

Review Article

Lucky Akaruese, a Brand in Foot Wears: Imputing Personality Psychology in Entrepreneurial Product Sculpture

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Abstract: One wondered if there was a correlation between feet wears and the wearers, can inherent characteristic deductive analogy be drawn from the shoes a man puts on, or put succinctly can a person's personality be drawn from the shoes he wears, can the theoretical saying hold sway in this study that the style is the man and the man is the style theory. This paper sets out to study foot wears as entrepreneurial product Sculpture and personality traits of a man, a philosopher, an astute member of Academic Staff Union of Universities (ASUU) core activist and Itsakiri culture ambassador epitome Lucky Akaruese. Based on observational study of the personality for over twenty years. The man, Lucky Akaruese. Therefore it is a multidisciplinary study of entrepreneurial product sculpture and personality psychology. Joints in foot wears are exploited in imputing the character traits of Lucky Akaruese using both pure and synthetic leathers of various colours, Soles from 38 to 47 sizes, and Nora. In terms of personality psychology, one looks at his foot swag for over twenty years over the years, his philosophical inclinations, religious inclination, Association of and his love for his home town koko. The university community reactions to the total package of the exhibition. The venue and music ambience of the solo Exhibition. Forged relationships of the two area of study could be said to be successful.

Keywords: Foot Wears, Product Sculpture, Entrepreneurial, Multi-disciplinary. Personality, Psychology.

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INTRODUCTION

History of Foot Wears

Foot wear as a covering for man dates back in history to the middle Paleolithic period, according to Picone (2013) Footwear has about 40,000 year history. Shoukut and Rabby,(2017) also corroborates this fact by ascribing 1920, in of foot wears discovered in

Egypt that were made with straw, reeds and leather. Dolita (2018) aptly put into perspective the history of foot wear into Prehistory, Antiquity, middle ages early modern times to modern times, right from 2,5million b.c to 1918 to the present era and the evolution that accompanied the various epochs in History. Below are some images of early stages of foot wear in Africa.



Figure 1. The earliest Design of Foot wear, Fibre, Grass and Leather. Courtesy: www.dolitashoes.com



Figure 2. Sandals from Madagascar, 1900, Courtesy America Museum of Natural History(African ethnographic collection)



Figure 3, Shoes from Sudan, late 19th century Courtesy , America Museum of National History(African ethnographic collection)

Different Types of Foot Wears.

A foot wear is a protective covering designed for the lower part of the leg called foot that has to take on all the variances of environment and the weather, and also accommodate the motion friction of the wearer and the accompanying motion, Riello(2012)digs further to suggest that foot wears are far more than foot coverings, it expresses a person's taste, identity, nationality region, profession, class, status and gender It is usually divided into three parts the bottom , the middle and the upper part The sole which is the bottom part composed of thick leather or plastic sole, the middle part which connects the bottom and the upper

part is usually in form of Nora and often connects the bottom and the upper part which is the softer more flexible part, made of leather or synthetic material.

There are different kinds of foot Wear and they are as follows:

- 1.Booths
- 2.Shoes
- 3.Sandals
- 4.Slip ons
- 5 flip flops
- 6.Sucks.

MEN'S SIZES		WOMEN'S SIZES		HOW TO MEASURE YOUR FOOT
Inches	Shoe Size	Inches	Shoe Size	
9 1/4"	6	8 3/16"	4	
9 1/2"	6.5	8 3/8"	4.5	
9 5/8"	7	8 1/2"	5	
9 3/4"	7.5	8 3/4"	5.5	
9 15/16"	8	8 7/8"	6	
10 1/8"	8.5	9 1/16"	6.5	
10 1/4"	9	9 1/4"	7	
10 7/16"	9.5	9 3/8"	7.5	
10 9/16"	10	9 1/2"	8	
10 3/4"	10.5	9 11/16"	8.5	
10 15/16"	11	9 7/8"	9	
11 1/8"	11.5	10	9.5	
11 1/4"	12	10 3/16"	10	
11 9/16"	13	10 5/16"	10.5	
11 7/8"	14	10 1/2"	11	
12 3/16"	15	10 11/16"	11.5	
12 1/2"	16	10 7/8"	12	

Figure 4. Custom fit, Men Sizes ,Women’s Sizes ,How to measure your Foot, Courtesy, <https://www.shutterstock.com>

SOME LITERARY STUDIES ON FOOT WEAR.

