

## The origin of Luos and Birth of Luollywood

The Luo are descended from migrants who moved into western Kenya from Uganda between the 15th and 20th centuries in four waves. These migrants were closely related to Luo peoples found in Uganda, especially the Acholi and Padhola people.

As they moved into Kenya and Tanzania, they underwent significant genetic and cultural admixture as they encountered other communities that were long established in the region.

Traditionally, Luo people practiced a mixed economy of cattle pastoralism, seed farming and fishing supplemented by hunting. Today, the Luo comprise a significant fraction of East Africa's intellectual and skilled labour force in various professions. They also engage in various trades, such as tenant fishing, small-scale farming, and urban work.

Barack Obama, the first black President of the United States of America and a Nobel Peace Prize winner, was born to a Kenyan Luo father, Barack Obama, Sr. Lupita Nyong'o became the first black African to win an Academy Award in 2014.

The Luo are the originators of a number of popular music genres including benga and ohangla. Benga is one of Africa's most popular genres

## What is Luollywood?

Luollywood was first coined and used in the poetic works of the legendary Luo singer and activist **Bosmic Otim**. The concept then developed by one **Stella Oryang**, a Luo speaker and Health and Wellbeing Professional, to encompass the film, music and entertainment industry existing in many of the people of Luo origins across African countries including: Uganda, Kenya, Tanzania, Sudan, South Sudan, Ethiopia, the Congo and is in fact the vibrant film and music industry that has seen increasing growth and acceptance across the globe in recent years - albeit without a recognised umbrella name such as Luollywood that was widely adopted by the members of the social media platform group **Acoli Agenda** on WhatsApp.

Luollywood does not currently bring in as much money yearly as the other 'woods', it is becoming increasingly known for its starlised and rapid creative and production processes that churns out hundreds of short movies per year. And in the more mature industries in Kenya for instance, full production and quality feature films are now being released worldwide under much more limiting circumstances.

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Luollywood production is characterized by a kind of home video production quality. But more recent movies, however, the Ugandan and Kenyan movie industry is improving their craft. Known for action and comedies, Luollywood is now producing more genres like drama, cultural pieces, musicals and full-feature films for global release, much assisted by the free releases on platforms such as YouTube etc...