



“WE WOULD JOURNEY
HUNDREDS OF KILOMETRES
THROUGH THE HIGHLANDS,
THROUGH CENTURIES OF TIME
ON A KIND OF PILGRIMAGE
TRACING IN ART
AND STONE”

HORATIO CLARE | ROCK OF AGES | ETHIOPIA
CONDE NAST TRAVELLER

CULTURES ON THE MOVE

“AFRICA IS RAW,
ELEMENTAL, INSPIRING...
AFRICA HAS SOMETHING
THAT RESONATES”

WILL JONES | JOURNEYS BY DESIGN



WELCOME TO
CULTURES ON THE MOVE

In deciding to produce an image-led brochure devoted exclusively to the peoples of the Horn, and those of eastern and southern Africa, we realise that we are tackling a sensitive and difficult subject. Apart from the fact that the area is both huge and traditionally diverse, the idea that a picture book could begin to truly reflect the effects of change - of education, of globalisation, population growth and technology - on the cultural traditions of the many peoples of Africa is patently absurd.

No, the main purpose of *Cultures on the Move* is to show the Africa that we at *Journeys by Design* know and love, an Africa that is alive and bristling with change, its vast wildernesses home to an extraordinary range of traditional cultures, to the greatest genetic diversity on earth; the sum a vast, vibrant and ever-growing mesh of change, a world that I have, for much of my life, been lucky enough to call home. It is a celebration - pure and simple.

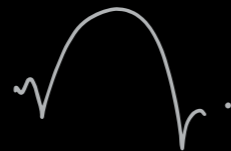
Which is not to say that such a celebration should blind us to the more negative effects of change - the shrinking rangelands of the Maasai of Kenya and Tanzania, for example, or to the questionable benefits of 'development' for the Mursi of southern Ethiopia.

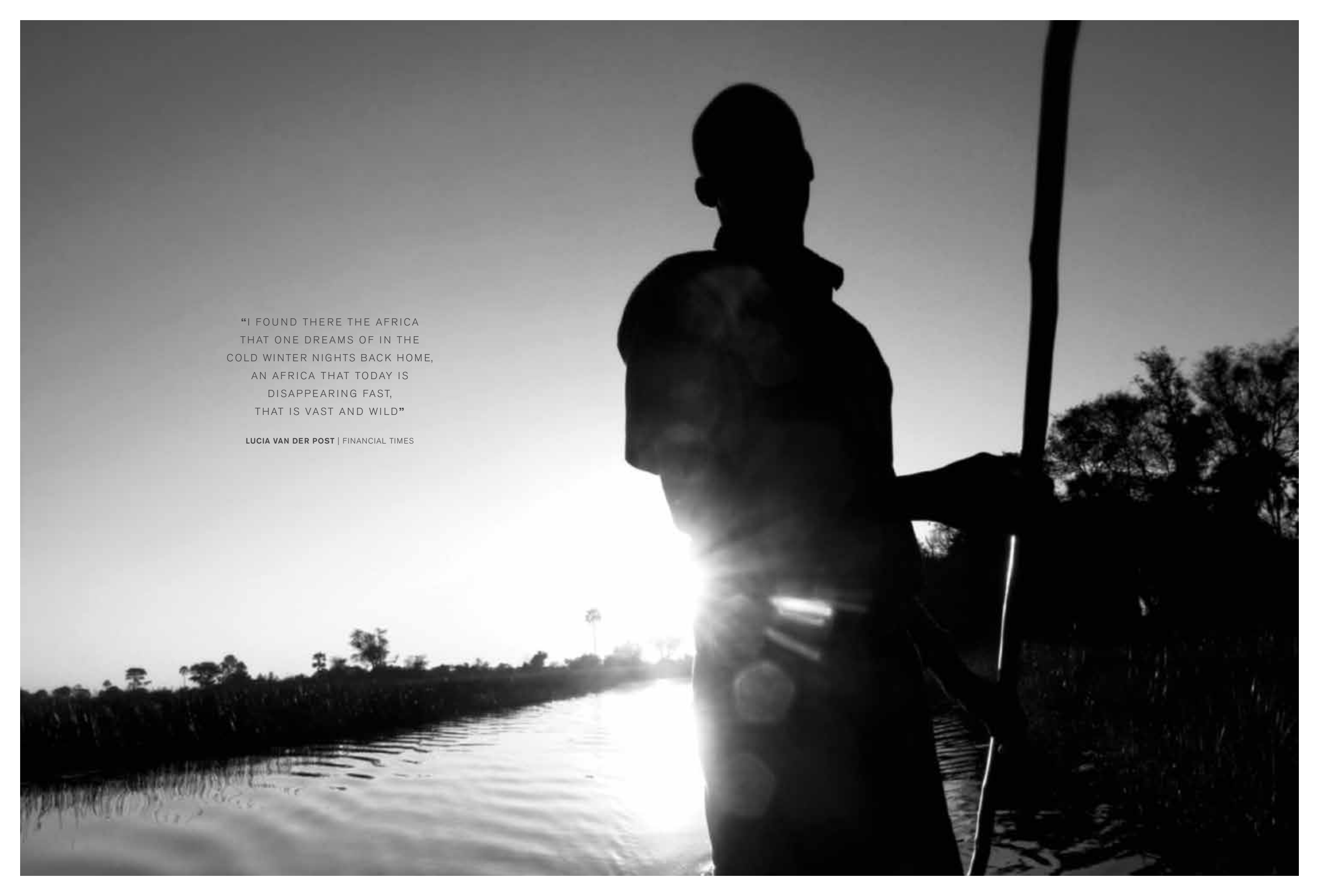
On the contrary. We are all stakeholders in our children's worlds, their futures, and as such bear great responsibility for how the forces of change are managed. Responsibility of this kind requires great thought, sensitively negotiated conditions and the ability to act decisively. The Northern Rangelands Trust, a thriving partnership between local communities - Maasai, Samburu, Pokot, European settlers - based in the Laikipia, in northern Kenya, is an excellent example of what can be done in the name of conservation, culture and sustainability.

