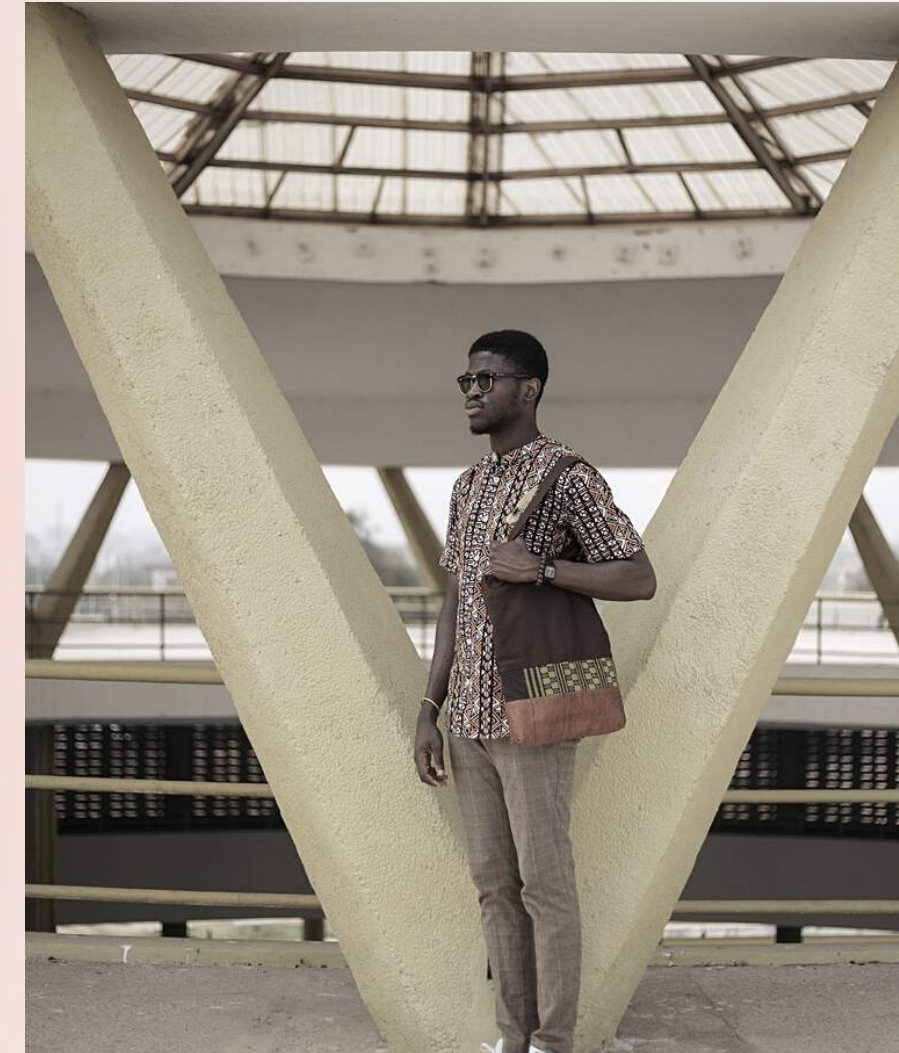


Ardayfio Prince Andrew



ARDAYFIO, Prince Andrew is from Ghana. He is a creative polymath with a background in filmmaking, acting, game development, and digital technology. He is passionate about exploring non-conventional initiatives that challenge the status quo and the use of games for change. As a business developer, he specializes in the use of gamification and reverse-engineering of the science of fun to give startups competitive and transformational business models. He is currently the president of the Ghana chapter of Enter Africa; an Afro-futuristic project that harnesses the power of gamification, game thinking, interactive storytelling, and immersive experiences across 15 African countries with a vision to create a gaming ecosystem in Africa that represents African culture. He is also a game designer and a creative director of the well-acclaimed location-based game 'Chronicles of Klinu' which explores Afrofuturism, arts, culture, and the future of the environment through digital advocacy for climate change and sustainability. He is the co-founder of Artyfact, an organization bridging art and technology through mixed reality and immersive experiences. He currently runs artistic activism workshops for creatives through his NGO TransArt Global.

