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Title: Youth and Unemployment: An Insight into the Entrepreneur Sculpture Practices of the Nsukka Art School.

This paper shows how art is used as an entrepreneurial tool in contemporary Nigerian society, deriving insight from the context of artistic practice in pre-colonial African societies by focusing on the utilitarian sculptures of the Nsukka Art School, a group of formally trained wood sculptors from the University of Nigeria Nsukka, Southeastern Nigeria. Based on a critical and qualitative analysis of data gathered from field situations, participant observation, interviews and published literary materials on the subject matter, this paper examines the confluence between production and marketing of art works. This paper also describes the history, materials, techniques, forms, and styles associated with their studio/workshop production of side stools, mirror stands, reclining chair (*Oche Ndabe*), wine bars, dining table/chairs, coffee tables and television stands using processed and unprocessed timber; hence reconciling art and entrepreneurship. I argue that the adoption of the Nsukka School studio/workshop practice shows how a return to pre-colonial African art practices and processes can be reconfigured into a veritable entrepreneurial channel for our unemployed youth today.

Keywords: African arts; Entrepreneurship; Studio/workshop; Utility sculpture; Nsukka art school; unemployed youths.