This said, some cultures remain exceptionally vulnerable. The Bantu and European expansions across and into Equatorial and southern Africa have seen hunter-gatherer societies' numbers decimated, their once huge ranges reduced to not much more than pockets of survival, their wilderness-born sensibilities eroded by colonising interlopers. The Hadza of Lake Eyasi, in northern Tanzania, now numbering just 400 traditionalists, and hemmed in by expanding agricultural and pastoral societies, is an extreme case in point. Add to this the influences of trade, and of religion, and we are left with a continent as fluid, as rich and as complicated as central Europe. Change is inevitable.

Given all this, my personal feeling is that Africa is the future; on the one hand, robust, on the move; on the other, it's various historic cultures under threat. It requires an approach that takes into account an understanding of both the needs of the vulnerable and, simultaneously, of its enormous economic potential. Clear-eyed and multifaceted, such an approach values the present as much as it does the past, places health, education and opportunity at its centre, and, perhaps most importantly, is designed to celebrate the way in which local communities, given the chance, take charge of their own destinies. Dynamic, resourceful, filled with meaning, they're cultures very much on the move.

Let's celebrate them.





“I FOUND THERE THE AFRICA
THAT ONE DREAMS OF IN THE
COLD WINTER NIGHTS BACK HOME,
AN AFRICA THAT TODAY IS
DISAPPEARING FAST,
THAT IS VAST AND WILD”

LUCIA VAN DER POST | FINANCIAL TIMES



KARO BOY | OMO VALLEY ETHIOPIA | INITIATION AND GRADUATION



KARO WARRIORS | OMO VALLEY ETHIOPIA | BODY PAINTING CEREMONY

“Africa is raw, elemental, inspiring,” Jones says, explaining why he has centered his life round it. “Africa has something that resonates. It definitely feels like the cradle of man.”

Journeys by Design allows him to remain connected to Africa, and his enthusiasm for the continent is reflected by the company’s exhaustive menu of dozens of possible destinations in twelve countries. “Ideally, we like to have a face-to-face preliminary session with clients,” he says, “talking in broad strokes about all the possible options.” To make this happen, Jones or a colleague will often travel to a client’s home. After all, many trips will crisscross the continent, and encompass a myriad of hotels, lodges, and camps, not to mention multiple flights and a coterie of guides. (Wherever travelers go, Jones recommends a minimum of nine nights, though twelve to fourteen is even better.) For a truly once-in-a-lifetime journey, Jones himself will accompany clients.