**ARDAYFIO
PRINCE
ANDREW**

**Creative Director/
Exeprience Designer**

EDUCATION

Business and Entrepreneurship

Accra Business School

Transmedia Storytelling: Narrative worlds, emerging technologies, and global audiences

Univeristy of New South Wales

Africa/Europa Transnational Cooperation

Institut der TH Koln (CGL)

Creative
Director(**ArtyFact**)
November 2020- Present

ArtyFact is an organization born in the pandemic as a response to the COVID-19 pandemic. Our work focuses on the interactivity of technology and art. We identify the problems of art institutions and solve them through tech solutions such Virtual galleries.

Founder(**TransArt Global**)
www.talkthematter.com
December 2019 - Present

TransArt Global is an NGO founded to train creatives in the tenets of artistic activism and to create a hub where creatives can collaborate strategically and work on projects.

President/Ghana Chapter(**Enter Africa**)
June 2018 - Present

Enter Africa is an organization across 16 African countries seeking to create a gaming ecosystem that represents African culture

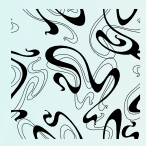
Head/Fashion Department(**ST A Africa**)
June 2016- June 2018

Saving The Artis in Africa is an organization seeking to train and empower young students to pursue art as a career and providing support for young creatives

Creative
Director(**Swish Studios**)
November 2013-May 2016

Clothing company specialising in the fusion of African print fabric and street wear

WORK
EXPERIENCE



Knowledge and
Interest in
contemporary Art



Gamification and
Experience Design



Interactive
Storytelling



Filmmaking



Graphic Design



Photography



Mixed reality
(Virtual/Augmented)

Skills and abilities

PEOPLE I HAVE WORKED WITH



ACHIEVEMENTS



OVERALL WINNER OF HACK UR CULTURE

“Hack Ur Culture” is a platform that brings together GLAM institutions (Galleries, Libraries, Archives, Museums) with creative minds and tech enthusiasts to bring about collaborations and innovations deriving from open cultural data.

FINALIST IN GAMIFICATION FOR SUSTAINABILITY AWARDS, Brighton UK

In recognizing our effort in sustainability.....[read more](#)

