

Louis Botha Avenue
S-Bend Mural Summary Overview

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1. Historical Overview of Site

Louis Botha Avenue has always been a significant passage of transportation and movement throughout Johannesburg's history. In the early 19th and 20th centuries, it was used by Ndebele cattle traders coming from Zimbabwe to trade in markets in Pretoria. As the city developed around the gold fields, so too did the road, with its notorious Death Bend, or S-Bend. Today it is a primary transport route for thousands of South Africans who travel daily between Alexandra and the CBD.





2. Project Overview and Press Release

The S-Bend Mural covers a 3000m² wall along Louis Botha Avenue, cutting through the suburbs of Yeoville, Observatory, and Upper Houghton. Not only is it a tremendous public artwork that changes the face of the city, but it is an opportunity to tell some of the stories of movement and migration in Johannesburg, and how the city has developed over time.

The mural design invited input and collaborations from City, history and heritage consultants, public workshops, and a team of 14 professional graffiti muralists who implemented the final design.

The wall forms part of the upgrades carried out by the Department of Transport's Rea Vaya Bus Rapid Transport infrastructure.



City of Johannesburg
Johannesburg Development Agency

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PRESS RELEASE

APRIL 2019

Announcing the S-Bend Wall Mural Project forming part of the #ARTMYJOZI campaign.

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
5A Pine Road, Orange Grove
Opening Saturday 13 April until 1 May 2019
11am-4pm Monday – Saturday
(Closed Easter Weekend)

"The road runs through Johannesburg in both space and time: oral histories have shown how Ndebele traders took cattle and agricultural produce to markets along the Great North Road in the late 19th and early 20th centuries. Since the early 20th century the road has been one of Johannesburg's primary transport routes, with cars, buses and taxis moving tens of thousands of people daily between Alexandra and Johannesburg. Therefore, looking at what has changed in and around the road, and who has used it, opens up different and fascinating histories of Johannesburg and its people. Told from the vantage point of Alexandra, the history of Louis Botha Avenue will also facilitate the production of a history that overcomes the segregation in scholarship between histories of townships and cities" Wits History Workshop 2018

Commissioned by the City of Johannesburg Department of Transport and implemented by the Johannesburg Development Agency, this commission is a celebration of and reflection on the forces that have shaped and moulded Johannesburg and the greater region.

The 3000m² wall surface running east-west along the corridor, cross cutting the suburbs of Yeoville, Observatory and Upper Houghton, provides a unique opportunity for the telling of Joburg's multiple histories through social politics, landscape, architecture and mobility. The significant scale of the artwork warrants a collective approach to execution, cross pollinating and upcycling of styles and skills as well as sharing of knowledge and building new networks for emerging artists and muralists. To this extent we have engaged 14 of Joburg's most prolific graffiti muralists and visual artists and an extended network of local creatives, to assist with and learn from the logistics of planning, implementation and execution.

The S-Bend mural offers a collective 'public' face to the street. To this extent all are invited to visit Spark Gallery and the Tipper Space at the Orchards Project in Orange Grove, from 13 April – 1 May, to input on and observe the creative process to date. Given the versatility of the various artists involved, we have the capacity to add additional layers of personal history and memory, through the stories you tell and or draw directly onto a

Building a better city

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Registration Number: 2001/0096191/07

model version of the wall installed at Spark Gallery. In addition, our dedicated social media feed #ArtMyJozi on Instagram, Twitter and Face Book provides an additional platform to share visuals and personal or collective stories.

Please keep an eye out for posters and fliers distributed to various municipal facilities in Region E. For any further information, please follow #ArtMyJozi on social media and or email artmyjozi@gmail.com

Please see visual reference attached.



THE SITE ALONG LOUIS BOTHA AVENUE, ENDING AT THE S-BEND

3. Appointment Letter



a world class African city



City of Johannesburg
Johannesburg Development Agency

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July 2017

PRESS RELEASE:

ANNOUNCING THE JOHANNESBURG DEVELOPMENT AGENCY'S APPOINTMENT OF THE TRINITY SESSION TO EMBARK ON PLACEMAKING THROUGH LOCAL ART FOR STRATEGIC NODES ALONG TRANSIT-ORIENTED DEVELOPMENT CORRIDORS 2017-2020

The Johannesburg Development Agency, as lead implementing agent of the City of Johannesburg, has appointed the Trinity Session as curator/co-ordinator for all place making processes: emphasising collective community oriented artistic projects for the next three years.