One can theoretical hinge on Barbra Harmmers thinking practice and Adlers therioes on individual psychology (Samuel,Obembe,2012) to unfold this study which is positivity of ones attitudes and a better gripe on such for growth

Amazingly a lot of work has been done on Foot wear from the angle of socio- therapeutic pathological and biomechanical .It was found in Buldt A.K, Menz H.B. (2018).study that between 63 % and 79% of participants were shoes that did not fit both length and width and this health wise contributed to foot pains, foot disorders and less toes deformity, corns and calluses, .In other words fitting of shoes is key to the health of the feet.

Williams’ editorial study engaged the evolving role of footwear to maximize its potentials on feet protection. Sinclair, Taylor and Lilies (2019) took on the highly socio-scientific study of two groups of people of the minimal habitual and non-habitual in studying the biomechanics muscular skeletal inferences on the two groups of wearers. Burwick, Nerten and Lazzarini (2019) were concerned with foot wears worn inside the house.Jellema etal (2019) study is based on Shoe design for older adults with the understanding that the foot morphology changes with age and fewer designers take cognizance of this fact and as such the older adults tend to wear ill fitted shoes that could lead to toe deformity and discomfort and problems with mobility.

In as much as a lot of work has been done on foot wear this particular study took its scope from a different angle entirely of producing foot wear with traits of Lucky Akaruese.

Footwear as Product Sculpture and Enterprise in Nigeria

A product Sculpture is a form that has applied the design principles of three dimension art into the

utilitarian business avenue .A product Sculptor quickly identifies the needs in the business hub of a society or economy and takes a stand to provide that need in a unique manner that it stands out from others .It is not inhibited by the law of classical Sculpture that is opposed to mass production. Neither is it inhibited by material, techniques or sizes .The LA brand is a product sculpture borne out of the need to produce foot wears from waste materials .It is a multi – faceted field of study that accommodates all the arts as well as some other areas like engineering and management sciences. In this study the product Sculpture is Foot Wear.

The Artist and the Art in Lucky Akaruese: A study on Foot Wear

Many things can inspire an artist and bring down his or her creative ingenuity to play. Some are inspired by the geographical settings, others are inspired by just the sight of the sea. In this my fifteenth Solo Exhibition outing my inspiration came from long observation of professor Akaruese over twenty years and his consistency in his foot wear swag. His simplicity and bereft of embellishment of cut out tyres as foot wear sparked off some imaginative scintillations.

This could be likened to the dress revolution brought about by Mohandas Karamch and Gandhi in India that made Indians look inwards in terms of governance salt and even dressing. His footwear is made of repurposed tyres without any enhancement. That creation set me thinking as a waste experimentalist artist. I figured out that if it could be brought into the studio and embedded with creativity it could serve as his kind of wears which I branded L.A. (LUCKY AKARUESE) and worked on several creations to bring his swag to the lime light. I did not dwell on the waste tyre alone I had to bring in other waste plastics to embellish the creations.



Figure 5. Original Foot Wear Model of Lucky Akaruese that he has worn for over thirty years that inspired this study, Photograph: Joy Oweazim, 2020.

Imputation of his personality on the names of the creations of the corpus of foot wears is actually cross fertilization of personality and imputation of this in inanimate objects that usually lead one to assume as well as baptize such.

One might wonder why he has chosen this swag in footwear, I did not ask but I discovered his size issues of large ++ could have necessitated this and the scarce availability of these large sizes .Therefore the male sizes are large configurations including sizes 44, 45, 46, and 47. In the colony of shoe Makers in Onitsha where I also belong, I was warned to stay clear of tyre soles because of its longitivity and running out of business.

An Experimentalists in the Arts especially in the practice of Sculpture is one that is naturally restless as she explores in forms, methods and materials as tools of expression .In this case the area of pro-adoption and 'inclusion's' open to sculpture practices are exploited here. In this vane the elasticity in sculpture practice has been stretched further more by Antonia okogwu to venture into entrepreneurial sculpture products and utilization of waste materials.

