



This is no Capitalism

maxivive

issue_03

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Created and Curated by **Papa Oyeyemi**
Design inspired by **Temitayo Shonibare**
Designed by **Papa Oyeyemi**

all covers:

Styled, Photographed by **Papa Oyeyemi** Edited by **Yinka Elliot**

cover 1:

Shot on a road trip in Delta featuring **Tofunmi Shittu** and **Emmanuel Adesoyin**

cover 2:

Shot in Amsterdam featuring **Ted Van Lieshout**

cover 3:

Shot in Amsterdam featuring **Jeangu Macrooy**

I declare it.
In an almost self-doubt.

I declare it.
This is no capitalism.
Who is a capitalist?

There you go
You say you want freedom
Not just liberty to existential rights.

Now here I go again
Seeing a crystal vision
Preserving the stillness in memory
Edging it on in history
Declaring it with strong and raw intentions
Like no one else would have done it.

Now, there you go again
Proclaiming and lashing out in bias
Against actions you,
You didn't have the boldness
Or the capacity to execute
Or initiate.

Now you go again
Typing behind your curtains
Tearing down in shallowness
Of thought.

Declare it,
This is no capitalism.

Who am I?

A Maxivive star

I just do what I want to do

I realised that I needed to schedule,

a routine

It feels quite mundane,

having tasks that volunteers want to do,

but wouldn't get done.

But this is so sensitive

Sometimes I just want to scar them a little bit

Now, there's like this tension,

and I just want to release.

This is not how I woke up

There is no man and woman anymore

I mean

Of course,

there is but everyone is just reinventing

themselves aAs I speak, there are over 40 genders

and maybe 80 after

Energies inspire me.

Everything subliminal

Love is fluid

We are all humans first

If a person is not like everybody else

The person is human at least.

- Papa Oyeyemi





ABCND

Store

Photographed - Papa Oyeyemi Edited - Yinka Elliot Location - ABCND Store Model - Jarwo ABCND







Photographed - Papa Oyeyemi Edited - Yinka Elliot Location - ABCND Store Model - Jarwo ABCND





Photographed - Shawnee Camu Location - Hotel The Exchange Model - Gregory Susana



619:Black Diamond _star





Photographed - Papa Oyeyemi Edited - Yinka Elliot Location - Amsterdam Model - Lukas sluiter







star_maxivive



Photographed - Papa Oyeyemi Edited - Yinka Elliot Location - Amsterdam Model - Lukas slüter

At home in liergouw _ star



star_maxi_vive

At home in liergouw _ star

Lagos Na Wa

This bus is a masterclass in transferred aggression.
The driver charged a ₦300 fare for what's usually ₦200.
A lady on the bus suggested we protest and pay only the actual rate.
But something dramatic happened that made us understand.....
Why he charged as much, and his frigging aggression.
On this bus, I saw this man display a mastery of several emotions,
Gliding gracefully from rage to sweet, courteous smiles in a few secs.

He was the kind, friendly guy who Lagos was showing pepper
And has refused to keep having it true to form, at the final bus stop,
He alighted to help passengers down with their bags and kids.
The deed was done. Some displeased didn't reciprocate his niceties.
Others did.

It was his 7TH BUS! He told me.
This wasn't his first rodeo.
His story was heartbreaking, but is this not the story of Lagos?
He picked us up from Ìyàná Oworo,
Before we got to Kosofe, he asked we brought our fare out.
He was ignored.
But he kept asking angrily and was severely aired.
And in a dramatic turn of events, parked at Kosofe, alighted to come to collect his fee.
Drama!
He was yelling, passengers were yelling, insults, threats...
How dare he park like that?
They'd break his windscreen!
He was willing to drive us all back to Ìyàná Oworo without hesitation.

His journey today began in VI,
Where he lost ₦700 to commuters
And was stranded searching for change at Ìyàná Oworo for hours in the rain!
The things commuters have-used-his-eyes-to-see...
He was not a sucker.
He was not a loser.
If it's violence the world wanted, it was violence they'd get.
No more getting the short end of the stick.
And true to form, after he was paid, he was back to courteous smiles and pleasant greetings.
He even picked an officer to their destination for free.

Justin Okeke



BEWARE OF 419



THIS HOUSE IS NOT FOR SALE





An Ideal Exchange: A relatively Unforeseen three point Agenda

Lagos February 2022.

Three long-time friends, at the end of a pandemic with raging travel bans, wailed through the odds and found their way to Europe, where one had been commissioned to design a hotel room like a model on the runway.

The trip set to be an amalgamation of varying stops with its leading highlight in Amsterdam for the hotel design project, had its first stop in Milan, Italy for The Milan Fashion Week, then Paris, for its fashion week.

