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MARCH 2019

PRESS RELEASE:

PROGRESS UPDATE RE: THE #ARTMYJOZI PLACEMAKING THROUGH LOCAL ART PROGRAMME FOR STRATEGIC NODES ALONG TRANSIT-ORIENTED DEVELOPMENT CORRIDORS 2017-2019

The Johannesburg Development Agency, as lead implementing agent of the City of Johannesburg, appointed the Trinity Session (in 2017) as curator/co-ordinator for all place making processes: emphasising collective community oriented artistic projects for the next three years. The place making through art programme falls under the umbrella of #ArtMyJozi. The focus to date has been on community and locality centric engagement through participatory social research processes aimed at depicting and translating distinct collective histories, memory and narrative, expressed through multi-disciplinary creative design methods.

Intensive workshop programmes have run parallel to the construction programmes taking place in;

Noordgesig (Social Cluster - Public Library and Plaza)

Orange Grove (Paterson Park and Rec Centre Upgrade)

De Villiers Street, Turffontein (Rotunda linear park upgrade)

As well as conceptual design development for the future upgrade projects for Balfour Park and Brixton Social Cluster.

In addition numerous focused workshops and campaigns run through the #ArtMyJozi social media campaign, have been introduced along the Louis Botha Corridor, in order to engage a wider audience and user base intersecting with the 8 new Rea Vaya BRT stations scheduled to come online in 2019/2020.

Stephen Hobbs, Trinity Session, Co-Director states that it is commendable that the City of Johannesburg has embraced placemaking through art in such a coherent and multi-faceted manner: "Historically, while invested in the socio-economic impact of public art, the outcomes have been focused on re-constructing the identity of Johannesburg as a global city, where public art uplifts the urban landscape. On the other hand the Placemaking Through Art programme headed as the #ArtMyJozi campaign, has defined its approach and methods of

Building a better city

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impact through close collaboration with communities directly engaged in the various upgrade projects, hence the multi-functional artistic outcomes in each of the project sites are distinct, characterised by the unique configuration of artists, community leaders, facilitators and initiatives particular to that neighbourhood and location. And perhaps the most exciting layer to compliment the artistic outcomes are the built-in skills exchange and social entrepreneurship programmes working towards place specific legacy projects.”

Typically this kind of artworks programme culminates in a series of artworks integrated with the urban design and architectural outcomes of each of the upgrades, and while this will soon be evident in each of the above mentioned sites, the methods and techniques of design development and artwork procurement have been site specific and community responsive. In this sense the resultant creative process and artworks proposals are informed by the aspirations and desires of each community and locality. Member of the Mayoral Committee, Cllr Reuben Masango, praised the project, adding that it would allow residents to make a positive and meaningful contribution to their communities:

“Taking part in the development of one’s area brings about a certain sense of pride. Giving residents an opportunity to engage with their public environments through programmes such as #ArtMyJozzi enables them to have a say in what their public spaces look like. It also gives them an opportunity to leave pieces of themselves through their work.”

In Noordgesig the artworks programme was heavily guided by a powerful collective memory of social history and local heroes such as Sister Glover, Jake Tuli and so on. These narratives have been central to the method by which the artworks have been conceived and curated into a township, mindful of the fact that these new interventions in the neighbourhood will assert the presence of a community historically left off the maps of Soweto. The examples attached highlight works completed as part of the 2018 programme, including the Swimming Pool building murals on the public plaza, murals marking key entry points into Noordgesig on the corners of Modder Road, Colin Drive and New Canada Road respectively.

Skills development and economic opportunity are urgent concerns within the community, hence the programme has sought to pair skilled makers with local residents, typically not exposed to creative programmes of this nature. To this extent the workshop attendants in Noordgesig represent the community at large, and the ArtMyJozzi programme is actively identifying small business opportunities and training logics into the artworks programme. Legacy programmes emerging from the artworks programme and developed in relation to the future socio – economic impact of the upgrade area are essential for future socio-cultural programme within Noordgesig, as well as capacitating local residents to cross-pollinate their knowledge, experience and skills at other places along the Development Corridors.

In contrast to Noordgesig, the Orange Grove - Paterson Park Programme, was guided by a community of local artist’s pre-occupied with performance, spoken word and fashion. Hence the design development for the creation of artworks in the upgrade area, was generated through an applied theatre project; part prototype design, historical and contemporary narrative construction, public space activation and training programme. *The Birds of the Grove* written and directed by Myer Taub in collaboration with 45 artists served as a multi-disciplinary spectacle of making and invention, concerned with returning bird life consciousness to the site in relation to the necessary upgrading of Paterson Park, in relation to storm water management and the implementation of the sports facilities at the Rec Centre on the southern side of the park.

As with the Noordgesig programme, the artworks are centred around the upgrade area, with the purposes of asserting a new layer of identity and historical awareness of the early beginnings of Orange Grove. Equally, the artist group involved in the project have a range of their own legacy-project-concerns centred around the roll of art / performance and education. Many of the artists are currently investigating self-organisation and collective practice as a means of sustainability, and these objectives are being supported and developed through small business training and development workshops.

While smaller in scale of engagement, the Rotunda Linear Park placemaking through art programme in Turfontein, has identified a group of artists developing an integrated scheme of large scale surface painting and totemic sculpture that visually link the new linear park from Main Street to Rotunda Park. The unique form of this public space, is characterised by early mining town housing interspersed with flats of the 50's and 60's and majestic 100 year old blue gum trees lining the street. In common with all the sites mentioned, is the footprint of early Johannesburg, traced through the built environment and memory of communities that have come and gone and new communities with new cultural practices adding new identities to each area. Turfontein's particular collection of heritage housing stock in relation to Noordgesig for example, is exemplary of colonial, apartheid and post-apartheid social development and change.