With an emphasis on community level co-production and collective participatory design processes, the artworks programme seeks to enliven the streets of Johannesburg with a refreshed approach to place making in the city and its neighbourhoods.

The programme for 2017-2018 looks at the diverse and layered socio-cultural interrelationships of the Empire/Perth and Louis Botha Development Corridors and their respective upgrade sites, which include: the Noordgesig, Brixton and Paterson Park social clusters, and the Rea Vaya Bus Rapid Transit Stations along the Louis Botha Corridor.

Through actively engaging with local communities and building on the heritage impact assessments conducted in the Development Corridors, the artworks programme will draw out individual and collective narratives over the coming months, through multi disciplinary workshops, public space activations and exhibitions. These findings will then be developed as final designs for implementation during the construction phases in each of the upgrade areas mentioned.

This place making process will take a fine-grained approach to celebrating the city and its local communities, where the creative process works to intensify the experience of community and place. This is not about artwork for large-scale iconic monuments but rather about local people co-producing special places through functional and creative installations in the public realm.

In this sense, a local community street parade, coupled with a mural painting programme intersecting with sidewalk furniture providing shade and free Wi-Fi access potentially enhances the logics of connectivity and place-making along the corridors.

To the creative thinkers and change makers out there, we look forward to your involvement!

Building a better city

Directors:
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THE S-BEND MURAL COLLECTIVE - ARTIST'S STATEMENT

The S-Bend Mural Collective is a group of artists from different backgrounds and disciplines who came together in order to complete the largest public mural in Johannesburg.

The group consists of 15 visual artists who are schooled in different styles, from fine art to graffiti and street art. Each artists has been dedicated to his or her medium for over ten years; and the majority make art a full time career, either in the form of studio practice or commissioned works.

The combination of styles and backgrounds allowed for a unique skills exchange and learning opportunity. The variety of compositions and stylistic techniques employed in the mural is reflective of the diverse and layered character of Johannesburg and its inhabitants.

The S-Bend Mural Collective worked closely together through a series of design workshops and phases, which gave them the opportunity to practice working in a group, and to navigate each other's working styles and methodologies. These workshops ranged from initial sketching phases, to design layouts, to large scale painting.

By opening the work to the public, and considering the feedback from the community through extensive design revisions, the mural serves more than just the local residents. It speaks to a broader audience from the surrounding areas while touching on key historical events and trends that have played a role in shaping the long road we have all travelled down as a society, to arrive in the present moment.

The artists involved in the design and conceptualisation phase include: AnserNineOne, Breeze Yoko, Dreda, Ekse, FiyaOne, Jestr, Mars, Maja Maljevic, Mein, Page33, Plank, Sandile Radebe, Vivien Kohler and Zesta.

The artists involved in the implementation and painting phase include : Anser NineOne, Dreda, Ekse, Jestr, Mars, Maja Maljevic, Mein, Page33, Plank, Sandile Radebe, Vivien Kohler and Zesta. During implementation, the collective was assisted by #ArtMyOrangeGrove artists, responsible for the Short Road Park Mural, completed in 2018.



the trinity session



PETER KAPASO
0723753454

📞 📷 📱 📧 ArtMyJozi

#ARTMYJOZI



5. Community Activities

In order to gather public contributions and feedback for the mural design, a community exhibition was held at the Orchards Project / Spark Gallery during April and May 2019. The greater community and key stakeholders from Region E, were invited to visit the gallery and view the project. They were encouraged to participate by making their mark against a prototype version of the wall – 1,8m high x 15 metres in length.

The gallery was open from 11am-4pm Monday to Saturday, excluding the Easter Weekend. We had facilitators in the gallery who would give visitors a walkabout and engage them in a discussion. All comments and feedback were recorded in a comment book. A daily register of visitors was also taken. All the input from the public over this time was recorded and considered for the final design.

