



National Arts Festival – Grahamstown 2009

The National Arts Festival, now in its 35th year, has proved its sustainability and has grown to be one of the leading arts festivals in southern Africa. Its objectives are to deliver excellence; encourage innovation and development in the arts by providing a platform for both established and emerging South African artists; create opportunities for collaboration with international artists; and build new audiences.

Ifa Lethu was invited by the GAF to participate in the event, in two areas. These included the Village Green Fair and the Training workshops. Five young trainees of the Foundation's Entrepreneurship programme and one established artist were included in the Foundations participation at the Fair. Such participation acted as a practice run for these artists for the 2010 market. Dr. Ivan May, a Board member participated in the workshop programme.

Five learners were selected to exhibit their works in the National Arts Festival and their inclusion in the project was based on merit from past workshops. Four of these - Ofenste Moloisane, Michael Selekane, Mapule Lefifi, and Katlego Mosete - came from the Mabopane and Garankua area; Keitumetse Kgethe came from Hamanskraal. Established artist Mike Mmutle served as mentor for the young artists and accompanied them to Grahamstown.

Their activities included setting up heritage pieces from the Ifa Lethu collection, their own work for sale during the Festival, and an exhibition of Ifa Lethu Fashion items, including T-shirts for sale.



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We also held a 3-day series of Capacity Building workshops at the Festival:

Specially designed for art administrators or creative practitioners to enter competitive markets, the workshops were free of charge and exceptionally well received and attended.

Day 1: The Ifa Lethu Foundation as a Model of Success with facilitators
Narissa Ramdhani and Brown Maaba

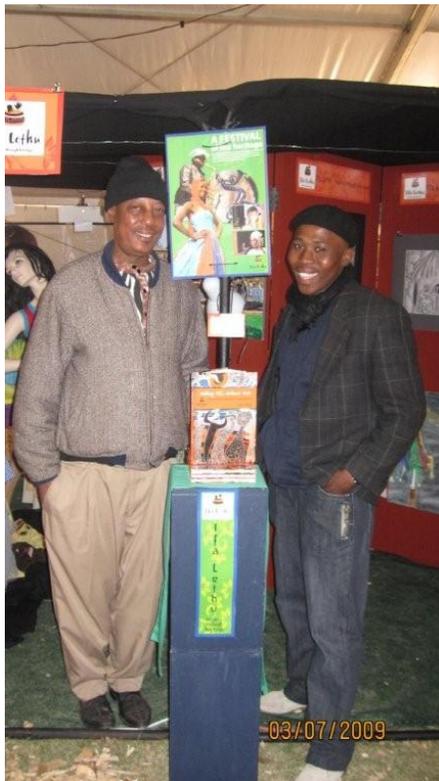
The session explained challenges and how we overcame these. It also creates a platform for participants to engage with us on various related issues. As each session feeds into the next, this session paves the way for the next day. One of our bright young entrepreneurs joined us in this presentation.

Day 2: The State of the Creative Sector in relation to Business facilitated by Ifa Lethu Board Member Dr Ivan May

This vital session addressed issues related to challenges, best practices, excellence, creating of networks, access to resources, CSI opportunities, creative marketing, developments of business strategies, etc. It provided a good discussion point for the intensive one day workshop on Business and the Arts.

Day 3: Promoting Creative Entrepreneurship - Business and the Arts facilitated by the University of Pretoria School of Entrepreneurship & Ifa Lethu

The previous two sessions provided delegates with the required knowledge for this critical day-long workshop and addressed the issues of the creative arts and entrepreneurship as a tool of success and sustainability, with events such as the Lions Tour and the World Cup in mind.



Funding: Grahamstown Art Festival and Transnet

Partnerships: University of Pretoria, GAF.

Deliverables Achieved:

- 5 trainees succeeded in implementing their three phased training principles.
- 2 trainees were invited by visiting galleries to solo exhibitions.
- Ifa Lethu succeeded in demonstrating its goals of promoting the creation of market ready products.
- Created economic benefits for the Ifa Lethu mentees, the established artist and for the Foundation.
- Opportunities created for the advocacy work of the Foundation.
- Ifa Lethu's participation provided many significant branding opportunities for the Foundation.
- Décor of Craft store attracted many visitors.