

For immediate release

Issued 6 June 2019



‘Lavish fun’ in Lagos on view in new photo exhibition at the Horniman

A vibrant new photographic exhibition at the Horniman Museum and Gardens features traditional Nigerian weddings and a contagious spirit of celebration.

Nigerian photographer Jide Odukoya’s series **Turn It Up: On Paradoxes** shows Nigeria abuzz through some of the world’s most opulent ceremonies – ‘turn it up’ is Lagosian vernacular for lavish fun. Odukoya’s presentation of extravagance, indulgence and global consumerism deploys a critical lens to highlight the extremities of wealth in Africa’s richest nation as a demand for the recognition of underlying inequality.

Johanna Zetterstrom-Sharp, Deputy Keeper of Anthropology at the Horniman Museum and Gardens, says: ‘**Turn It Up: On Paradoxes** explores parallel Nigerian worlds, contrasting cosmopolitan affluence and extravagance with economic fragility, and highlighting global consumerism alongside moments of everyday intimacy. Odukoya’s work shows us pristine white Bentleys in Lagos’ crowded bus parks, couples showered in naira bank notes, sequins, designer gowns, and mega churches, as well as quieter moments of modest reflection and words of love.’

Jide Odukoya is a Nigerian photographer whose first photographic pursuits were on the streets of Nigeria, including cities such as Lagos, Ogun, Ibadan, Ekiti, Benue, Oyo, Calabar, Enugu, Abuja and Port Harcourt. He majors in both long and short-term documentary photography projects focused on lifestyle, socio-economic, health and gender equality issues in Nigeria and beyond. The Horniman has previously commissioned Odukoya for a series of photographs and film footage documenting the busy street markets on Lagos Island, for the World Gallery which opened in June 2018.

Turn It Up: On Paradoxes opens at the Horniman Museum and Gardens on 6 July and is free to visit.

Ends

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Notes to Editors:

- **The Horniman Museum and Gardens** opened in 1901 as a gift to the people in perpetuity from tea trader and philanthropist Frederick John Horniman, to 'bring the world to Forest Hill'. Today the Horniman has a collection of 350,000 objects, specimens and artefacts from around the world. Its galleries include natural history, music and an acclaimed aquarium. A new World Gallery of anthropology opened in June 2018 and a new arts space, The Studio, opened in October 2018. Indoor exhibits link to the award-winning display gardens – from medicinal and dye gardens to an interactive sound garden, Butterfly House and an animal walk – set among 16 acres of beautiful, green space offering spectacular views across London. horniman.ac.uk
- The Horniman Museum and Gardens is core-funded by the Department for Digital, Culture, Media and Sport (DCMS) and since 1990 has been governed by an independent charitable trust, registered charity no. 802725. The Horniman Museum and Gardens also receives funding from Arts Council England as one of its National Portfolio Organisations.
- **Opening times and admission.** The Horniman Museum is open daily 10am-5.30pm, except 24 - 26 December, when it is closed. The Gardens open at 7.15am Monday to Saturday and 8am on Sunday and Bank Holidays, and close at sunset. Entry to the Museum and Gardens is free but charges apply for the Aquarium, Butterfly House and some special exhibitions and events. Horniman Members and Benefactors go free – horniman.ac.uk/members.
- **Access.** The Museum and the Gardens are both wheelchair and pushchair friendly with accessible toilets. Limited on-site parking is available for Blue Badge holders. horniman.ac.uk/visit/disability-and-access.
- **Travel.** The Horniman is situated at 100 London Road, Forest Hill, London SE23 3PQ on the South Circular Road (A205). It can be reached easily by train to Forest Hill station (London Overground/Southern, travel time approx. 15-20 minutes from east/central London or East Croydon) and by local buses (176, 185, 197, 356, P4).