

MAMOBO OGORO

FOUNDER & CEO, GORM MEDIA, TALLAGHT, DUBLIN

STAND



THE STORY

Meet Mamobo. Born in Nigeria, growing up in Wexford and currently residing in Dublin, Mamobo is tackling a PhD in Social Psychology and undertaking a personal mission to unify the world—a lofty goal which she admits is ambitious, but one that is coming to fruition in Ireland through her start-up social enterprise Gorm Media.

“Gorm Media is on a mission to unify across differences, and advance belonging for marginalised communities through intercultural training, creative media and community-based events.”

Focusing on intersectional perspectives, with an ethnically diverse background, Gorm Media began as community-based video projects,

expanded into events and now offers diversity and inclusion training and filmmaking services to individuals, businesses and leading institutions.

“Media influences the sense of belonging for marginalised communities.”

Spearheaded by Mamobo, Gorm Media has become an influential voice in Ireland’s social enterprise community, catching the attention of big players such as the Arts Council and Screen Ireland.

The Wide Shot programme, an event promoting intercultural exchange and dialogue, was a huge success and has inspired these institutions to try and replicate its winning formula, with Mamobo and Gorm Media being invited to consult on their events.

THE WHY

“I experienced bullying growing up and became curious as to what fuels and drives racism. Studying Social Psychology, with a focus on how social inclusion and exclusion affects second-generation migrants, also influenced my desire to start nuanced intercultural dialogue instead of the black/white narrative that we see around us currently.”

THE CHALLENGE

“My wish is for people to actively break down echo chambers, to be open to difficult conversations, and to question why you think the way you do. Interrogate your long-held beliefs and the structures around us.”

THE HOPE

“Our ultimate goal is to create a media organisation that produces intercultural and intersectional content that is widely respected, and to hopefully continue opening space for positive, productive conversations as opposed to the confrontational discourse that dominates in most other media spaces.”

THE RECOMMENDATION

BOOK – *All About Love* by Bell Hooks.
TV SERIES – *Now You Know* on Virgin Media.

To find out more visit www.gormmedia.com or follow @GormMedia on social media.

Interview by Eoghan Ryder

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We want to cross communities and create spaces in which we all belong.

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PRODUCTION

Photo by Alan Place

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