BEST DIGITAL PRACTICE IN GHANA, WORLD SUMMIT AWARDS

YALI STAR OF BUSINESS AND ENTREPRENEURSHIP, YALI RLC Cohort 12

MEDIA



FEATURE BY DESIGN INDABA

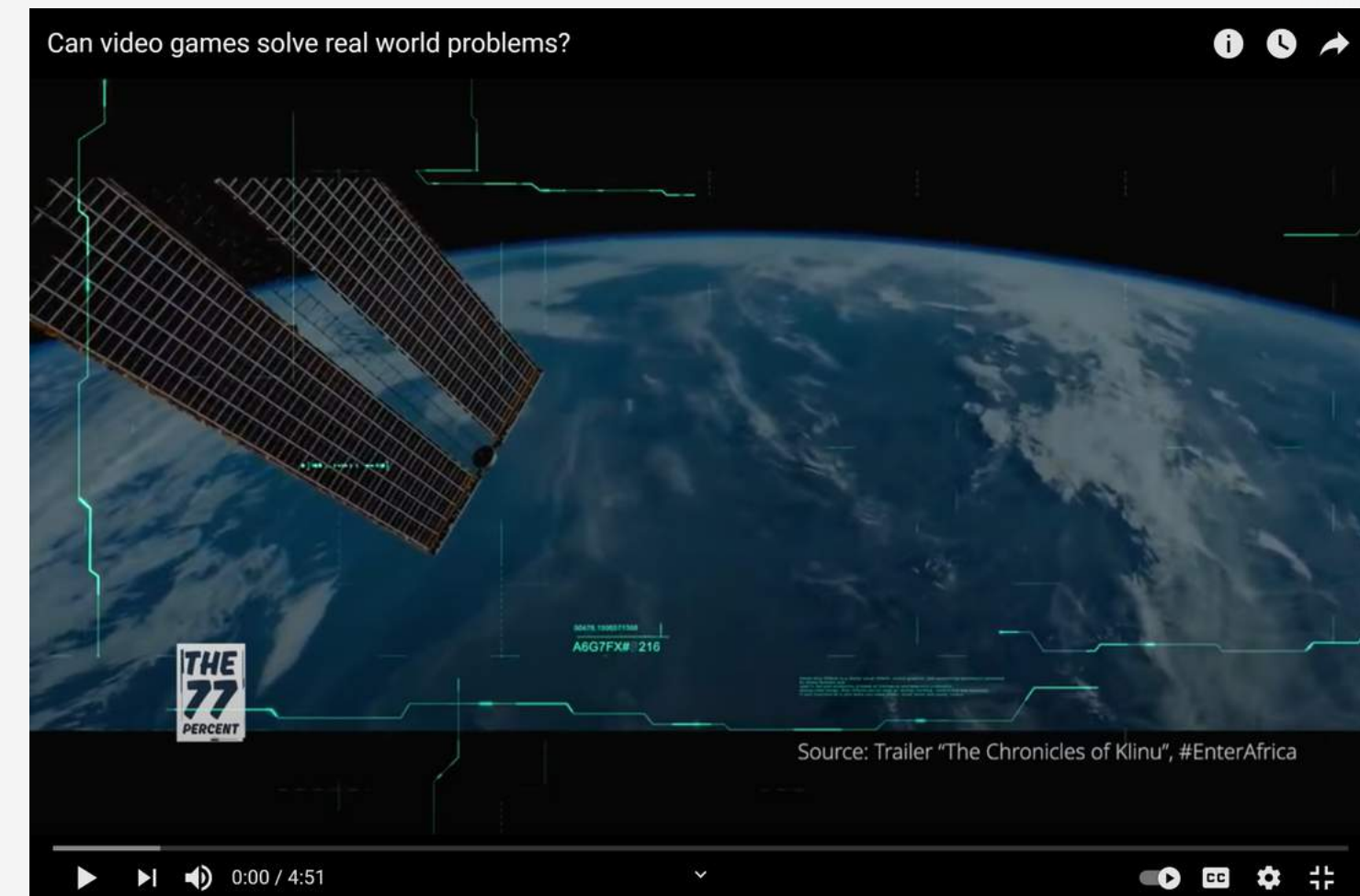
How these Ghanaian developers are creating awareness around e-waste
Ghanaian game developers, Enter Africa, are creating a game that focuses on the issues of safety and sanitation surrounding e-waste dumps.

[Read more](#)

FEATURE BY DW TV

Meet two young video game designers from Ghana, Prince Andrew Ardayfio and Matthew Hansen. They want to tackle the e-waste problem in the country with "edutainment."

[Read more](#)





Notable projects

PRODUCTIONS

AFRICOMICS- HISTORY OF THE COMIC SCENE WITH A FOCUS ON GHANA - *Producer*

A short documentary that follows the history of comics and their origins and their adaptation in West Africa, Ghana, and also showcasing modern-day comic artists and digital visualizers. [A collaborative project for AFRICOMICS]



VR 360 VIDEO OF NUBUKE FOUNDATION - *Director, Videographer*

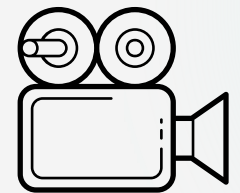
A virtual reality experience of the exhibition, "This Exhibition Is Untitled" which was on show from July 3 - October 2, 2020, at the Nubuke Foundation Art Gallery in Accra, Ghana.

Nubuke Foundation is a visual art and cultural institution based in East Legon, Accra, Ghana. They work to make the appreciation of art, culture, heritage, and history accessible to all. Their artistic programming includes exhibitions, readings, talks, film screenings, performances, seminars, and workshops for the culturally curious.



BEYOND COVID - *Director, Videographer*

A short documentary of art gallery and concept store Untamed Empire that follows the impact of Covid-19 on art institutions and how they plan to recover and the ways they have adapted.



WE ARE GOD - *Director, Actor, Writer*

We are God follows the life of a young agnostic man in virtual reality and his journey through a near-death experience after a car crash as he discovers the afterlife and supreme beings.




PRODUCTIONS

PINK ENVELOPE - Director, Writer, Actor

A sartorial short film depicting the uncertainties one faces in reading wrong signals in relationships 




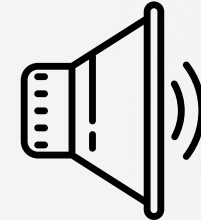
LOVEMARE - Director, Writer, Actor

A sartorial depiction of a young man and his quest for love on Valentine's day. 