Within this exhibition, a number of activations happened, such as:

- Artist team painting at Tipper Space 29th-31st March
- Community Workshop Open Day and Live Painting 13 April
- Workshops (Gateway Psychiatric Residence)
- Workshops (Local children)
- Jo'burg Photo Walkers Workshop





Artists paint the Tipper Warehouse wall at the Orchards Project as a further exercise in testing scale, style and collaboration.

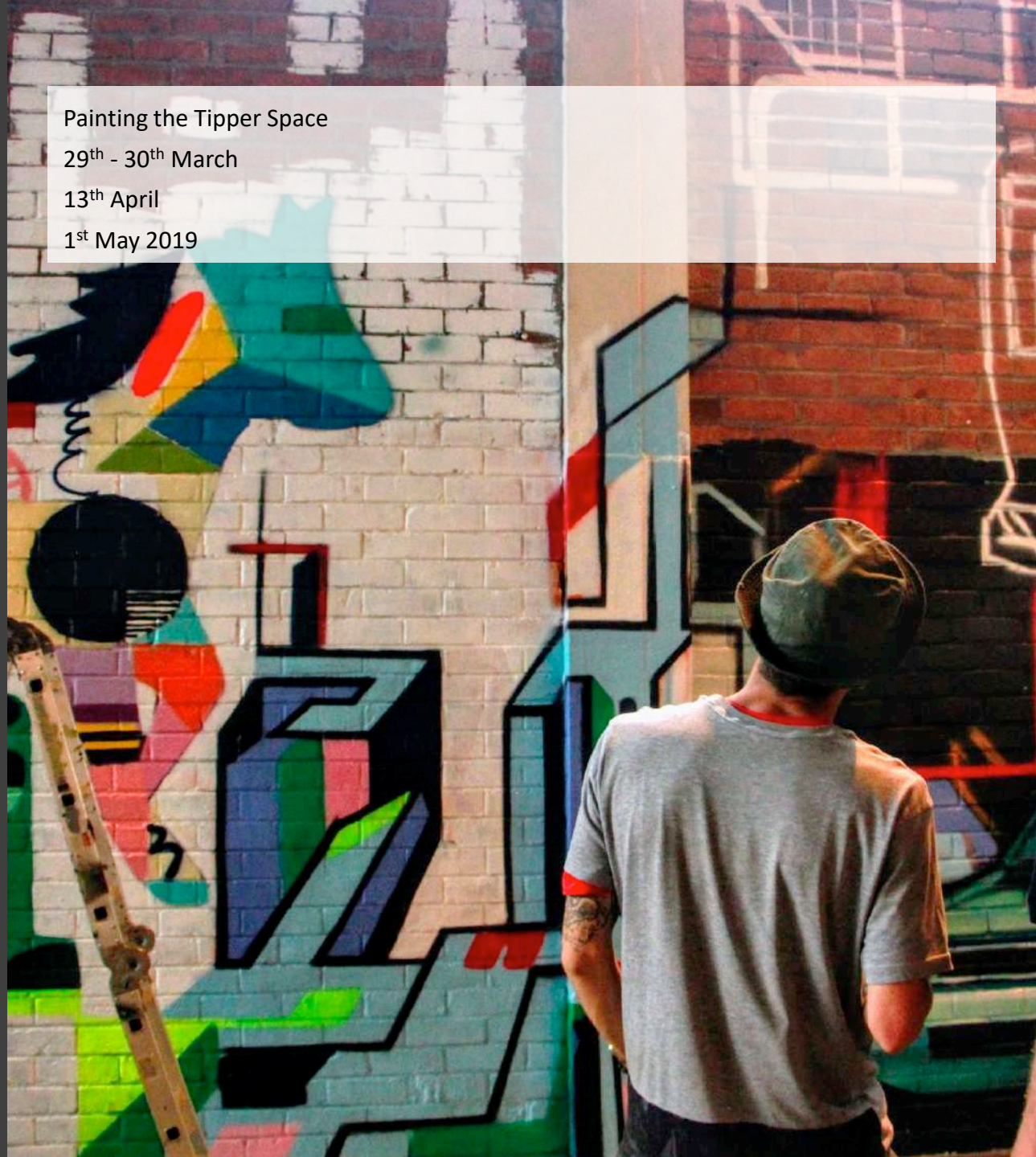


Painting the Tipper Space

29th - 30th March

13th April

1st May 2019





Workshops with Gateway Psychiatric Residence, 30th April and 2nd May 2019



Workshop with the Jo'burg Photo Walkers
(Macro Toy Photography)
1 May 2019



Workshops with local children, 2nd and 3rd May 2019

Comments from the Public Exhibition

Comments/Suggestions:

This is really great guys infact it's
Marvelous. Everything about it
is Amazing

Favourite Artworks:

The Ndebele tribe picture's

Comments/Suggestions:

I am incredibly impressed. Why
can't we buy ~~some~~ the wall. I want a
piece of the wall then sell that to
the public and sell it, so that we
generate the money to create more walls
because then. It becomes a part of
us!

Comments/Suggestions:

- Please add Combi-Taxi image - it's part of the
commuting history of people along Louis Botha
- Is there a vernacular / local preferred name
for Louis Botha (new name?) ?
- Any reference to the historic natural landscape
before it was built up.

Comments/Suggestions:

GOOD WORK
GUY, I LOVE
IT SO MUCH

6. Social Media and Marketing Strategy

In addition to the community workshops, we had an active online presence. Our social media platforms served as both a documentary process and a platform to involve the public in the process. Our posts showed what was happening in the gallery on a day-to-day basis, paying specific attention to artworks that the public made, as well as workshops and events that were held there.

We also made use of an external marketing consultant, which resulted in a media press release. Stephen Hobbs, Co-Director of The Trinity Session, also did a radio interview on 702 Radio with Bongani Bingwa on 10 April 2019. Our public exhibition was complimented by an on the ground marketing campaign, where a team distributed posters and fliers around Region E.





Art My Jozi

Published by Tammy Palesa Stewart [?] · June 19 · 🌐

One of the main themes of the #SBendMural is modes of transport. Historically, Ndebele traders took cattle and agricultural produce to markets along the Great North Road in the late 19th and early 20th centuries. Since the early 20th century Louis Botha has been one of Joburgs primary transport routes, with cars, buses and taxis moving tens of thousands of people daily between Alexandra and Johannesburg.

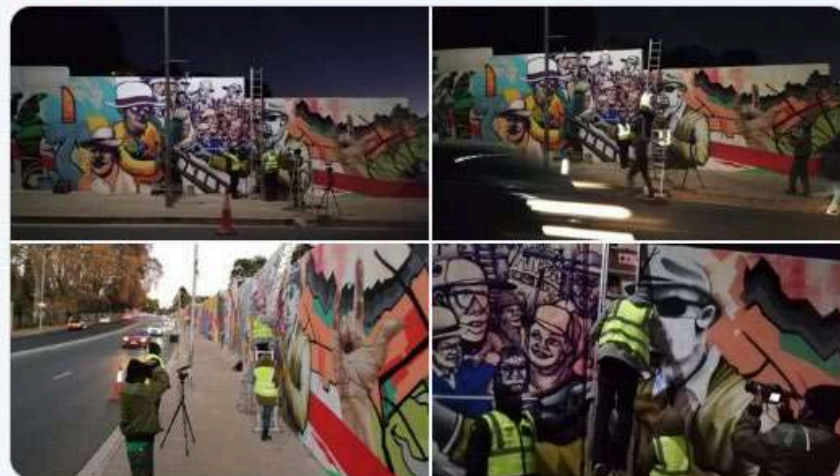
#ArtMyJozi #TheTrinitySession #Mural #PublicArt #Streetartjoburg #StreeArt #LouisBothaMural #LouisBotha #Transport #City #Heritage #History



Art My Jozi @ArtMyJozi · 5 Jul

Sunrise in the city! The S-Bend Artists Collective were up before dawn this morning and are busy at this very moment working on some of the more complex sections of the #SBendMural.