These friends, consisting of a designer, Papa Oyeyemi, a brands communications consultant, Shola Bamidele, and a talents scout and manager, Femi Fowler had already established an extensive working relationship asides from their friendship dating back a decade.

In no expected way was Papa meant to meet Suzanne Oxenaar, artistic director of Hotel The Exchange and Sweet Hotels, a chain of arty hotels in Amsterdam. These hotels were specifically tailored to exhibit the beauties of modern renovated ancient architecture (in most cases) that houses them and showcase the works of the artisans, designers, and direction of Suzanne herself.

In 2021, Papa was invited to Amsterdam by Jan Hoek, an artist and curator of Art he had earlier met in Lagos a couple of years back to showcase the outcome of a project he took on with Al-Adesokan, an artist with impaired learning and Autism.

The pandemic and its accompanying travel bans meant delayed visas which in turn left everything dangling as plans couldn't be finalized which resulted in Papa losing the initially planned accommodation. Jan was left with no other option than to find another hotel accommodation at the last minute, introducing Suzanne into the picture.

The instant Suzanne saw Papa's works, she knew it was a right fit for her lifelong artistic aesthetics and her vision, particularly for Hotel The Exchange. Suzanne then tapped Papa to re-design one of the rooms of the hotel. "Room 619", initially called Matraas room, was set for a facelift to become the Lagos room, 'The Black Diamond'

Shola Bamidele and Papa met as freshmen in the university and have since developed a solid friendship and collaboration. Shola had created the majority of Maxivive's brand show tracks over the years. He came into the Hotel project to create an extended play of ambience music and to document the overall room design process and its communication. The EP, titled 'EKO' which translates as Lagos, was embedded with sounds of waves crashing against the shores of the beaches he frequents, to sounds of people chatting in the markets as well as sounds of mass transit buses layered with Highlife, Jazz and Afrobeats instrumentals to give the intended hotel guests a soothing feel of everyday life in Lagos.

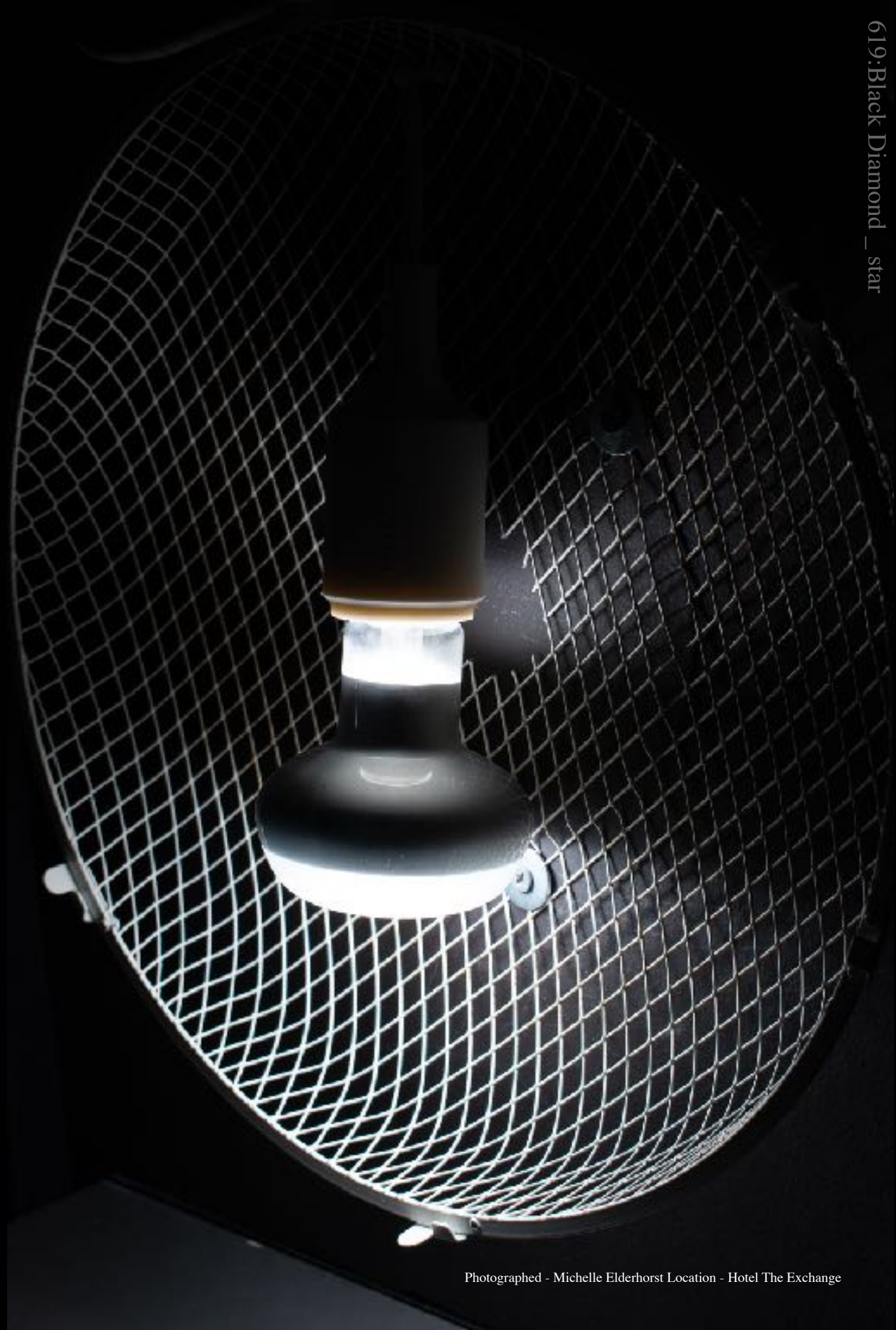
Shola's creative approach, intense with a lot of references yet minimal in its outcome, birthed a series of mood sounds which he created and co-produced with Jackson Bassey, his long-time producer.