"VOICES" - Director of Photography


An audiovisual campaign that fuses spoken word and music as a call to action against socio-cultural practices in collaboration with www.talkthematter.com 



EXHIBITIONS



GAMES AND POLITICS

 Musuem of Science & Technology, Accra Ghana



Curation of The touring exhibition »Games and Politics«, developed by Goethe-Institut and ZKM, that travels around the world and shows the variety of computer games as a politically and socially relevant medium. Speaking on the topic of Gaming and Political undertones.

ALWAYS ON • FREE

HACK UR CULTURE

HERITAGE & TECH

ONLINE EXHIBITION

THE HACK UR CULTURE VIRTUAL EXHIBITION

Winning projects from the Hack Ur Culture Hackathon.

A virtual platform that brings together GLAM institutions (Galleries, Libraries, Archives, Museums) with creative minds and tech enthusiasts to bring about collaborations and innovations.



fak'ugesi 2020




Showcasing of the District 6 app developed during the Hack Ur Culture Hackathon for the District 6 museum.

[Click here](#)

F'AKUGESI HACK UR CULTURE VIRTUAL EXHIBITION

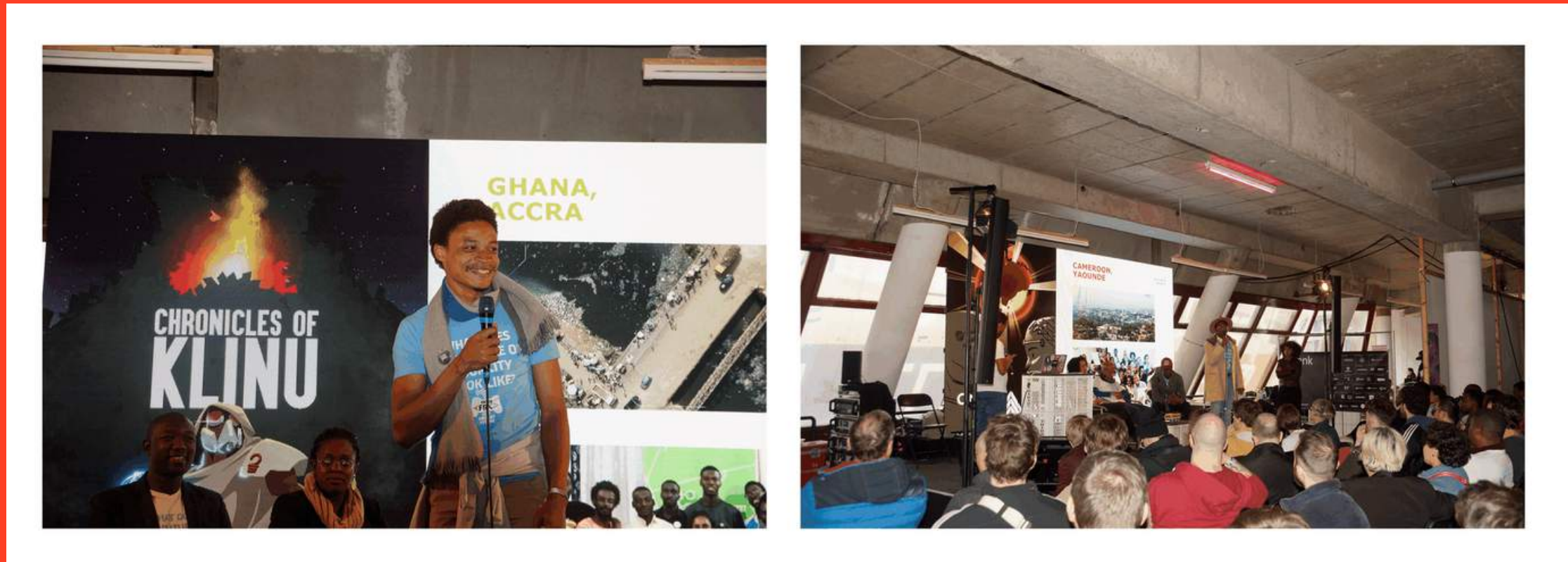
INDIE BOOTH ARENA, GAMESCOM

 Cologne, Germany

Showcasing Chronicles of Klinu and handcrafted Busara game at the worlds largest exhibition for Indie Games. [Click here](#)



