say to wrap it up?

910  
00:56:42.560 --> 00:56:47.360  
[Tola Alade] So, um, I think for me, um, even though I've,</v>

911  
00:56:47.360 --> 00:56:50.440  
I've, you know, spoken in a very, um, in a very,

912  
00:56:51.270 --> 00:56:54.080  
very sort of, you know,

913  
00:56:56.050 --> 00:56:59.720  
assured way about what we're doing with Marmalade, um,

914  
00:57:00.620 --> 00:57:02.930  
we don't pretend to know it all. Um, we,

915

00:57:03.180 --> 00:57:07.690

we understand some of the blind spots, uh, we might have in terms of,

916

00:57:07.830 --> 00:57:11.430

for example, you know, you can't tell the, the,

917

00:57:11.430 --> 00:57:14.870

the entire story of African Africans, uh,

918

00:57:14.880 --> 00:57:19.390

without understanding that you might have a certain bias for, let's say,

919

00:57:19.390 --> 00:57:22.590

you know, you're from Nigeria or you are West African. So there,

920

00:57:22.590 --> 00:57:27.290

there could be a unconscious focus on some of those things.

921

00:57:27.300 --> 00:57:31.490

So, um, we are, we are exploring what we are exploring, uh,

922

00:57:31.490 --> 00:57:35.970

with open mind and also with the understanding that culture is

923

00:57:35.970 --> 00:57:40.090

evolving, you know, society's evolving, and we are going to evolve, you know,

924

00:57:40.090 --> 00:57:45.030

with, with society, um, as it does. And yeah,

925

00:57:45.030 --> 00:57:49.430

we, we always welcome feedback, um, you know, you know,

926

00:57:50.180 --> 00:57:54.980

email, comment, dm, uh, any, any sort of, you know, uh, uh,

927

00:57:54.980 --> 00:57:59.140

uh, ideas and we're, we're always looking for collaborators as well. Um,

928

00:57:59.210 --> 00:58:00.460

people that are,

929

00:58:00.840 --> 00:58:04.700

are excited about what we're looking to do and what our mission is, um,

930

00:58:04.830 --> 00:58:08.870

to see what could come out of, you know, a really,

931

00:58:09.560 --> 00:58:14.510

um, a really, um, remarkable partnership or,

932

00:58:14.510 --> 00:58:16.070

or collaboration. Um,

933

00:58:16.250 --> 00:58:20.360

but ultimately we are here to educate. Um,

934

00:58:20.360 --> 00:58:24.720

I hate that word by the way, uh, but it, it's, I'm using it shorthand now. Um,

935

00:58:24.880 --> 00:58:28.320

we're here to, to, you know, educate and, you know,

936

00:58:28.320 --> 00:58:32.760

entertain the world about African culture, uh,

937

00:58:32.760 --> 00:58:37.760

in a way that resonates. Um, we also want to,

938

00:58:37.760 --> 00:58:38.120

you know,

939

00:58:38.120 --> 00:58:43.080

create what we call a cultural exchange between Africa and Western

940

00:58:43.080 --> 00:58:47.120

culture, um, just so that it's not strange to say, Hey,

941

00:58:47.140 --> 00:58:52.040

I'm taking my whole family to Tanzania for, for, for holiday,

942

00:58:52.090 --> 00:58:56.320

or, or you go to an African fine dining restaurant. It's not, it's not like,

943

00:58:56.320 --> 00:59:01.130

Ooh, look, it's like, it's just something you do, you know? Um,

944

00:59:01.380 --> 00:59:05.170

so ultimately, um, I just wanna live in a world where, you know, um,

945

00:59:05.810 --> 00:59:10.450

human beings just connect, uh, um, irrespective of, you know, where you're from,

946

00:59:10.450 --> 00:59:11.490

where your background is,

947

00:59:11.750 --> 00:59:15.890

and we're focused on the more positive aspects of life and, and, and,

948

00:59:15.890 --> 00:59:20.840

and just meet more incredible people like yourself and, and, and.

949

00:59:20.840 --> 00:59:24.960

Just, and just have open conversations. Yeah. </v>

950

00:59:25.720 --> 00:59:27.650

[Nolan] Perfect. Well, everyone who's listening right now,

951

00:59:27.650 --> 00:59:29.850

if you want to be a part of that conversation,

952

00:59:29.870 --> 00:59:33.490

I'm gonna put a link in the description for marmalade.

953

00:59:33.490 --> 00:59:36.250

I'm also looking forward to everything that's going to happen.

954

00:59:36.520 --> 00:59:38.890

I need to double check by subscription status actually,

955

00:59:38.890 --> 00:59:43.050

cuz I haven't gotten an email. Um, anyway, I'm gonna double check that.

956

00:59:43.050 --> 00:59:47.930

Make sure [laughter] withoutborders.fyi is also a

957

00:59:47.930 --> 00:59:52.250

subscription site. So I'm gonna put both, uh, links in the description and, uh,

958

00:59:52.250 --> 00:59:56.890

please subscribe to both of our websites. That's how it can keep this all going.

959

00:59:56.890 --> 01:00:01.130

And of course, the bigger the community gets, the better it gets. Uh,

960

01:00:01.130 --> 01:00:04.010  
we can't do this without your support. Um,

961  
01:00:04.060 --> 01:00:08.410  
so please check out our websites and thanks for tuning in. Thank you.

962  
01:00:08.970 --> 01:00:09.610  
Thank you.