



BGEI Bourne Global
Enterprises Inc.

CONTRIBUTING TO BLACK HISTORY IN CANADA. CELEBRATING 25 YEARS IN BUSINESS.

Bourne Global Enterprises Inc. aka, P & O BGEI Inc. (BGEI) is a family-owned business striving to support family business growth within the Black Community by helping them build lasting legacies, add value and achieve sustainability across multiple generations. Founded in 1999 and incorporated in 2002 as a Real Estate and Asset Management company, today BGEI has scaled its services to include multiple other facets of business including Legacy planning and their corporate social responsibility initiative, Jesiwa B. Fashions & Giftware. This social enterprise promotes and markets African inspired fashions and giftware as a means of enhancing pride in Black heritage while at the same time fostering positive intercultural relations, encouraging mutual respect and inter-racial harmony. We collaborate with churches, charities, NGOs, and educational institutions among others through organizing fashion shows and exhibits to help raise funds for worthy causes. We encourage communities of all races and cultures to participate in our fashion shows. At BGEI we believe that the more we get to know and understand one another the easier it is to celebrate our differences and build cross-cultural trust so as to eliminate racial discord and discrimination. The garments and giftware are primarily made in Ghana and Cote d'Ivoire by disadvantaged artisans. Jesiwa B. Fashions is a Fair-Trade promoter and thus supports economic development and promotion of African heritage in Canada, in Africa and around the Globe.

Adinkra: A symbol of Black History

DID YOU KNOW:

VALUES, SIGNIFICANCE AND EVOLUTION OF ADINKRA SYMBOLS OF THE AKAN CULTURAL HERITAGE OF GHANA AND COTE D'IVOIRE

Adinkra symbols are visual symbols that originate from the Akan people of Ghana and Côte d'Ivoire. These symbols represent concepts or aphorisms, and are widely used in fabric, logos, pottery, and architecture. They express various themes such as wisdom, love, strength, unity, and aspects of life and the environment.

These Adinkra symbols hold significant cultural and historical importance within Akan society, serving as visual representations of values, beliefs, and philosophical concepts passed down through generations. They offer profound insights into the complexities of human existence and the enduring resilience of the human spirit. Incorporating these symbols into handcrafted leather placemats or wall hangings provides buyers with a tangible connection to Akan culture and heritage, fostering a deeper appreciation for the richness and diversity of African traditions.

Here are 10 of the popular Adinkra symbols. Here, we will focus on their meanings and the positive values they convey.

GYE NYAME: Gye Nyame is one of the most popular Adinkra symbols. It emphasizes the omnipotence and omnipresence of God in all aspects of life. This symbol consists of a stylized depiction of a supine human figure with its head facing skyward and arms outstretched. It originated from the Ashanti people of Ghana and represents the supremacy of God in Akan culture. Historically, it was often used in religious ceremonies and royal regalia, emphasizing the omnipotence and omnipresence of the divine. Its use dates back centuries, illustrating the enduring significance of spiritual beliefs within Akan society.

SANKOFA: Represented by a bird turning its head backwards retrieving an egg from its back. It symbolizes the importance of learning from the past to build the future. It's a powerful symbol for wisdom and learning. Originating from the Akan people, Sankofa symbolizes the importance of learning from the past to inform the present and future. It carries deep philosophical and historical significance, reflecting the Akan belief in the interconnectedness of time and the wisdom gained through introspection and reflection on one's heritage and history.

ADINKRAHENE: Known as the chief of the Adinkra symbols, it's a symbol that inspires to strive for excellence and authority with responsibility. Adinkrahene depicts a large, central circle surrounded by smaller circles. It represents greatness, charisma, and leadership, symbolizing the authority of the chief or ruler among the Akan people. Historically, this symbol was associated

with royal authority and was often used in the design of royal regalia and court adornments, highlighting the central role of leadership in Akan society.

DWENNIMMEN: Dwennimmen depicts the horns of a ram, symbolizing humility, strength, and the importance of not boasting about one's accomplishments. It represents the balance between power and humility, emphasizing the virtue of modesty and self-awareness and encouraging individuals to be strong but also to remember to be humble. Historically, it was associated with leadership and warriorhood, as rams were revered for their strength and courage in Akan culture.

NSOROMMA: Representing a child of the heavens (stars), this symbol stresses the role of God in the life of man. It's a reminder of the divine spark within each person and the need to live a life that honors this connection. This symbol portrays a stylized star with a central point surrounded by radiating lines. It symbolizes guardianship, guidance, and protection from a divine source, often associated with the spirits of ancestors watching over and guiding the living. Historically, it was used in various contexts, including spiritual ceremonies and decorative arts, reflecting the Akan belief in the interconnectedness of the spiritual and earthly realms.

