



The NUBIANO Project (www.thenubiano.com) was founded in August 2004 by Clayton Perry. The mission of the firm is “to design projects that give voice to the Black diaspora, empower the Black community, redefine mainstream perspectives of ‘Blackness,’ and celebrate Black culture and history.”

EXECUTIVE SUMMARY

When rapper and producer-extraordinaire Kanye West stood before a national television audience and declared, “George Bush does not care about Black people,” he was doing more than speaking to the despair, insensitivity and disregard shown to the victims—predominantly Black and poor—of Hurricane Katrina. He was also speaking to a history of cultural degradation and social neglect, of racial apathy and slow responses.

To be certain, West was not singling President Bush out as the lone culprit in the transgressions perpetrated against African-Americans. Instead, West was using President Bush as a metaphor for the callous manner in which America has historically looked upon her black and poor citizens.

Even with the advent of Africana curriculum, it is disappointing to note that information regarding the Black diaspora is disparate and often presented without enthusiasm or great care. To reverse this trend, the NUBIANO Project has made a commitment to create projects that preserve these under-represented and ignored segments of world history and, also, awaken the conscience of the global community.

As an independent firm, the development of every project is based on the support of community activists and the proceeds derived from project receipts and individual

contributions. Consequently, the underlying aim—effectively bolstering all NUBIANO projects—is to create a recognizable, black-owned brand that embraces the Black community, has a vision for its uplift and offers a channel for the development of projects that meet its needs.

THE FOUNDER AND HIS MISSION

Clayton Perry's mission parallels that of John Hope Franklin, Marcus Garvey and Carter G. Woodson. As founder and CEO, Perry envisions and facilitates the design of every NUBIANO project.

The firm's initial project was the development of the *Black Profiles* series, a collection of historical texts that will highlight the lives and contributions of the world's pioneering black men and women. In the Editor's note of *Volume 1*, Perry notes: “As a child, my encounters with black pioneers were minimal, to say the least. In grade school, my exposure was limited to Civil Rights-era leaders such as Martin Luther King, Malcolm X and Rosa Parks. And, sadly, these few experiences were confined to the month of February—the widely proclaimed, yet widely ignored Black History Month. It was not until my college years, in Afro-American studies, that I truly began to discover America's leading black men and women. My hope is that future generations do not suffer a similar fate.”

Even with limited funding and support, the positive response *Volume 1* received encouraged Perry to press onward. Since then, the NUBIANO Project has expanded greatly. In addition to the *Black Profiles* series, as part of NUBIANO 4.0, current projects include: the NUBIANO Exchange, the NUBIANO Shop and NUBIANO Headlines.