

Fabian Adeoye Lojede is a tough man to pin down for an interview because of his very busy work schedule. Popularly known for his bad boy character "Bola Abayomi" on the African drama series "Jacob's Cross", Lojede started out as a copywriter at a multinational advertising agency here in Nigeria where he rose in rank before he left for South Africa to make his mark in the acting world. Today, he is a household name and the heartthrob of many female viewers who like men with strong aura like his character in the series. Quite shy and reserved a person, Fabian opens up on his dreams and pursuits of them and today, he is respected in his chosen profession much to the pride of his fellow countrymen. Now he is working harder to make his mark on the international market like he has in Africa.

**As a BSc graduate of Psychology from the University of Ibadan, had you always known you'd be an actor?**

In the creative field yes, acting came a bit later in my late teens before then, I just wanted to write and tell stories and that's what I did. I wrote in school and passed it on for friends to read.

**You started out as a copywriter, how did you switch to acting?**

It wasn't really that hard, I went into Advertising to learn more about production and film. It was the only industry I could be in that was both creative and corporate. Being a struggling artist wasn't an option for me.

**When did you decide to become an actor?**

I don't define myself as an actor, in fact I am not an actor, I act that's all. I see myself more as a creative spirit; I knew I wanted to be in the creative world from when I was about 13 years old and at that time I just wanted to write.

**You are known as Bola Abayomi on pan African television series Jacob's Cross, how has this role impacted or affected your acting career?**

It has got me offers to star in other movies and productions, so it's been very positive.

**Your character has a bad boy persona, will you in anyway good or bad relate this character to the real Fabian Lojede?**

The character I play isn't me, that's for sure, but I guess there's a bit of good and bad in all of us, and I guess life is about trying to make sure we have more good than bad.

**With which other actor on Jacob's Cross do you have the best connections with and why?**

I have different connections with most of the actors, Hlomla (Jacob) and I spend our off times discussing African politics and films, Moky (Folake) I have known for years before the show, and she's like a sister to me in real life, so I have a very personal and fraternal relationship with her.

**What other movies have you starred in and which would you say is your favourite so far?**

Greener Grass, Man on Ground. I like Man on Ground because I wasn't the bad guy.

**Who would you like to star alongside with in a movie?**

Al Pacino and Sidney Poitier.

**What's your next movie?**

COMA is my next movie. It's a very dramatic story about a brother and sister dealing with issues about life and death regarding their mother who is in a coma. I am also working on a bio flick on Wole Soyinka to be directed by my good friend Akin Omotoso, with me playing the role of Wole Soyinka.

**You are also a director and a producer, what movies have you directed or produced and which of them have you acted in?**

Well I've done more producing than directing. I co-produced and starred in Man on Ground and I am



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co-producing and starring in the other two movies I just mentioned. I have produced dozens of commercials across Africa.

**How challenging was it to act and produce at the same time?**

Acting and producing is easy, producing starts before the acting and it kind of slows down when the acting starts.

**The movie "Man on Ground" was viewed at Toronto Film Festival, Dubai Film Festival, Pan-African Film Festival and has also won various awards, one of which was the Best film awards at the Jozi film Festival, tell us what the movie was about and how you felt when it won awards?**

It's about two brothers, one is lost in the xenophobic riots and attacks that took place in SA in 2008, and the other based in the UK is on a quest to find him.

**What should we expect from Fabian in the next five years?**

Mind blowing movies that will redefine African cinema, in the way Haile Gerima's movies did.

**What are your views on the Nigerian movie industry and what do you think must be done for it to improve?**

The obvious, technical quality, this is an ever improving thing so we need to keep abreast with what's going

on, I think we have great stories, but they are not always translated into great scripts when written but the stories are there, the world is ours, creatively. Distribution is also key, we need more screens, we can have those blockbusters that will make the world stop and think, but we need the screens to do it.

**Who are your favourite international and African actors?**

I have so many, to mention a few, Sidney Poitier, Heath Ledger, who by the way was mind blowing in Dark Night, Michael Fassbender, Samuel L Jackson and our very own Olu Jacobs

**You co-founded 1take media and Blujeans communication, tell us about them?**

1take media is a production company and we shoot commercials, TV content and Films. Blujeans is a marketing communications consultancy; we've done some work in Nigeria that I am quite proud of like the GTBANK soccer lady Advert.

**Where do you see both companies in the next 10 years?**

At the top of their respective industry, Blujeans will move more into owning and developing marketing platforms and property. Advertising agencies as we know it are dying with the birth of new media. The way agencies operate and the solutions they provide will have to evolve, the agency model won't ever die, the model will only change.

1take media is already on its way to what I dreamed it will be, we are shooting commercials all over Africa and making the movies we want. I want it to have international TV shows all over the world in 10 years time.

**Do you have any role models?**

Wole Soyinka, Thomas Sankara and "Olodumare"

**Are you still single?**

Kind of, sort of.

**Describe your ideal woman?**

Beautiful, intelligent, strong, kind and understanding.

**What does Style mean to you?**

Uncompromising individuality.

**What is the one thing people are always shocked to find out about you?**

That I run a marketing communications consultancy and production company.

**What advice do you have for upcoming/ college students who are trying to break into the film industry?**

Watch movies with the same intent and intellectual eye as you would read a book, and also watch movies from wide and far. If you find only one genre of film interesting or can't bear to watch movies from other cultures and places, then you're not really a film maker, you just want to be in the film industry, the film industry is not in you.