NKONSONKONSON: Nkonsonkonson depicts a chain link, symbolizing unity and human solidarity. It emphasizes the strength that comes from collective action and cooperation, highlighting the importance of unity in achieving common goals. Historically, it was used as a symbol of unity among the Akan people, promoting peace and harmony within communities and reinforcing social bonds.

MATE MASIE: Mate Masie features the image of a crossed knot, symbolizing wisdom, attentiveness, and the importance of discretion in communication and decision-making. It encourages thoughtful consideration and discernment, reminding individuals to listen and observe before speaking or acting. Historically, it was used as a symbol of wisdom and prudence, guiding individuals in their interactions and relationships with others.

ANANSE NTONTAN: Ananse Ntontan depicts a spider's web, symbolizing wisdom, creativity, and the complexity of life's interconnectedness. Inspired by the spider's ability to weave intricate webs, it represents the importance of resourcefulness and ingenuity in overcoming challenges. Historically, it was associated with storytelling and folklore, as the spider Ananse is a prominent figure in Akan mythology known for his cunning and intelligence.

AYA: Aya features the stylized image of a fern leaf, symbolizing endurance, and resourcefulness in times of hardship. Inspired by the fern's ability to thrive in diverse environments, it represents resilience and adaptability in the face of adversity. Historically, it was used as a metaphor for the human capacity to withstand difficulties and emerge stronger, serving as a source of inspiration and encouragement in challenging times.

BIN NKA BI: This is a symbol of peace and harmony. It translates literally as “No one should bite the other”. It signifies the peaceful co-existence among people devoid of provocation, retaliation and strife. The symbol cautions people against social vices like backbiting and cheating etc. It therefore encourages fair play and cordiality, which brings peaceful co-existence.



PRIDE OF OWNERSHIP

Now regarding the significance of possessing handcrafted Adinkra symbols leather placemats or wall hangings for the occasion, here are some very good reasons to have pride of ownership.

Cultural Connection These Adinkra symbols serve as a tangible connection to the rich cultural heritage of the Akan people of Ghana, promoting cultural awareness and appreciation among owners.

Symbolic Representation: Each symbol carries deep meaning and historical context, making the placemats or wall hangings not just decorative items but also symbolic representations of important values and concepts.

Conversation Starter: Displaying these unique handcrafted items in one's home sparks conversations about the significance of Adinkra symbols, their meanings, and their relevance to contemporary society, fostering cultural exchange and understanding.

Celebration of Diversity: By showcasing Adinkra symbols associated with Black and Indigenous cultures, these placemats or wall hangings celebrate the diversity and contributions of these communities, promoting inclusivity and unity.

Artistic Expression: Handcrafted with care and attention to detail, these leather placemats or wall hangings are not just functional but also artistic expressions of traditional craftsmanship, adding aesthetic value to any space.

Personal Empowerment: Owning these Adinkra symbols leather placemats or wall hangings empowers individuals to embrace and celebrate their cultural identity, fostering a sense of pride and belonging.

Overall, possessing these uniquely handcrafted Adinkra symbols leather placemats or wall hangings serves as a meaningful way to honor the occasion, celebrate cultural diversity, and promote cultural awareness and appreciation within the community.

HOW TO GET THE BEST USE FROM YOUR UNIQULY HANDCRAFTED ADINKRA SYMBOLS LEATHER PLACEMATS:

Use your uniquely handcrafted mats as placemats for your formal dinner table settings or on your buffet table. You can also hand them individually or as a collection on your home or office wall as-is or framed. They bring culture to any room.



THE FUTURE EVOLUTION OF ADINKRA SYMBOLS:



Each of these images has been crafted to reflect the rich meanings and cultural significance of the Adinkra symbols, blending traditional elements with a contemporary aesthetic. The symbols are multi-functional in nature and are appreciated for their communicative values.

Adinkra symbols are evolving from the designs of craftsmen of old who did not have facilities for refined designs. With modern technologies different versions of the original symbols and well as newly created images are coming up. The above version includes symbols that express themes of harmony, resilience, adaptability, and environmental awareness, reflecting a diverse aspect of Akan wisdom. The layout of the symbols is carefully designed to ensure each symbol's meaning is highlighted, offering a fresh perspective on the Akan cultural heritage, showcasing the versatility and depth of Adinkra symbolism in conveying these aspects of wisdom and values. The mat's texture and material quality are visible, emphasizing the traditional techniques used in its creation. The design is modern yet respects the authenticity and significance of the Adinkra symbols, making it a unique piece of art.

Celebrate Black History with us.

For more information on how to get your own piece of these valuable intergenerational artistic Handcrafted Adinkra symbols leather mats

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