Sculpture is the study of joints of various dimensions and if it is considered so then the joints in foot Wears could be considered as studies within the product sculpture in as much as the studies of the basic components of foot Wear are the Upper, Vamp, Waist and Sole and the joining of these components make up a foot Wear. This particular configuration of three dimension art works tagged Lucky Akaruese: a brand in Foot is a study of foot wears using professor Akaruese as a spark off point. It is not only study in three dimension but imputation of characterization in leather works using waste tyres and other regular soles in making statement that will outlive Lucky Akaruese as a brand in foot wear (La). The ambiance of a new building for the Department of Fine Arts and Design, university of Port Harcourt has enhanced productivity in both the part of students and lecturers. Lucky

Akaruese. A brand in foot wears is one of the many benefits of this great change from an unbecoming environment to a more conducive one.

A brief biographical study of Lucky Akaruese elucidated the background to this multidisciplinary study. Since the focal personality in this study is in the person of Lucky Akaruese then this personality sketch can throw more light on his traits as a person which is harnessed in the foot wear study.

Lucky Akaruese was born on the 3rd of March, 1956 at Nanna Town, Koko, at Delta State. Attended the Local Authority Primary School, Koko, Academy (now Okotie Eboh) Secondary Grammar School Sapele for the West African School Certificate in 1972. In 1974, he proceeded to the Institute of Continue Education, Benin City for his Higher School Certificate (HSC)/ GCE (Advanced Level). He obtained both his B.A degree (Philosophy/Sociology-1979), and M.A. (Philosophy-1986) from University of Ife (now Obafemi Awolowo University), Ile-Ife. Joined the then new Department of Philosophy, Cross River State University, Uyo in 1986 and moved to the University of Port Harcourt in 1991.

He obtained his PhD (Philosophy-1999) from the University of Nigeria, Nsukka. Akaruese is currently a Professor in the Department of Philosophy, University of Port Harcourt. He is a widely travelled academic who has visited all the Continents of the Globe, except Australia. He was a Guest Speaker on 'Preventing Breakdown of Democracy in Nigeria' at The Colin Powel Center, The City College, City University of New York, New York, (2000). In 2001, he was a Fellow of the Ford Foundation at the Center for the Study of Developing Societies, New Delhi, India; Guest, Centre for World Solidarity, Hyderabad, India, July 1-3, 2001 to speak on 'Nigeria's Niger Delta and the Crises of Food in a Seminar on Genetic Engineering Agriculture and Food; Guest, Helsinki Foundation,

Warsaw, Poland (2002) on ‘Human Rights: Problems and Techniques of Action Exchanging African & East European Experiences’; Guest of the Dutch Foreign Ministry and Milieudedefensie International, The Hague, Netherlands (2005) to deliver a key note address on ‘A Decade after the Judicial Murder of KenSaro-Wiwa and Others’; Guest, Amnesty International, Amsterdam (2005) to Speak on the ‘Human Rights Situation in Nigeria’; Guest, Center for Democracy and Development (CDD), London Office, July 2007 on The Dialectics of Inter-Groups Relations and Politics in the Niger Delta Region of Nigeria;

Guest, Pan African Development Education & Advocacy Program, School of Oriental and African Studies, Russell Square, London (Nov.,2007), to speak on United States of Africa; Essential Vision or Misguided Fantasy?; Guest, World Social Forum, Belem, Brazil (Jan.,2009) to speak on ‘Criminalizing Social Protests: The Niger Delta Experience’; Guest, Delta Diaspora Direct Summit (DT3), (April,2010), Geneva, Switzerland.

Lucky Akaruese who espouse the Marxist-Leninist ideology was among the first set of pro-democracy activists in the mid-eighties and occupied the positions of Rivers State Secretary, Campaign for Democracy (CD), and later National Ex-Official and National vice Chairmanship of the same organization. He was also the National Vice-President, and later National President of the Committee for the Defense of Human Rights (cdhr). During the military regime specifically the eras of Ibrahim Babangida and Sanni Abacha, Lucky Akaruese was among the leading pro-democracy activists that were severally detained, persecuted and prosecuted. His pair of ‘Tyre Slipper’ remain his enduring ‘trademark’. His students and colleagues generally call him Comrade. Lucky Akaruese is with children.