Femi Fowler, talents manager and budding photographer, was tapped on the project as its coordinator owing to years of experience and expertise in project coordination and envied attention to detail and high taste in choice. He saw to it that all detail, however minute, were met, organised and executed according to plan.

Femi had been the main casting director behind Maxivive's brand for a couple of seasons past. For the 'Black diamond' room project, Femi brought his keen eye for fashion aesthetics into a contribution based on resource choices and room decor selected to achieve the picturesque vision the project had on the mood board shared.

Continued on page 51







Photographed - Shawnee Camu Location - Hotel The Exchange Model - Quimy



Photographed - Michelle Elderhorst Location - Hotel The Exchange



Milan street

Demilade Oyenekan is an extraordinary fashion stylist, and that's been quite evident even since the tender age of seven years old when he started being observant to his preferred kind of style, fully coming into his own as he grew. Through every single one of his media posts, his unique take on simplicity is very visible.

Demi has been able to carve a niche for himself considerably quick, due to his consistency with his sense of style. In his own words, "I'm able to determine a client's personal style by gauging their charisma and personality, with intention to elevate and not change who they are". That's probably why the debut issue of his project- FGUK Magazine Italia is so refreshing, as everything seems to be thriving simply because of how instrumental his "out of the box" creativity is to the team, as well as his knack for being hands on.

Quite understandably, he's the kind of guy who dreads the thought of not being able to project truth in whatever is personally done, labelling it as a defeat to the actual purpose of creating in the first place.





star_maximiliane

Milan street-style_star



Photographed - Femi Fowler Location - Lagos Model - Suzanne Oxenaar & Ronald Aphids





