

Art incubator to breath life into entrepreneurial efforts



Ifa Lethu's project coordinator, Liezl Kok shows the Absa general manager Muhloti Mathye (middle) and the MEC of sport, arts and culture, Joyce Mashamba jewellery designed by the trainees.

GIYANI - An art incubator was launched in Ngove village by the leading heritage repatriation and creative development organisation, Ifa Lethu Foundation, on Saturday.

"The incubator is the culmination of a mobile development programme which uses Ifa Lethu's mobile workshop to train creative entrepreneurs who are then able to make a living on their own," said the CEO of the foundation, Narissa Ramdhani.

The organisation helps trainees make a living by marketing their products on the local and international market.

According to Ramdhani, the foundation started development work across the country by identifying the need for communities to gain a sustainable income

and alleviate poverty.

"Apart from our initiatives in visual arts and fashion, we want to ensure that our unique craft industry not only becomes sustainable for crafters' families and communities, but are handed on to the next generation to create and sustain their own economic stability," she said.

The foundation is said to have trained about 2 300 artists across Kwazulu-Natal, Gauteng, Northwest and Limpopo in visual arts, craft, sculptures, and fashion design and 800 of them are said to have already secured work.

The MEC of sport, arts and culture, Joyce Mashamba said.

"It is an indisputable fact that a huge backlog still exists in the support and training of our artists and creative industry in the province which was caused by years of hardship, isolation and lack of recognition of artists across the cultural landscape of the country".

The MEC also thanked the foundation for its efforts in alleviating poverty in communities.

Story and photo:

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