

# **SEED WORKING PAPER No. 51**

*Series on Upgrading in Small Enterprise Clusters  
and Global Value Chains*

## **Promoting the Culture Sector through Job Creation and Small Enterprise Development in SADC Countries: Crafts and Visual Arts**

by

The Trinity Session

InFocus Programme on Boosting Employment  
through Small Enterprise Development  
Job Creation and Enterprise Department



International Labour Office • Geneva

Project	Information	Countries involved
The Karoo Project 2000	<p>The Karoo Project between Botswana and South Africa focused on developing the printmaking skills, of indigenous artists. The focus was on lithography with the objective of publishing the prints in a collaborative portfolio that could be sold.</p> <p>In 2000, the artists at the Artist Proof Studio, a Johannesburg-based printmaking unit, collaborated with a group of Khoisan people outside Gaborone, Botswana. This included a printmaking exchange called The Karoo Project and an exchange that took place between the Botswana artists and Crow Shadow Institute in Oregon, focused on the preservation and promotion of native American heritage. Collaborations focused on the development of portfolios by indigenous peoples, looking at creation myth stories and other aspects of folklore that, while they are culturally and ethnically specific, find parallels in the folklore of other cultures.</p> <p>This portfolio, which also includes work produced during artistic exchanges in Greenland and Australia, is funded by Johnson &amp; Johnson International, who are also regular funders of the Artist Proof Studio and their exchange relationship with Rutgers Print and Paper Institute at the University of Boston. Eileen Fotie from Rutgers visits South Africa regularly to set up contacts for the enhancement and expansion of the training network.</p> <p>All the artists involved received a complete portfolio of prints from all of the 10 participants. The portfolio is always sold in its entirety. In other words, individual editioned prints are not separated from the collection.</p> <p>Each portfolio includes 6 stories, 5 prints by native American artists and 5 prints by Khoisan artists. The portfolios are an attempt to revive ancestral traditions and focus on reclaiming identity. Other products of the workshops include fabrics and ceramics.</p> <p>(Based on telephone interviews with Cara Walters (The Artist Proof Studio, Newtown Johannesburg) and Alet Vorster (gallery owner, Art On Paper, Melville, Johannesburg).)</p>	<p>SADC: South Africa Botswana</p> <p>Other: United States</p>
Friends Across the Border	<p>Friends Across the Border was established 1996/7 as part of the "Paper Prayers Campaign", a printmaking exchange for AIDS awareness. Friends Across the Border was focused on skills transfer for women in paper making, linocut prints and batik, with a major HIV/AIDS awareness component. Various workshops took place in the Namashe, Mozambique and Mbuzini, South Africa respectively.</p>	<p>Mozambique South Africa</p>
Linkfest	<p>This multidisciplinary festival is a biennial celebration of the arts and culture of the region. Participants are mainly from countries in the SADC region with guest artists from the United States, Canada and Europe. Linkfest hosts an arts &amp; craft market, with over 20 performances, and morning discussion sessions regarding global arts and culture. Topics have included preservation and promotion, arts and culture management and intellectual property issues. Linkfest usually takes place in Bulawayo. In 1999, the host country was Namibia. It is hoped the festival will tour the region. It is directed by Nomadlozi Kubheka and funding has been provided by the Swedish Embassy (SIDA –Stockholm) and the Rockefeller Foundation (United States).</p> <p><a href="http://www.dandemutande.com/EmailList/list1049.html">http://www.dandemutande.com/EmailList/list1049.html</a></p> <p><a href="http://www.africanchorus.org/Voam/Voam645.htm">http://www.africanchorus.org/Voam/Voam645.htm</a></p> <p><a href="http://www.dandemutande.com/EmailList/list1049.html">http://www.dandemutande.com/EmailList/list1049.html</a></p>	<p>SADC: South Africa Mozambique Namibia Botswana Zambia</p> <p>Other: United States Canada Europe</p>

Project	Information	Countries involved
SADC Visual Arts and Crafts Exhibition Windhoek, Namibia 2000	A SADC Visual Arts and Crafts Exhibition was held in Windhoek, Namibia, between August 26 and September 4, 2000. The exhibition was attended by over one hundred artists and government senior officials from countries in the SADC region. The exhibition served to demonstrate that effective regional integration depends as much on culture as it does on economics. Primary values of the festival were the opportunity for artists to meet and exchange experiences, and create conditions for the continuity of the relationships established. They proposed the continuation of the festival and a regional forum of curators. Theoretical and practical workshops took place. Some works produced during the workshops were sold, with revenue being deposited in the SADC Cultural Fund, in the SADC Secretariat in Gaborone.  <a href="http://www.teledata.mz/sadccult/events.htm">http://www.teledata.mz/sadccult/events.htm</a>	Angola Botswana Lesotho Mauritius Mozambique Namibia South Africa Zambia Zimbabwe
Sulsouth: voyages into mutant technologies Maputo, Mozambique 2001	Curated by Mozambican-born contemporary artist Jose Ferreira, then based in Johannesburg, "sulsouth" was the first ever exhibition of contemporary video art in Mozambique. It was held at the Instituto Camões and the opening attracted diplomats and local artists in equal measure. It was the first stage in an ambitious project by Ferreira, who selected artists from ex-Portuguese colonies (or areas where the Portuguese still exert considerable influence) in the southern hemisphere, and whose works speak to issues of identity, dislocation, history and memory. It critically engaged the relationship of technology and globalization to the third world. Concerned that issues relevant to those living in postcolonial contexts are seldom "heard" by those in Europe or the West. Despite these issues being very fashionable in critical and cultural studies, "South" was destined to travel to Angola, Brazil, South Africa and then back to Portugal, thus completing, in reverse, the colonial route. The project was underfunded, but was invited to the World Wide Video Festival in The Netherlands, reconfigured as a lecture and screening session.	SADC: Mozambique South Africa Angola  Other: Brazil Australia The Netherlands Portugal The United Kingdom Austria
The Triangle Arts Trust and The Triangle Workshops	The Triangle Arts Trust and The Triangle Workshops were established 1982, originating from New York with the bulk of funding from the Ford Foundation. Founding member Robert Loder is currently heading up the United Kingdom component of the charity. The Triangle Trust aims to stimulate and initiate individuals from different parts of the world through workshopping processes and ongoing dialogue, as well as source funding to support synergies and synchronicities of exchange around the world.  In accordance with the mandate of the Triangle Arts Trust and the Triangle workshops, the Fordsburg Artists' Studios (the Bag Factory) in Johannesburg is the southern African regional coordinator, maintaining close ties with the original workshops in New York.  Artists are normally solicited via proposals or invitation. Ten to twenty artists participate per workshop. At least 1,800 artists have collaborated and exchanged since the inception of the trust and first workshop 18 years ago.  Countries that have been involved in the network of exchanges are listed in the adjacent column. The Triangle Trust also supports the Thupelo Workshops in Cape Town and Johannesburg. These are still ongoing, and have major historical importance in providing training and opportunities for black artists during Apartheid.  – Based on telephone interviews with residency coordinators, Koulla Xinisteris and James French - Fordsburg Artists Studios.	SADC: Mozambique Zimbabwe Botswana South Africa  Other: United States Cuba Guatemala Trinidad Venezuela Wales Senegal Nigeria Uganda Kenya Ujama Australia India Pakistan China