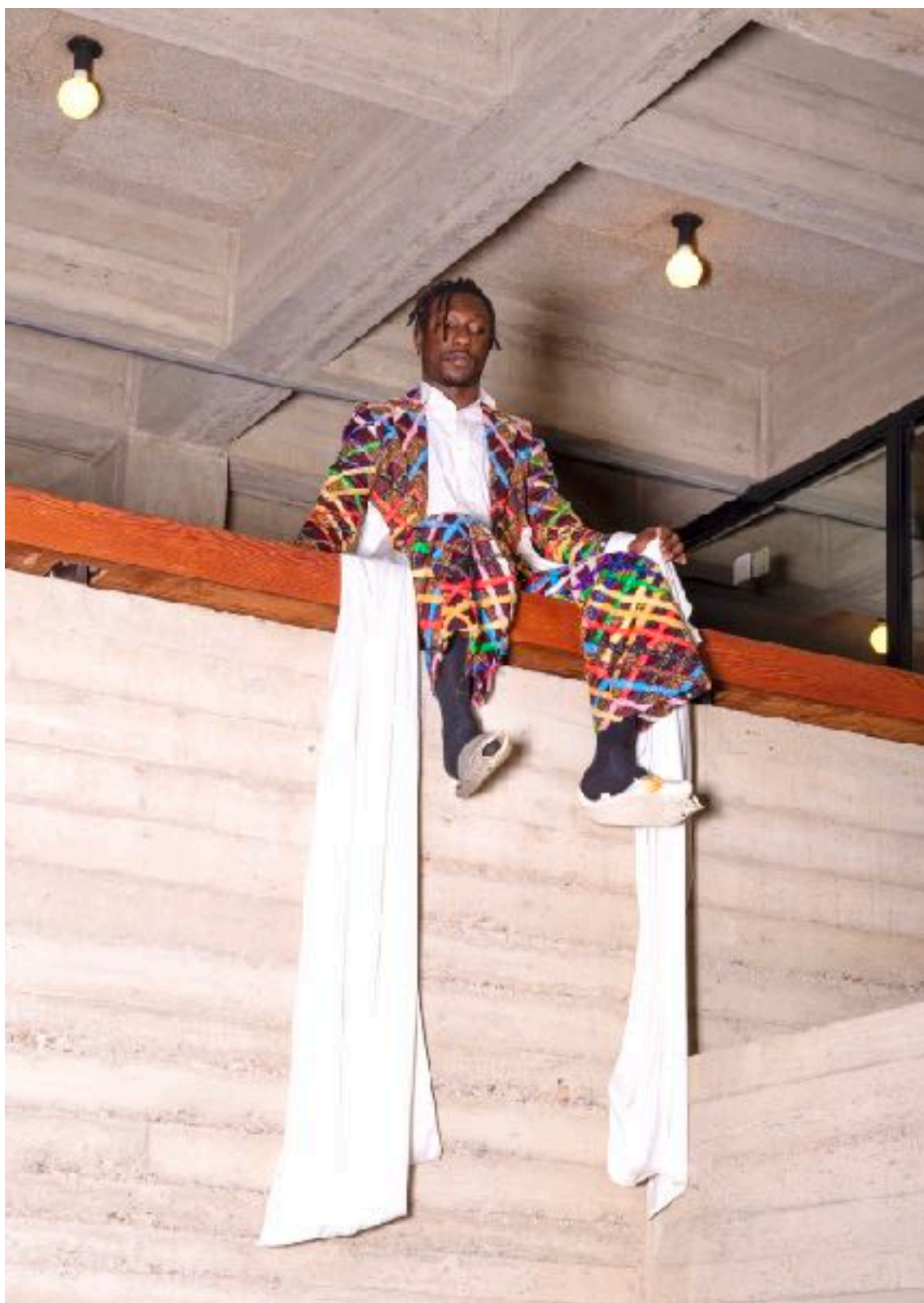






For The Broken Souls

Photographed - Jan Hoek Location - Amsterdam Model - Shola Bamidele Words - Didee Eta



This Nigerian born singer Shola Bamidele is definitely doing himself, his family and the country proud fudging ahead with his music career, and this time on a global scale.

Talking on how music became a passion, Shola gets to narrate his beautiful beginnings when his father would take him and his siblings to go watch performance by Fela, and being a huge Michael Jackson buff, proves he was groomed by the very best because his musical prowess is stellar.

Opportune to work closely with the Maxivive brand for a while, gave him a directive on the kind of music he felt most comfortable creating. For the fact that his messages are usually personal, he touches on activism through his music being important and one of he's core purposes.

In Shola's own words, 'the global music industry is exploitative and more interested in making money than elevating the art'. For him though, he's more interested in producing magic (which is how he describes creating music) making use of all the many sounds that resonate with him and the song's theme.

But for real though, what is a man without his fear? Shola is afraid to loose himself due to experiences in the past, so he makes it a point of duty to preach self-love and mental growth for those in need.



Shola Bamidele



Femi Fowler



Papa Oyeyemi

Three Is Not A Crowd_star

THREE IS NOT A CROWD

Power to the people with our hands raised up,
Corporate money is in the air, and the government is trying to catch up,
Civil servants being slaves to the banks and organisations being raised in the
ranks,
Bulletproof to federal laws like a private body's tank,
But because I make more than my president doesn't mean I want to be a
governor,
This is no capitalism,
My country thought me that corruption is essential because the path to success is
never without something shady,
You say you want stew - they say they want gravy
You try to rise above it all but they want to chain you to the ground,
This is no capitalism, what I have is mine, go get yours,
My struggles are my definition and being different is part of my mission,
I stay in my own lane so I don't come up missing,
Magic lamp in the federal house high jacking my wishes,
But still I am moving forward toward victory,
We hide our dirty laundry but forget our dirty dishes,
Power is an illusion and currency has no difference,
I stay true to myself and honest with my decisions,
This is no capitalism - too many sharks in but I might keep fishing.

Claudius Judge Iv







Photographed - Papa Oyeyemi Edited - Yinka Elliot Location - Yusuf Animashaun Model - Tofunmi Shittu

cover story



This is no Capitalism





It is not only a pleasure, but also a privilege to be in the presence of Jeangu Macrooy, a soft spoken Singer-Songwriter from Suriname, which is a small country in Southern American.

For now though, he's been based 8years in the Netherlands, make innovative strides towards his already exciting music career. I mean, performing on the same stage with Angélique Kidjo could never have been a fluke considering how exceptional he's vocals are.

Jeangu states how passionate he is on being part of the creative process for his records, as well as he's musical performances, giving intimate details and including it as the ultimate propelling force for his passion to have flourished. Also, a talented visual artists, Jeangu mentions that he is looking forward to incorporating these two forms of art in the nearest future. He highlights on his worst fears being death, and the dreadful thought of not saying good bye to loved ones before life's exit, but still he comes across as one who fully embraces life, and can come to terms with certain unavoidable realities.