Showcasing Chronicles of Klinu at the A-MAZE Berlin Games Festival
[Click here](#)

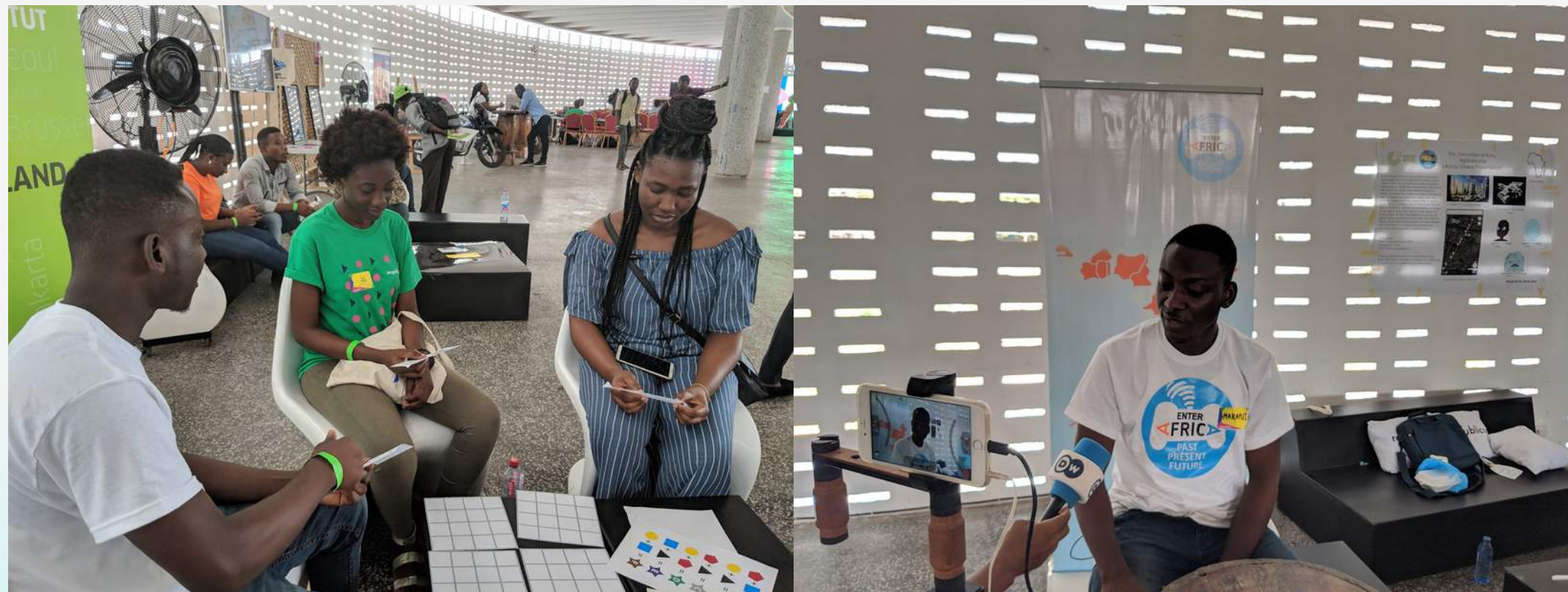


A-MAZE FESTIVAL

 Berlin, Germany

RE:PUBLICA ACCRA

 Trade Fair Pavilion, Accra Ghana



Demonstrating the location based game at the first ever re:publica conference in Africa
[Click here](#)



SPEAKER SESSIONS

BREAKING PARADIGMS - *The Data Gap*

In this episode we talk about the data gap in spatial planning. Data of all kinds is used to provide adequate spatial planning. Of course, what data we use has an impact on the results. In this episode we talk about what role missing data plays, what value is attributed to certain data and what kind of data gaps exist.....[Read More](#)

GAMESCOM CONGRESS - *Living with Games*

Despite its 1.2 billion inhabitants, good cell phone coverage and an estimated 500 million potential players, the African continent still accounts for just 1% of global sales with premium games....[Read More](#)

