



ISSUE 014



HERITAGE ELEGANCE SERIES

# OLUMIDE IJAKINWA 'OVIESOFT'

VISUAL STORYTELLER &  
CULTURAL PRESERVATIONIST

# FROM THE HERITAGE DESK

## **Visual Storytelling, Cultural Preservation**

Olumide Ijimakinwa represents the modern cultural custodian – one who understands that heritage preservation requires both respect for tradition and innovative documentation methods.

Through his lens, Ìjẹ̀bú culture becomes accessible to global audiences while maintaining its authentic essence.

His commitment to mentoring young creatives ensures that the art of cultural storytelling continues to evolve.

Every frame he captures is a bridge between past and future, proving that heritage thrives when it's beautifully documented and thoughtfully shared. Full Blooded Ìjẹ̀bú.

**Full Blooded Ìjẹ̀bú.**

# ABOUT

**Olumide Ijimakinwa, popularly known as "Oviesoft," is a professional photographer and creative director based in Nigeria.**

He covers everything from festivals and cultural events to commercials and documentaries, and also teaches photography.

A graduate of Political Science from the University of Ibadan, Olumide has carved a niche for himself as a media entrepreneur over the past decade.

His heritage is a rich mix: Ikale and Abeokuta from his father's side, and Ìjẹ̀bú and Urhobo from his mother's side.

Beyond the camera, he loves telling stories visually and collaborating with people to bring ideas to life, using his craft to serve his community and preserve cultural narratives.

## THE JOURNEY

Olumide's creative journey started 17 years ago as a self-taught graphic designer with big dreams of the cinematic world and professional photography.

What began as fun has grown into a career where he now covers cultural festivals, directs documentaries, and builds visual stories that celebrate both people and heritage.

Over the past decade, he has established himself as a media entrepreneur who captures the essence of traditional events, preserving the colors, emotions, and cultural significance that words alone cannot express.

His work spans from documenting Ìjẹ̀bú festivals and ceremonies to creating commercial content and teaching the next generation of creatives.



OLUMIDE  
IJIMAKINWA

## VISION AND LEGACY

"For tomorrow, I want growth; both personally and professionally. I want to keep pushing boundaries in visual storytelling, expand Oviesoft into bigger productions, and collaborate on projects that have cultural and social impact.

On a personal level, I want stability, peace, and the opportunity to create a legacy that outlives me.

My vision is to continue preserving culture and community stories visually, ensuring they're not lost with time while empowering the next generation of creatives with the tools and guidance I didn't have when I started."

## BUSINESS & CULTURAL IMPACT

Through his photography and film work, Olumide helps preserve culture and community stories visually, ensuring they're not lost with time.

His documentation of traditional events plays a crucial role in properly representing the essence of cultural traditions.

He has used photography and film to spotlight social issues and inspire support through fundraising campaigns.

Beyond commercial work, he mentors and teaches younger creatives, providing them with tools and guidance.

His authentic representation of Ìjẹ̀bú festivals, ceremonies, and cultural expressions captures their true spirit, making them resonate with future generations and the wider world.



**"I see heritage and culture as living stories that connect us to our roots while guiding how we shape the future."**

- Olumide Ijimakinwa

@fullbloodedijebu

## THE CALL

"Our heritage is our strength; it carries the wisdom, resilience, and beauty of generations before us.

When we celebrate it, we don't just honour the past, we keep it alive for the future. I encourage everyone to embrace their roots, tell their stories, and let culture shine through in everything they do.

Every project is an opportunity to preserve and showcase the pride of Ìjẹ̀bú heritage."



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BY  
**TIMI ADEGUNWA**

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This profile is part of our ongoing series celebrating Ìjẹ̀bú heritage worldwide. To feature your profile or nominate someone for our Heritage Elegance Series, contact us at [fbi@fullbloodedijebu.com](mailto:fbi@fullbloodedijebu.com)