Jan Hoek & the Museum of Pens

Jan Hoek grew up in Utrecht, a small town in the Netherlands. Although, at the tender age of 12 he moved to Amsterdam, seeking a more advanced environment that simply felt freer and more accepting of different personalities.

According to Jan, growing up in the Netherlands- known to be one of the richest regions in the world, helped increase his advantage of attending art school, and on a general level provided the confidence to become who he is today.

Being an artist who knows his onions, Jan is definitely compelled to talk on how valuable art can be, by first delving into art's functional complexity, which is being everything as well as nothing at the same time. This helps us understand its diversity, plus it evokes numerous emotions, and highlighting on the fact that it can totally be political and change lives.

We eventually got into what inspires his artistry, and in his own words "Humanity is most fascinating", unlike like animals that share a lot of physical and behavioural similarities, humans happen to be so different regardless of how similar, so that certainly serves as room for inspirations. As well as the unexpectedness of discovering beauty in things, places and people you would never have assumed.

Jan happens to be part of a weekly ceramic class, that helps him to practice and at the same time gives him every reason to think out of the box. However, he fears being over worked till his old age, and not being able to attain the preferred body type he dreams about on a daily.



Papa and his Models



Tina Le & Lanre Balogun



Tinotenda Mushore, Léa Mokambia & Navayho Pavlovic

Much Ado About Maxivive's Artisanal Wet/Dry 2022 Showcase.

After months of merging creative and physical efforts, the city of Amsterdam witnessed the unveiling of 'The Black Diamond' graced by literally everyone with an interest in hotels, architecture, art and fashion.

Right before its unveiling was the Maxivive's Artisanal wet/dry 2022 collection showcase held in Amstelschutsluis, a location tagged as a peaceful private island built in 1673 in the heart of Amsterdam, and a historic masterpiece from the time of Rembrandt with an interior inspired by its heritage, now renovated to become one of the Sweets' Hotel's prestigious hotels.

This historic event coordinated by artists Simomo Mohammed and Hilda Van Halteren celebrated diversity and inclusion for all and featured over 30 models across different races, religious backgrounds, sexual orientations, age distributions, and genders with casting done by Femi Fowler.

The show, styled by Jean-Paul Paula, was graced by the sun, moon, and a filled-out audience with over hundreds of bystanders in attendance. All was fuelled by an electrifying performance by Shola performance of a medley of his prerecorded songs challenging inequality, celebrating diversity and the need for oneness.

To think the adventures were over was to cut all expectations short. After Shola's wondrous performance at Maxivive's Showcase, Jan Hoek, captivated by the beauty of his talent, extended him an opportunity to launch his career with a promotional photoshoot and solo concert. The concert which Shola called "for the broken soul" explored a dynamic set list of some of his prerecorded tracks. He performed to an intimate crowd in Sexyland, an alternative space in the Noord of Amsterdam. The night kicked off with Shola donning a graphic vegan leather set with "Penis" embroidered across the bust, and a flowing silk cape worn under. The night of the "for the broken soul" concert was made even more memorable by a follow-up DJ performance set by Jean-Paul Paula, who had been a solid friend of the trio from the beginning of their European tour. Jean-Paul Paula, a stylist, photographer, DJ and true embodiment of an asset, was always "the professional excellent" in problem-solving and task delegation. He was always willing to provide a listening ear and offer his advice, which was mostly the missing piece to every puzzle encountered by the trio from Milan to Paris to Amsterdam.

Three friends, with a dream, managed to conquer three historic locations in Europe in their respective ways and fields, and documented the process with an a-speak-it-all-unfiltered podcast they named, "three is not a crowd", a podcast recorded to detail their individual and collective experience of their time, stay and the people they met in Europe for the almost three months of their stay.

Suzanne, Papa, Femi and Shola still keep their relationship alive with weekly calls, chats and group updates that promise that this, is not only the beginning of more adventures to be uncovered together but documentation of what is to be become, a moment in history.

Written by Papa Oyeyemi, edited by Shola Bamidele with contributions from Femi Fowler.



Oneisha Hortensia



Shola Bamidele



Russell Broadbent



Shola Bamidele



Manny Willie



Ilse Prinsen



Lian Appelboom



Papa Oyeyemi



Léa Mokambia



Aldison Cadeau

THERE IS NO CAPITALISM

To make a case for capitalism and its existence as an economic model in this time and age, we must first take account of what structure capitalism stands for and what structures it toppled.

Feudalism was the economic model that ruled the middle ages. It describes a contract in which peasants exchanged lands for military service to the nobles. Rigid social class structure and social hierarchy characterised feudalism.