A-MAZE Berlin - *Gamify Your City Future*

Can Games Make a better Future? We are convinced they can! And that is what the project Enter Africa is all about. It encourages us to use game thinking as a tool to address everyday challenges in Subsaharan Africa.....[Read More](#)

SUPER NICE CLUB - *Creating The Real Wakanda*

This week our conversation is with Prince Andrew Ardayfio of Accra, Ghana. Accra is the thriving capital of Ghana, a city of over two million and one of the gems of the African continent. Prince Andrew and a number of other young minds believe they can help transform Accra into WAKANDA ...[See More](#)

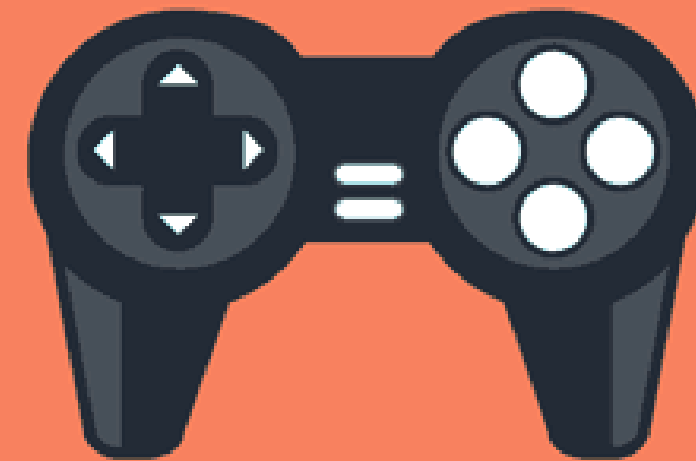
CITI TRENDS- *The Economies of Africas Gaming System*

Philip Ashon and his panel, made of Isaiah Triforce Johnson and Ardayfio Prince Andrew look into the economics of Africa's gaming industry.... [Listen here](#)

THE #77Percent SHOW DW TV - *How is digitization impacting African youth?*

Street Debate — Digitization in Africa: The 77 Percent Street Debate is this time taking place in Accra, Ghana. Edith Kimani speaks with locals about the impact digitization is having in their country and in Africa in general.....[Watch here](#)

GAME DEVELOPMENT



CHRONICLES OF KLINU

A location-based game set in the heart of Accra.

Platform - Android OS



iOS





I was the creative lead for the development of the following characters and the storywriter



COMMANDER KLINU

OFFICER, (IGSZ)

PATTERNED HEAD WITH ADINKRA SYMBOLS | BOOTS
MUSCULAR | AFRICAN | TALL | STEAMPUNK GOGGLES
GAS MASK | SCARF AROUND WAIST | AKOBEN
SYMBOL ON CHEST

SWATCHES





LERA

HUGE MONSTER

SEVERAL FEET TALL | MADE UP OF
SCRAP AND PLASTICS | FOOD WASTE
AS RESIDUE (GREEN SLIME)

SWATCHES





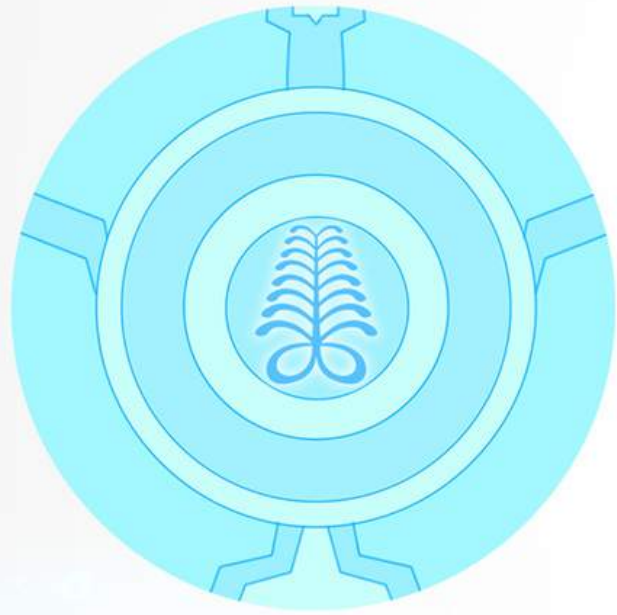
AYA (CYBORG)

