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Art, Faith, and the Business of Love: How Opus Dei Transformed My Work

A Lagos-based art entrepreneur and supernumerary member of Opus Dei, sees her work in the creative industry as a spiritual vocation rather than just a career. Through Opus Dei's formation, she has learned to find holiness in daily professional tasks—emails, meetings, and creative projects—transforming ordinary work

into a joyful act of love and service.

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When people think of the art world, they often imagine galleries, collectors, and exhibitions. Few would immediately associate it with spiritual purpose or deep service. But for me, the creative industry is more than a career—it's a calling. Thanks to the formation I've received through Opus Dei, I've come to see my daily work as a powerful expression of love; one that is deliberate, joyful, and deeply human.

I live and work in Lagos, Nigeria, where I run an art media and data business. We're focused on building cultural infrastructure around the visual arts in Africa—through storytelling, research, and

community-building. Our mission is to amplify access, visibility, and sustainability in a space that often operates without the support structures it deserves.

As a supernumerary member of Opus Dei, I've discovered something profound: holiness isn't found in distant, mystical places. It's here, in the ordinary rhythm of life—in emails, spreadsheets, phone calls, team meetings, and long hours spent planning projects. Every part of my work can be sanctified and every act is a chance to serve others and offer something beautiful to God.

This perspective has reshaped the way I move through the world. Suddenly, even the most routine tasks have meaning. What once felt like pressure now feels like purpose.

A central part of my work is creating spaces where others—especially women—can thrive. I was called to

start the first African network for women in the visual arts, a community that supports professional women across the continent and diaspora. It's built on care, excellence, and the belief that our creative gifts are meant not just for personal success, but for uplifting others.

In December 2024, we held our first Art Business Conference, focused on the future of independent art spaces in Africa. We brought together curators, artists, funders, and thinkers to reimagine how the arts contribute to economic development. But more than just a professional gathering, the conference was a labour of love. It was about dignifying the invisible work, making room for dialogue, and empowering those who often go unheard.

I often return to the words of St. Josemaría Escrivá, the founder of

Opus Dei, who taught that sanctity can be found in everyday life, and that our work forms us. Every partnership I build, every artist I speak to, every opportunity we create—it's all part of something bigger. Through diligence, excellence, and quiet integrity, I try to reflect Christ to the world around me.

What I've learned through Opus Dei is simple but transformative: the creative industry isn't just where I work—it's where I serve, It's where I love, And it's where, by God's grace, I try to bring a little more light into the world.

Sunshine Alaibe, Art Consultant

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