A broader definition includes not only the obligations of the warrior nobility but the obligations of all three estates of the realm: the nobility, the clergy, and those who lived off their labor, most directly the peasantry, bound by a system of manorialism.

Feudalism and manorialism are two systems that existed in medieval Europe. Both these systems involved the exchange of land in return for services. Feudalism dictated how nobles gained land and manorialism mapped out how peasants maintained that land.

Manorialism influenced the economy of Europe. It caused a decrease in international trade because of the difficulty of travel. However, manorialism made it simple to conduct local trade and bartering since amenities were very close together.

However, many economic and political factors contributed to the extinction of the manorial system. The spread of trade and a money economy promised much profit to capitalist production. The growth of new centralised monarchies competed with the local administration of the lord as well.

Marxists view capitalism as a unique mode of production involving the bourgeoisie and proletariat that emerged from the fall of feudalism and the beginning of the industrial revolution. This allusion rejects the notion that capitalism has existed for millennia and is a part of human nature.

Capitalism and socialism are the economic systems of the day. Where capitalism seems the most effective pathway for wealth creation, socialism is concerned with redistributing wealth, with little or no regard for its source.

In a market economy, individuals are free to pursue their interests, even if some would label those interests as “selfish.” The entrepreneurs who built Google, Amazon, and numerous lesser-known companies were partly motivated by a desire for personal wealth. Their hard work and risk-taking benefited society as a whole through technological innovation. These improve our standard of living, as well as the creation of millions of new jobs.

A socialist system places a high value on *equality*. To achieve this equality of outcomes, it is necessary to restrict freedom and opportunity. Entrepreneurship is virtually non-existent in pure socialist and communist countries (except for black markets) because most incentives are non-existent. Mark Zuckerberg, Steve Jobs, Bill Gates, and Elon Musk; would never have become billionaires if they lived in a socialist country.

It is doubtful that they would have even tried to build their respective empires in such a setting. It is simply a reality of human nature that people will work harder for the benefit of themselves and their families than for the benefit of strangers in the collective.

It is no accident that the US has wholly dominated technological innovation since the dawn of the PC Age (Amazon, Google, Apple, Tesla, and Facebook, to name a few). The US has a culture and economic system that encourages innovation, generating enormous wealth. Market capitalism is also enabling developing countries to rise out of poverty. China’s economic growth over the past 30 years can be attributed to its adoption of elements of capitalism. By contrast, Cuba and North Korea have remained ideologically pure and have suffered economically as a result.

In light of the above, it is careless to suggest that in our world today, there is no capitalism; rather, the question should be, what would happen where there is no capitalism?

The spirit of modern business today is employer against employee, merchant against producer and consumer, landlord against tenant, labourer against farmer, officials against the public, worker against ‘bourgeoisie’, Church against the state; each blindly hitting out at his particular adversary and thinking of his selfish interests. However, no one thinks of his neighbours’ welfare or the higher duties to the community; it’s all a breathless chase after personal gain. Our collective religion has become individualism.

The book of Acts in the bible shows a socialist system at play, its rewards, and penance. However, we may have moved from the feudal laws that governed the medieval times to capitalist beliefs of the free market economy but indeed, have we?

We are wired for generosity but educated for greed, have we?

Godson Ukaegbu

cover story



This is no Capitalism



Ted Van Lieshout is an exceptional writer and all-round artist. Ever since his childhood, he has always found it easy to express himself through writing, singing, dancing, drawing and even acting. So, it comes as no shock knowing that he has been able to single handedly write over a hundred children's books, and a couple adult themed books on mainly diversity. With indication that he is not one to minimise himself or the things he believes in, comes with a breath of fresh air.

Even now at 66years old, Ted is still very much interested in exploring all his artistic qualities, using a more recent medium like podcasting which he totally admits to have fallen in love with very much.

In 2009, he won the prestigious Theo Thijssen-Prijs Prize. A national award for the best writer of youth literature in the Netherlands, that happens once every three years. He talks on how memorable and special the moment meant to him regardless of his past awards. Ted agree's writing is the very best decision he made, because it helped him enable himself as an artist, and get better comfortable with all forms expression.

Growing up in a society with predominantly white people, surprisingly didn't alter his appreciation for black culture, and he's deep need for humanity to unify for the sake of diversifying as colourful beings. For a person so youthful, death happens to be his only reason to cringe, especially for the mere fact that he's gotten so used to living life on his own terms, which has to make letting go hard.