Imputation of the personality traits of Lucky Akaruese

Personality psychology is the scientific study of the whole person. In their attempts to provide accounts of human individuality. Personality psychology emerged as a social-scientific discipline in the 1930s with the publication of the field's first authoritative text by Gordon Allport. In this work traits of Lucky Akaruese such as Asuu unionism, a voice, Aladura spirituality, Expressivism, Itsekiriness and love for his home town were all exploited to produce foot wears. Found in Figure 6.

The LA brand has come to stay as a mark, bearing utilization of waste plastics, simplicity, comfort, durability and uncommon designs.

The Highlights of the Solo Exhibition

The Solo exhibition was at the round Museum, University of Port Harcourt 2019 and was well attended by the academics community. It paraded 23 configurations of various sizes and for both sexes. They were mainly what can be categorized as older adult Slip- ons, semi-formal foot wears. In terms of materials they were mainly materials source from waste plastics of old tyres old flip flops. Both pure and synthetic leathers were employed in cobbling of the foot wears that were show cased in the Exhibition

The Exhibition was opened by the Dean of Humanities, University of Port Harcourt, in the person of prof, Femi Shaka. The high point was when the personality understudied came in with his and entourage and his Ishakiri music took to the air and he was made to dance to the tune and also to see his traits on the foot wears.

The Exhibition Lasted For One Whole Week And The Following List Of Works Were All Showcased:

Table-1. Lucky Akaruese A Brand Of Foot Wears (La)

S/N	NAMES	MATERIALS	SIZES
1	LUCKY AKARUESE	Waste Tyre/Leather	44
2	COMRADE	Waste Tyre/Leather	45
3	THE PHILOSOPHER	Waste Tyre Sole /Brown Leather	44
4	ASSU UNION	Brown /Black leather Red Nora	47
5	KOKO	Brown Leather with Apple Design	44
6	GHANA AMA	Green and Brown Leather	40
7	The VOICE	Red Leather Tiger Design	44
8	HIS AND HERS 1	Black Leather/Pieces of Waste Flip Flop	45
9	HIS AND HERS 2	Pieces of Waste Flip Flop	39
10	EXPRESSIVISM	Black Flat Slip On	42
11	SIMPLICITY 1	Brown Slip On	38
12	SIMPLICITY 2	Red Slip On	38
13	FOOT AND LUCKY	Waste Tyre Sole/Black Leather	44
14	ALTAR	Black leather	45
15	WARRI	Red/Black and Brown pure leather	43
16	OLU OF WARRI	Tyre sole and Black leather	42
17	TOUCH NOT	Tyre sole and black leather	43
18	DIVINE	Brown Crocodile Skin/Pieces of Waste Flip Flop	40
19	WHITE	White sole and black synthetic leather	39
20	THE PRICE	Brown Crocodile leather	40
21	BIGBIGY	Brown leader/Waste Flip Flop Pieces	47
22	OMA	High heel sole with Purple/Brown Leather	38
23	UNITY	Brown/Purple Leather	40



Figure 6. Prof. Femi Shaka The dean of Faculty of Humanities, University of Port Harcourt, declaring the exhibition open. Courtesy Joy Oweazim, 2019.



Figure7, Dr. A. Okogwu, Prof, L. Akaruese, Dr. I.U. Gwunireama and Prof F.Nduka,2019



Figure 8.Fitting one of the foot wear on Lucky Akaruese,Courtesy:Wisdom Akabueze,2019



Figure 9. Professor C.C. Chukueggu being guided by the Artists in the Exhibition. Courtesy, Wisdom Akabueze, 2019.



Figure 10. Prof, Lucky Akaruese at the exhibition stand watching and appreciating his traits on the Foot Wears. Courtesy, Wisdom Akabueze, 2019

CONCLUSION

Multimedia and multi-disciplinary study of this nature engaged product Sculpture as Foot wear anchoring on the personality traits of Lucky Akaruese to develop a brand of foot wear La emanating from the acronym of the name of the personality understudied.

There is more to footwear than the aesthetic paparazzi design. Other disciplines are involved in the study and making of foot wear such as the dynamics and mechanics of motion, fitting and foot pathology, the material science of the components of foot wear and the business of sales and distribution of foot wear .The

frontier is further expanded in this study to the formal adoption of foot wear as a product Sculpture.

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