It is essential therefor that the ArtMyJozi programme, not only identify and define the specificity of each of these nodes along the Development Corridors but facilitate their social and economic regenerative potential in relation to one another, such that users, residents and visitors begin to make connections with each other through new programme towards a more coherent urban cultural landscape.

At the heart of the ArtMyJozi programme sits the audience, user and newcomer and to this end, the project archive, methods of recording and documenting process and outcomes is key to educating all parties impacted. Since August of 2017 the ArtMyJozi, documentary photography, video and social media team has been active in all locations, capturing the development of each programme and all relevant creative outcomes. Given the mobility of this team, their daily work involves journeying along the full extent of the Development Corridors with a view to collecting their own stories, while working towards five short films - particular to the workings of each site, the 'real' time version of which is presented on our Facebook, Instagram and Twitter feeds.

We look forward to sharing these in conjunction with the various phases of completion of the various sites and welcome attendance at all site launches which will be advertised through the course of 2019.

Upcoming Events and Activations

#ArtMyJozi - Brixton Social Cluster Artworks Programme Community Exhibitions

- #ArtMyBrixton will be at Open Streets, Sunday 7 April 2019, 10:30 am – 3:00 pm
- Roving Bantu Kitchen, 9 April – 13 April 2019 , 10 am – 3:00 pm daily, 125 Caroline Street, Brixton

S-BEND Mural Programme Exhibition:

CALLING ALL JOBURGERS

JOBURG'S LARGEST MURAL IS GOING UP ALONG THE LOUIS BOTHA TRANSIT CORRIDOR

MAKE YOUR MARK / SHARE YOUR STORY

SPARK GALLERY, ORCHARDS PROJECT, ORANGE GROVE

7 Pine Road, Orange Grove

Opening Saturday 13 April until 1 May

11am-4pm Monday – Saturday (Closed Easter Weekend)

For further reference, please see visual folios attached, detailing various examples of the processes and project outcomes mentioned here. For high resolution images and information please contact:

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End.

REYA VAYA BRT ARTWORKS PROGRAMME_IMPLEMENTATION 2019



Lees Station – Steel and Glass Panel Artwork, Original Artwork extracted from workshops with Ububele Pre – Primary School and entity of the Ububele Education Psychotherapy Trust in Kew. (2018)



Noordgesig – Mama Glover Night time Projection in preparation for Church Mural Painting (2019)



Noordgesig - New Canada Road / Noord Street Gateway Mural (2019)





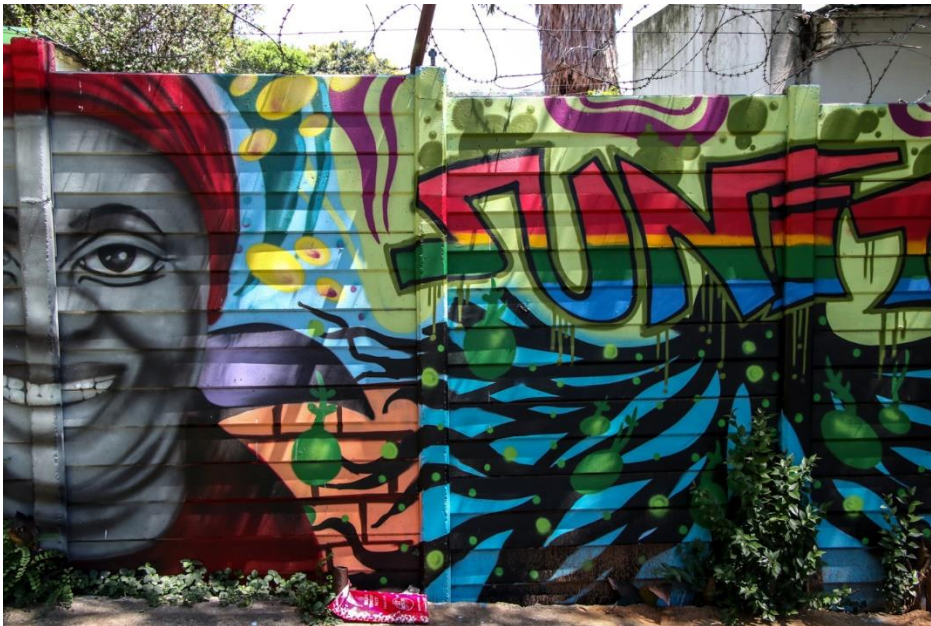
Noordgesig - New Canada Road / Colin Drive Gateway Mural (2019)



Noordgesig – Le Battis and Rickys Shop Murals (Mama Glover inspired) (2019)



Patterson Park- Hand Carved benches (2018)



Paterson/Short Road Mural – detail of 130 metre mural situated in Short Road Park, Orchards. (2018)



Paterson/Short Road Mural – detail of 130 metre mural situated in Short Road Park, Orchards. (2018)



Paterson Park – “The Birds of the Grove” performance (2018)



Paterson Park – “The Birds of the Grove” performance (2018)



Rotunda – Workshop with Super Juniors Pre – Primary School to extract designs for Rotunda Linear Park surface painting. (2018)



Rotunda – Hand Carved Totems (Vertical Markers for Rotunda Linear Park upgrade area) (2018)



Rotunda - Rotunda Linear Park surface painting. (2019)