Photographed - Jean-Paul Paula Locations- Amsterdam Make Up - Edna Smith Model- Vicky Geno



Photographed - Jean-Paul Paula Locations- Milan Model -Sasha Payton



Photographed - Jean-Paul Paula Locations- Milan Model -Sasha Payton



Photographed - Jean-Paul Paula Locations- Amsterdam Make Up - Edna Smith Model - Aldison Cadeau













#ThisIsNoCapitalism

According to our textbooks, capitalism is defined as an economic system whereby a country's trade, industry, and profits are controlled by private companies, instead of by the people whose time and labor powers those companies. So, would we say certain actions towards a particular made-in-Nigeria garment that serves as a reminder of one of the most tragic situations affecting Nigerian youths is a means of capitalisation on any level? Especially when it's for a charitable cause, clearly this comes across as not just smug but hypocritical considering we all are affected. A need to be respectful of each other's ideas, precisely our manner of approach be it physically or in cyber spaces is crucial to moving forward. Spewing negativities doesn't make you cool, instead, it only takes us steps back from meeting our goals timely.

As we've established, capitalising in any form is disruptive, unproductive and a grave threat to our collective future. Its taken everything away from us, especially our power to create balance. And this has with time given us absolute reason why we must relate, not just with one another but together as a singular mindset. To say No isn't a crime, instead, it acknowledges that there is awareness on some level. The choice is yours they say, but first, you must take the bull by its horns, which in this case is creating spaces for enlightenment. Teaching one another is a weapon, one we've never used before, so how do we start now?

I guess you missed it... Because the revolution has started already, we stood once and the real capitalists hurt us but never again. The spirit of togetherness is way more profound and an unstoppable force of nature. Do you now realise your place? or where you've been placed?

Either way, we are rooting for you. And just like the rainbow after the storm, we will always be with you. Now, let's silently rule the world in consistent peace. Unleashing our love, pain, and hard work in their faces. Muah!