But the greatest luxury, Jones says, is in the company’s ability to provide clients a true wilderness experience. “It’s about being able to access the remotest, quietest corners of Africa,” he says. “Other operators just don’t have the wherewithal to do that because they lack the knowledge and the logistical background to pull it off.”

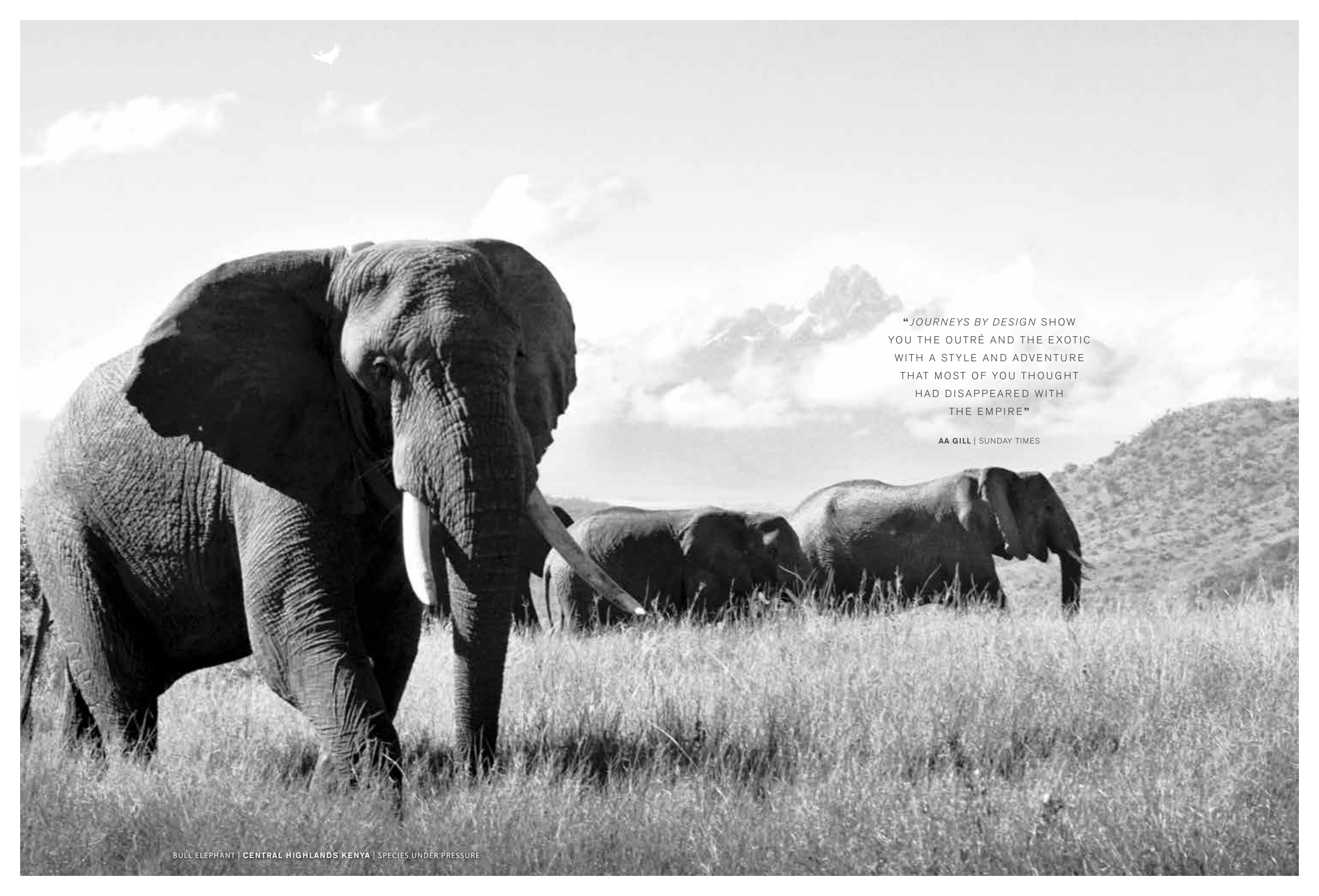
REBECCA ROTH BAUM | RALPH LAUREN MAGAZINE