HALF HUMAN, HALF ROBOT

African characteristics | Hips | Breasts
Eccentric circle on forehead

SWATCHES

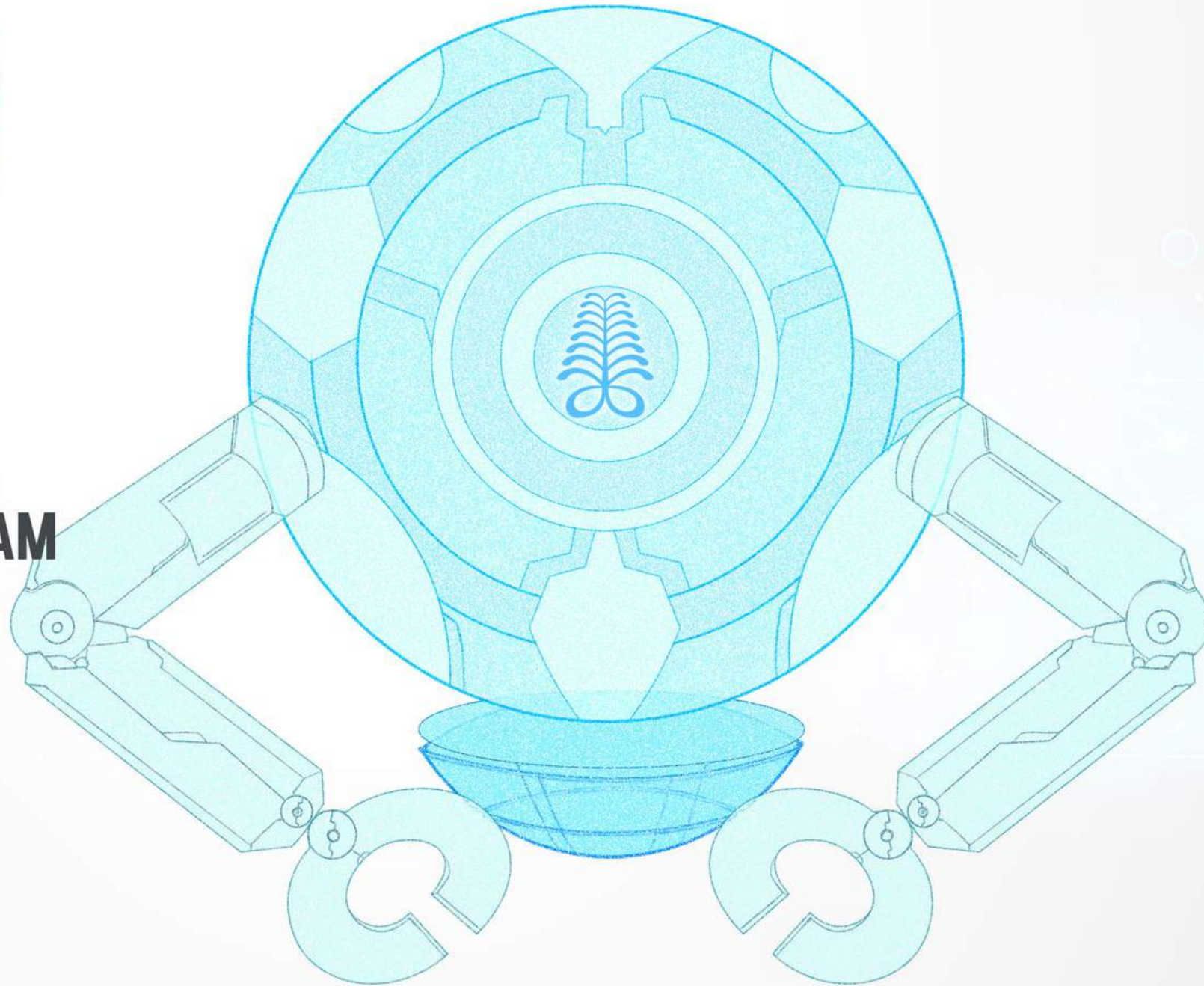




AYA (ORB)

FLOATING ORB HOLOGRAM

SWATCHES



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together**

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Thank you for your time and I look forward to connecting about opportunities together.