Didee Eta

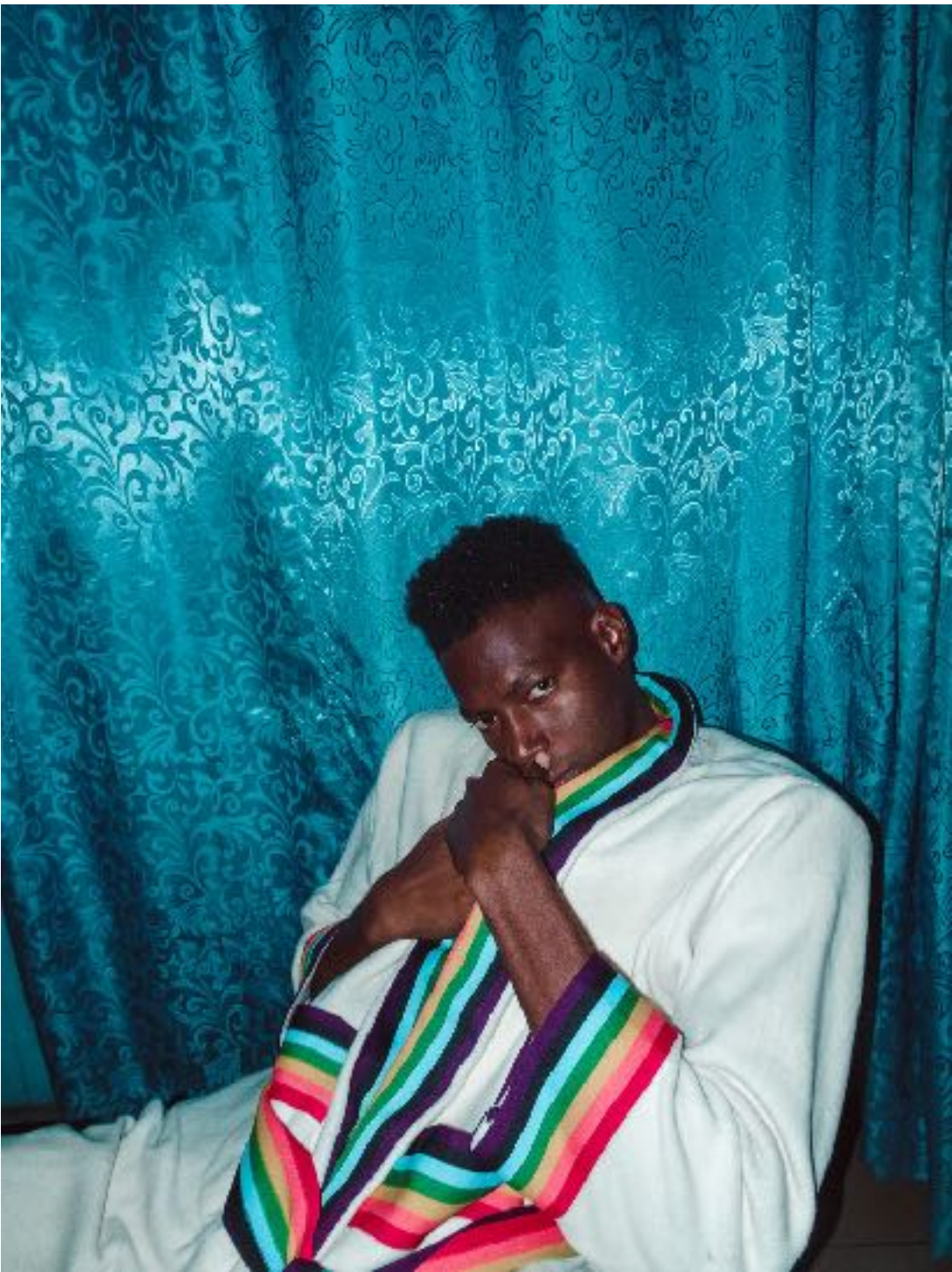
cover story



This is no Capitalism











This is no Capitalism_star

Photographed - Papa Oyeyemi Edited - Yinka Elliot Location - Abeokuta Models- Tofunmi Shittu & Adesoyin Emmanuel





Photographed - Papa Oyeyemi Edited - Yinka Elliot Location - Abeokuta Models- Tofunmi Shittu & Adesoyin Emmanuel





Tinotenda Mushore



Quimy

Photographed - Jean-Paul Paula Locations- Amsterdam & Milan

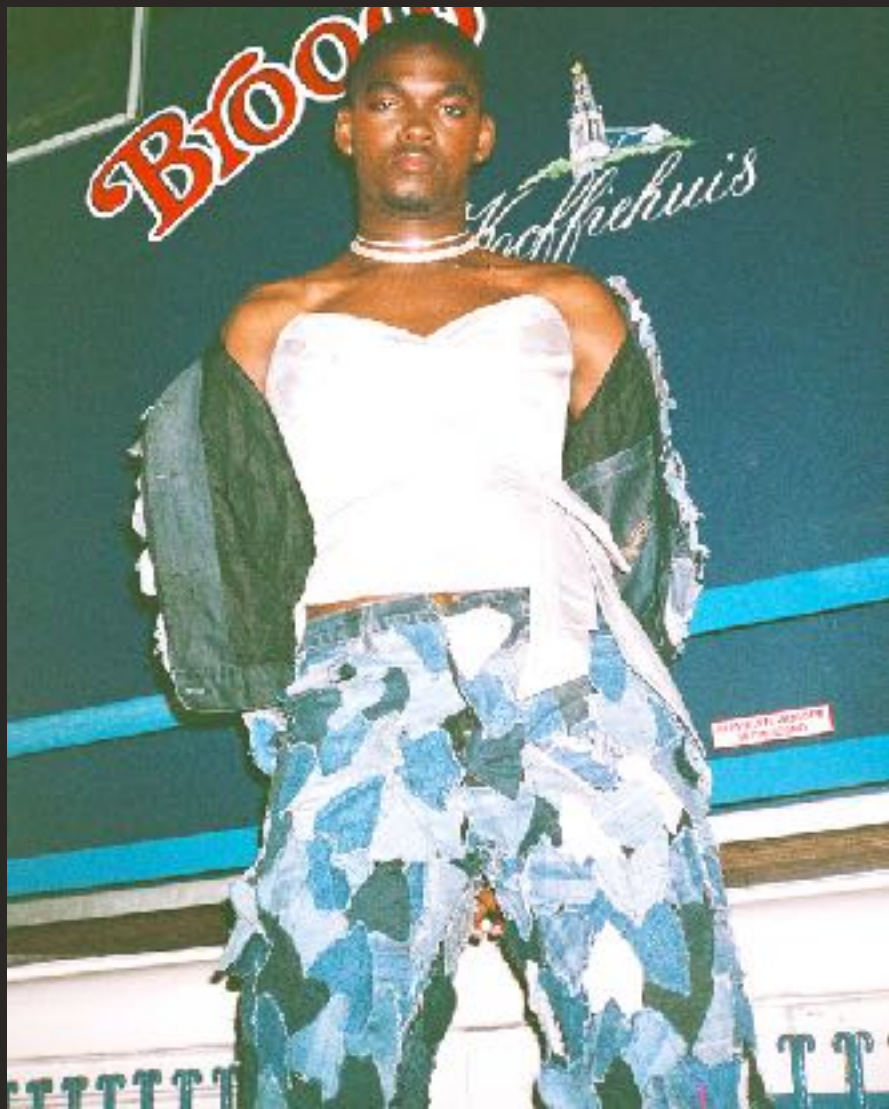


Sasha Payton



star_maxivive







Photographed - Jean-Paul Paula Locations- Amsterdam Make Up - Edna Smith Model - Sanna Visser & Aldison Cadeau





Photographed - Jean-Paul Paula Locations- Milan Model -Sasha Payton



A E I
M V X

Maxivive

Lagos