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PHOTOS

Beyoncé's Homage to Ala, the Igbo Earth Mother

By Chuka Odike

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FEATURE
IMAGE

Beyoncé in the 2013 African themed “Grown Woman” music video as “the role of African Earth Mother” an obvious direct reference to archive images of Ala the Igbo Earth Mother in Mbari votive shrines (right,

William Fagg, 28th February 1946. British Museum).

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BEYONCÉ'S HOMAGE TO ALA, THE IGBO EARTH MOTHER

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In Beyoncé's 2013 African-themed music video for "Grown Woman," she expresses the role of an African Earth Mother. This depiction is a clear reference to archival images of Ala, the Igbo Earth Mother, as represented in Mbari votive shrines. The Mbari shrines, documented by William Fagg in 1946, celebrate Ala's role as the goddess of fertility, morality, and creativity in Igbo cosmology. Beyoncé's visual reference connects modern artistry with traditional African spirituality, paying homage to cultural roots and ancestral symbolism.

Museum of Archaeology and Anthropology, Cambridge. (n.d.). Archival image of Ala in Mbari shrines.

ABOUT THE AUTHOR

Chuka Odike

I'm a dedicated civil engineer with a passion for infrastructure development and community empowerment. With a strong background in engineering, my work focuses on creating sustainable solutions for urban and rural development projects. Outside of my professional career, I'm deeply interested in Igbo history and culture. I actively explore ways to impact society by using historical lessons to inspire and educate others about the rich cultural heritage of the Igbo people, aiming to bridge tradition and modern development.



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