



Mask of Prejudice

Blaming African Americans for divine from coronavirus
is akin to blaming them

Poster - Mask of Prejudice, Chaz Maviyane-Davies

Chaz Maviyane-Davies Creative Defiance Fried Rice

CREATIVE DEFIANCE fried rice is from Zimbabwe. This dish has an irreplaceable position in graphic design. Among them, resisting racial discrimination, fighting social injustice, defending human rights and breaking people's prejudice against Africa, creating a more equal world, all these precious nutrients are invaluable.

Serving Size:

More than 50 years of art creation, design and resistance.

Ingredients :

- 77g of African countries ruled by whites
- 70g of London art and design
- 64g of Rhodesian Bush War
- 1 teaspoon of Colonialism
- 2 teaspoons of Racism that accompanies growing up
- 30 years of the dictatorship of the Robert Mugabe and the blood of the people
- 100g of broken stereotypes of Africa
- 1 cup of unique visual language
- 1 cup of yearning for an equal world

Utensils:

- Graphic design tools

Directions:

1. Use one teaspoon of colonial rule and two teaspoons of racism to heat your Zimbabwean pot.
2. Add 77g of African countries ruled by whites.
3. Add 70g of London art and design.
4. Then add 64g of Rhodesian Bush War and fry all ingredients until they turn black.
5. Then use the 30 years of dictatorship of Robert Mugabe and the blood of the people to season.
6. Stir it with graphic design tools, adding 100g of broken stereotypes of Africa.
7. At last, add one cup of unique visual language and one cup of yearning for an equal world.
8. Your CREATIVE DEFIANCE fried rice is now ready.

Chaz Maviyane-Davies

>> by Jerry Du

Introduction

Chaz Maviyane-Davies is a Zimbabwean-born graphic designer. He has been working on graphic design works that are related to consumerism, health, nutrition, social responsibility, the environment, human rights, and politics. For political and personal reasons, he left his hometown and went to other countries to pursue his dream of artistic creation. On his personal website, stating his creed, he says, "After all, is it not a designer's duty to offer a new vitality, energy and greater appreciation of the diversity of the world, to the world, through the defiance of creativity?"¹ which uses a simple question to express what he thinks he needs to do as a designer.

Colonialism

In 1952, Chaz Maviyane-Davies was born in Zimbabwe, which was still called Southern Rhodesia at that time. Southern Rhodesia was a self-governing British Crown colony in southern Africa. As a British colony, Southern Rhodesia was ruled by a white minority. Racism was widespread throughout the whole country. Reflection on his upbringing in Zimbabwe, Maviyane-Davies says, "I grew up in a racist state as a second-class citizen."² In 1965 it renamed itself Rhodesia and broke from the United Kingdom and the new government was led by Ian Smith, who wanted to maintain white rule. The government of Ian Smith gained much support from the Apartheid, white regime in South Africa at that time³. Chaz Maviyane-Davies also mentioned in the interview that he has never experienced African rule in his lifetime. He has experienced racism and discrimination, Apartheid, and unequal treatment just because of his birthplace and described as despicable. He says, "To combat racial, gender, religious or political discrimination is the first step towards tolerance, which is vital if we want to co-exist on this planet." From his works, we can see many of them are speaking out against the racial discrimination faced by Africa and Africans. During COVID-19, he also created many graphic works to reflect the discrimination against African Americans.

Zimbabwe Independence

From 1965 to 1980, there was a war that was important to determine the destiny of Zimbabwe's independence which was the Rhodesian Bush War, also called Zimbabwe War of Liberation. This civil war involved multiple organizations: the Rhodesian white minority-led government of Ian Smith; the Zimbabwe African National Liberation Army, the military wing of Robert Mugabe's Zimbabwe African National Union; and the Zimbabwe People's Revolutionary Army of Joshua Nkomo's Zimbabwe African People's Union. After this long civil war, the first democratic election was held in 1980 and the power was finally transferred from the whites to Black Zimbabweans themselves. Robert Mugabe and his Zimbabwe African National Union (ZANU) won this election. On April 18, 1980, The Republic of Zimbabwe was officially independent and established. After studying abroad, Chaz Maviyane-Davies returned to Zimbabwe in 1982. He founded his own design agency in Harare called The Maviyane-Project. In the American Institute of Graphic Art's (AIGA) article *Chaz Maviyane-Davies' Design Journey*, the author Jamin Brophy-Warren describes, "Through his work Maviyane-Davies adopted a visual vocabulary developed from the culture of Zimbabwe, to help guide the burgeoning country. Manipulating images of African bodies and other local visual cues

he began to project a message of social change." In the article Chaz Maviyane-Davies also explains, "It's about breaking down and finding the inherited, mythically infused iconography and then rebuilding it in order to fit the feeling and nature of where we are now. The tone, rhythm, and depth of our identity is special and can be used to talk to each other today. And we have to use that visual language to slowly try to bring some of our personality and presence into the design arena."

