



**OFFICIAL
ATTEMPT**

102 Hours of Identity: Guinness World Record Cultural Documentary on Nigerian Peoples and Cultures by Famous Isaacs

PROJECT PROFILE



ABOUT THE PROJECT

Nigeria's cultural heritage is one of the richest and most diverse in the world, with over 300 ethnic groups contributing to a vibrant mosaic of traditions, languages, arts, cuisines, festivals, and social systems. Yet, much of this wealth remains unknown, undiscovered, and undocumented in a comprehensive and accessible format- and in a way that makes for easy global consumption of information and data about these cultures.

As a culture advocate, I believe we can change this. I believe we can showcase our Nigerian cultures, own our stories and tell them the way we want to have them heard. I have in the past two years been the convener of the African Bridal Fashion Festival (ABFF), an event we organise in Abuja showcasing different Nigerian cultural bridal fashion pieces, and through discussions about these bridal fashion works the audience gets to learn about the stories of the cultures, and celebrate them. But we will do more!

As a Nigerian filmmaker, I seek to address this gap through a groundbreaking documentary film project that not only showcases Nigeria's cultural diversity but also aims to make history by attempting a Guinness World Record.

In 2026, we will be documenting the cultures and histories of 51 Nigerian ethnic groups across all six geopolitical zones of the country, producing a documentary film of 102 hours in length. Our film will be titled, Nigerian Peoples and Cultures: 102 Hours of Identity. This will mark our breaking of the Guinness World Record for the Longest Documentary Film — more than double the duration of the current world record of 48 hours and 10 minutes which has been held by Indian filmmaker Blessy Ipe Thomas since March 2019.

This World Record will serve as a landmark achievement for Nigeria in global cultural documentation, and it strongly aligns with the vision of the National Orientation Agency and Federal Ministry of Arts, Culture, Tourism, and the Creative Economy which is to "...promote the development of Nigeria's culture and creative economy as a viable resource for economic diversification while enhancing the country's cultural legacy to be a world-renowned center for creativity, innovation and cultural expression", and the mission to "...provide

enabling environment for exposure of the positive elements of the Nation's Art and Culture and to harness the potential of Nigeria's creative industries," as well as that of the National Council for Arts and Culture which is "to promote and foster the appreciation, revival and development of Nigerian arts and culture, to drive and develop national policy for the creative and cultural industries."

SCOPE AND CONTENT OF THE DOCUMENTARY FILM

Over a duration of several months, my team and I will travel across the six geopolitical zones of Nigeria to capture the lived histories and traditions of 51 ethnic groups. In what will end up being a two-hour documentary of each ethnic group and cultures (which is how we have targeted 102 hours total of documentary storytelling), each culture will share stories around the following themes and subjects:

- **Historical Origins:** Oral histories, migration stories, and identity narratives.
- Cultural Festivals
- **Fashion & Textiles:** Indigenous designs, symbolic meanings, and craftsmanship.
- **Cuisine:** Traditional dishes, preparation methods, and food heritage.
- Music & Dance: Performances, instruments, and the role of rhythm in communal life.
- **Religion & Spiritual Practices:** Traditional beliefs alongside adopted faiths.
- **Marriage & Social Ceremonies:** Rituals, rites of passage, and communal celebrations.
- **Occupations & Arts:** Farming, fishing, weaving, carving, and other traditional livelihoods.
- **Natural Beauty:** Tourist attractions, sceneries, landscapes, monuments, historical crafts.

Each story segment will combine historical details shared by culture/ethnic heads or indigenes with sufficient knowledge of ethnic history, performances, live demonstrations all presenting an immersive cultural experience.

Each cultural experience will feature stories shared using indigenous languages (and subtitled in English), each storyteller dressed in the traditional attires of the culture being featured.

MISSION AND VISION OF THE DOCUMENTARY

This documentary, *Nigerian Peoples and Cultures: 102 Hours of Identity*, will speak directly to:

- **Documentation and Promotion of Culture:** By presenting authentic stories of Nigerian peoples, the project enhances the country's cultural legacy.
- **Economic Diversification:** The film will strengthen Nigeria's creative economy through global visibility and potential tourism growth. We will embark on a global tour, featuring at film festivals across Africa, Europe, and the Americas.
- **Creative Innovation:** A record-setting documentary of this scale positions Nigeria as a leader in creativity on a world stage.
- **Global Branding:** The Guinness platform offers international recognition, validating Nigeria as a hub of cultural excellence. The documentary film will spotlight and present the richness of Nigeria's history, art, and traditions while emphasizing Nigeria's unity in diversity.
- **To Encourage Tourism:** ...And position Nigeria as a cultural destination of global interest, thus potentially increasing opportunities for tourism development. Beautiful landscapes, monuments and natural sceneries will all be detailed in the film for the interest of tourists.
- **Cultural Preservation:** To create a visual archive of Nigeria's rich histories and cultural practices — from music and dance to cuisine and social ceremonies — ensuring they are preserved for future generations.
- **National Pride & International Recognition:** To break a world record that puts Nigerian ethnic groups in global headlines for a positive, inspiring achievement.

OBJECTIVES OF THE RECORD ATTEMPT

1.To Achieve a Global Showcase of Nigeria’s Diversity:

The documentary film will spotlight and present the richness of Nigeria’s history, art, and traditions while emphasizing Nigeria’s unity in diversity.

2.To Encourage Tourism:

...And position Nigeria as a cultural destination of global interest, thus potentially increasing opportunities for tourism development. Beautiful landscapes, monuments and natural sceneries will all be detailed in the shots
Cultural Preservation

3.To create a visual archive of Nigeria’s cultural practices: — from music and dance to cuisine and social ceremonies — ensuring they are preserved for future generations.

4.National Pride & International Recognition:

To break a world record that puts Nigeria in global headlines for a positive, inspiring achievement.

CONCLUSION

This documentary film project is more than a Guinness World Records attempt; it is a historic cultural preservation initiative, a global branding opportunity, and an acknowledgement and celebration of Nigeria’s unity in diversity. Not only will the project bring Nigeria’s stories to the world in an unprecedented way — setting a world record, it also will cement our place in history. The 102 Hours of Identity documentary will spotlight the nation’s resilience and richness, while giving the world an unprecedented visual archive of the Nigerian identity, and help to set in motion the reshaping of narratives about Nigeria and its people.

Kinds Regards,

Famous-Isaacs Ogbu

Film Director, StoryLabAfrica LTD

Guinness World Records Attempt for Longest Documentary Film