AMHARA HERDSMAN | SIMIEN MOUNTAINS ETHIOPIA | LOOKING WEST



DASSANECH LADY | OMO VALLEY ETHIOPIA | HEAVILY ADORNED



“*JOURNEYS BY DESIGN* SHOW
YOU THE OUTRÉ AND THE EXOTIC
WITH A STYLE AND ADVENTURE
THAT MOST OF YOU THOUGHT
HAD DISAPPEARED WITH
THE EMPIRE”

AA GILL | SUNDAY TIMES





*“JOURNEYS BY DESIGN
OPENED OUR EYES TO
A WORLD OF EXPERIENCES
WE NEVER COULD
HAVE IMAGINED”*

RALPH LAUREN





Journeys by Design is not only the best, but most stylish, ensuring that everything is taken care of with a touch of panache. All our internal transfers were seamless too, which is quite an achievement given the number of variables. And there's nothing so reassuring as a 20-page document detailing every step of your trip. The sign of a really good operator is not just that they think of everything you would – but they think of everything you wouldn't as well.

A visit to the local school, and the project's impact is immediately obvious, as the headmaster proudly shows off the new buildings, simple breeze block constructions, which without a hint of exaggeration revolutionise the lives of the local children. We were also welcomed to the local manyatta – an innovative women's craft group, which encourages communal work and has been so successful that a chain of accessory stores in New York now stocks its colourful beaded jewellery.

“All I wanted to do now was get back to Africa. We had not left it yet, but when I would wake in the night, I would lie, listening, homesick for it already.”

Well said, Mr Hemmingway.

MARK HEDLEY | SQUARE MILE MAGAZINE





HIMBA MOTHER WITH CHILD | KUNENE RIVER NAMIBIA | NOMADIC PASTORALISTS





BUSHMEN | **BOTSWANA KALAHARI** | LAST OF THE HUNTER GATHERERS



MATURE BUSHMAN WOMAN | **BOTSWANA** | OUR EARLIEST ANCESTORS



“AS THEY DANCED AND SANG
AND WATCHED ME WATCHING THEM,
THERE WAS ALWAYS THE SMILE
AND THE WARMTH IN THE EYES
I HAD GROWN TO KNOW IN THIS
REMARKABLE COUNTRY”

MIKE CARTER | DESERT ROSE | FINANCIAL TIMES







“PART OF THE DRAMA
IS ALSO THE JOY OF A PLACE
SHARED BY SO FEW: YOUR OWN
SWATHE OF AFRICA, NOTHING LESS,
IN THE LONG GRASS OF THE
SUN-SEARED HORIZON”

SOPHY ROBERTS | HARPERS BAZAAR



JOURNEYS BY DESIGN TAILOR MAKES SPECIALIST
AFRICAN SAFARIS COMBINING CULTURE
AND WILDLIFE.

WE OFFER A BESPOKE PLATINUM SERVICE,
ENABLING OUR GUESTS TO EXPLORE THE
LESSER-KNOWN FRONTIERS OF THIS VAST SAFARI
CONTINENT IN COMFORT AND STYLE.

YOUR SAFARI RAISES FUNDS SPECIFICALLY
FOR TRUSTS FOR AFRICAN SCHOOLS AND THE
AFRICAN MEDICAL RESEARCH FOUNDATION.
IN ADDITION WE HAVE NOW RAISED OVER
US\$4 MILLION FOR A RANGE OF COMMUNITIES
AND CHARITIES GLOBALLY.

COME CELEBRATE AFRICA.



All the flights and flight-inclusive holidays in this brochure are financially protected by the ATOL scheme. When you pay you will be supplied with an ATOL Certificate. Please ask for it and check to ensure that everything you booked (flights, hotels and other services) is listed on it. Please see our booking conditions for further information or for more information about financial protection and the ATOL Certificate go to: www.atol.org.uk/ATOLCertificate

All photographs in this brochure have been taken by clients, staff and our African partners on their many and varied travels around the continent. Many thanks to all for making this possible.

WWW.JOURNEYSBYDESIGN.COM



JOURNEYS BY DESIGN | DISTINCTIVE AFRICAN TRAVEL

UK

36 PARK CRESCENT, BRIGHTON, EAST SUSSEX BN2 3HB, UK
TEL +44 (0) 1273 623790 | FAX +44 (0) 1273 621766

USA

NEW YORK, NY 10028 | TEL +1 315 955 6842

AFRICA

TEL + 27 10 500 3709

WWW.JOURNEYSBYDESIGN.COM