*"Through his work
Maviyane-Davies adopted
a visual vocabulary...
Manipulating images of
African bodies and other
local visual cues he began
to project a message of
social change."*

Escape from Zimbabwe again

In 1980, Robert Mugabe, who won the election, became the first prime minister of Zimbabwe after independence. The entire country was still in an atmosphere of just independence, and Robert Mugabe won praise for leading the country to independence, improving the hygiene environment, and educational opportunities for Blacks, and even known as a national hero. Robert Mugabe won many elections later and was elected prime minister twice and president five times. However, during his tenure, he implemented a dictatorship, corrupted the government, abused power to suppress dissidents, and ignored human rights. In the early 1980s, Robert Mugabe's infamous Fifth Brigade massacred more than 20,000 Ndebele people of western Zimbabwe. In 2000, Zimbabwe was preparing for the upcoming election. However, the government rigged the election and threatened the people. No message was sent to people. Chaz hoped to use his own methods and the Internet to convey information to the people, let them respond, vote, and make the right choice. Of course, Maviyane-Davies' behavior attracted the attention and anger of the government, so he had to leave his country again for his safety. One of his works *OUR FEAR* expresses the message "Our fear is their best weapon" to let people do not fear the suppression of the dictatorship and to vote. The red beret in this poster symbolizes the first brigade which was sent to massacre some people. In the article *A Conversation with Chaz Maviyane-Davies*, Chaz Maviyane-Davies explained more details about this poster, "We know them because of their red berets. Everybody knows this is an elite North Korean-trained force. They employed them on that day to go into the very place where ten years ago, they had massacred some people. This is a kind of psychological manipulation: just before the election, sending the troops the very same kind of troops that kill the people, like in your army there are the green berets - but they wear the red berets. They went back there to warn the people: "If you go against the government, they will be back here." Right, so you read the news and my response was this. This was the image I came up with: those two rifles over there, the eyes sort of red. And of course, my response is, "our fear is their best weapon. Don't be intimidated, use your vote and be counted."

Human Rights

In addition to protesting racial discrimination and speaking out for social issues in Zimbabwe, Chaz is also very concerned about human rights issues around the world. For a long time, people have had a very deep and strong stereotype of Africa. When Chaz Maviyane-Davies created the 30 United Nations Declaration of Human Rights project, through this theme, he took a different perspective to show the human rights situation in Africa. In the past, people often liked to highlight hunger, conflict, and barren land when they represented the social scenes of Africa and African people. However, Chaz Maviyane-Davies is angry about this stereotyped portrayal of Africa. Therefore, with the project, he described the different aspects of African people's lives, and highlighted the African people's pursuit of human rights and the oppressive resistance to human rights. On his personal website, he also describes this project that these posters, based on dignity and preservation, exist as a tribute to the resistance and humility of African people.¹

CREATIVE DEFIANCE

On his personal website, Maviyane-Davies describes the world he sees and his role and motivation as "CREATIVE DEFIANCE" which can be understood as using creativity to resist authority and oppressive forces. Chaz Maviyane-Davies simply describe "defiance" as a challenge. How he uses

his unique visual language to challenge this world full of various problems, to challenge the various prejudices and discriminations of human beings against each other, and the ubiquitous oppression of human rights, is what his works want to express to all audiences. He says "Because if we don't struggle with something, we're not saying anything."² At the same time, this kind of CREATIVE DEFIANCE is also seen as a new force of social development and change. Maviyane-Davies describes all these challenges and his creations as, "A battle I am waging by staying true to the source of my inspiration and passion to my vision and vocation as a catalyst for social change. This focus is my penetration against the bubble of complacency that surrounds us, with the hope that we can all live as respected equals with dignity, able to enrich the world that sustains us."³

Conclusion

As an artist, as a designer, as Chaz Maviyane-Davies says, only when we are really struggling for something and empathizing, can our creation truly express what should be expressed, and at the same time, we can truly pass the vision Language, to express our dissatisfaction, anger or love for this society loudly. At the same time, resisting authority and all the forces that oppress the people in this world is that each of us should help through our own unique methods. Each of us should speak out for the injustices of this world through our unique CREATIVE DEFIANCE.

Footnotes

1. "CREATIVE DEFIANCE: The Graphic Design of Chaz Maviyane-Davies." Accessed November 10, 2020. <http://www.maviyane.com/depth/depth-content>.
2. Warren, Jamin Brophy. "Chaz Maviyane-Davies' Design Journey." Accessed November 10, 2020. <https://www.aiga.org/design-journeys-chaz-maviyane-davies>.
3. "CREATIVE DEFIANCE: The Graphic Design of Chaz Maviyane-Davies." Accessed November 10, 2020. <http://www.maviyane.com/depth/depth-content>.

Works Cited

1. Bunte, Brooke. "A Conversation With Chaz Maviyane-Davies," October 20, 2020. <https://isthis.howyouart.com/2017/12/18/i-interviewed-chaz-maviyane-davies-for-my-school-newspaper/>.
2. "Chaz Maviyane Davies." Accessed November 10, 2020. http://retary.org/idea/idea5/idea_5/chaz/chaz.htm.
3. "CREATIVE DEFIANCE: The Graphic Design of Chaz Maviyane-Davies." Accessed November 10, 2020. <http://www.maviyane.com/depth/depth-content>.
4. "Ian Smith," November 5, 2020. https://en.wikipedia.org/wiki/Ian_Smith.
5. Ismay, John. "Rhodesia's Dead - but White Supremacists Have Given It New Life Online," April 10, 2018. <https://www.nytimes.com/2018/04/10/magazine/rhodesia-zimbabwe-white-supremacists.html>.
6. "Rhodesian Bush War." Wikipedia. Wikimedia Foundation, November 7, 2020. https://en.wikipedia.org/wiki/Rhodesian_Bush_War.
7. "Robert Mugabe," November 9, 2020. https://en.wikipedia.org/wiki/Robert_Mugabe.
8. Warren, Jamin Brophy. "Chaz Maviyane-Davies' Design Journey." Accessed November 10, 2020. <https://www.aiga.org/design-journeys-chaz-maviyane-davies>.
9. "Zimbabwe," November 10, 2020. <https://en.wikipedia.org/wiki/Zimbabwe>.