#ArtMyJozi #TheTrinitySession #JDA @jda_joburg #mural #louisbothamural #streetart



Art My Jozi

Page Liked · June 24 · 🌐

Elements from the public exhibition at #SparkGallery are being incorporated into the #SBendMural

#ArtMyJozi #LouisBothaMural #TheTrinitySession @jda_joburg #streetartjoburg #PublicArt #StreeArt #Mural

📍 Tag Photo 📍 Add Location ✎ Edit

306

People
Reached

27

Engagements

Boost Post

👍❤️ 17

2 Comments 1 Share

👍 Like 💬 Comment ➦ Share 🌐



Art My Jozi @ArtMyJozi · 9 May

Over the next few days we'll be showing you how the design of the S Bend Mural has been adapted through each phase of the project. This is phase 1 and it just keeps getting better!

#ArtMyJozi #SBendMural #LouisBothaMural #Mural #PublicArt #Joburg #JoburgMurals #streetartjoburg



Art My Jozi @ArtMyJozi · 11 Jun

Painting is underway on the S Bend Mural down Louis Botha Ave. Look at the size and scale of the wall! We have some of the best artists in the city working on it.

#SBendMural #LouisBotha #Mural #JoburgMurals #streetartjoburg #StreetArt #PublicArt #TheTrinitySession @JDA_joburg



Art My Jozi @ArtMyJozi · 30 Jun

One of our first meetings with the #SBendMural artists was at the James Hall Transport museum in Turffontein. Its amazing to see how elements from that visit have inspired the final design.

#ArtMyJozi #TheTrinitySession #LouisBothaMural #streetartjoburg #Mural @jda_joburg



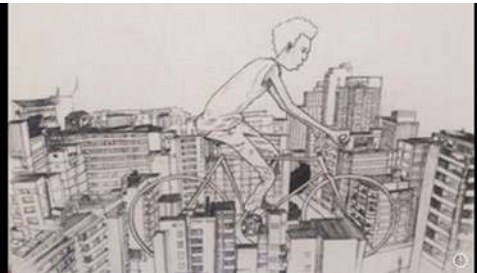
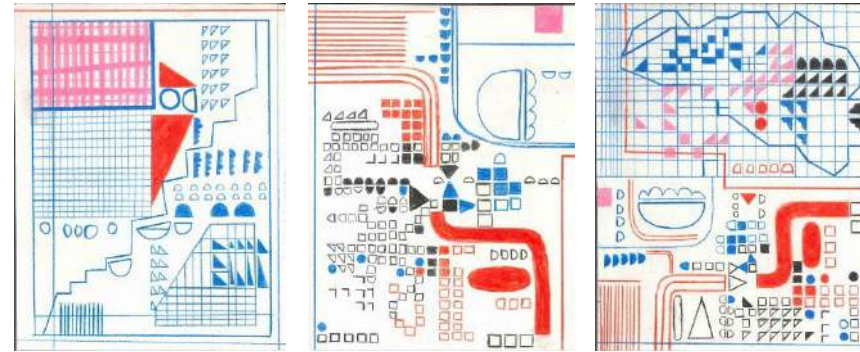
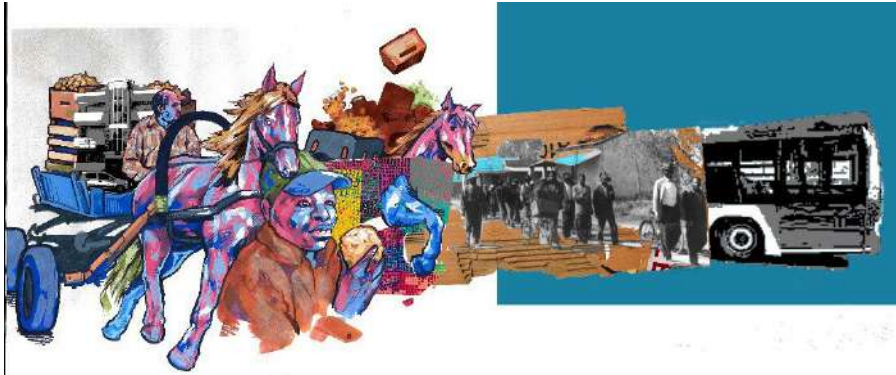
Art My Jozi @ArtMyJozi · 8 Jul

Magic in motion. Some stunning shots of the morning commute along Louis Botha from #CreativeCrew photographer Thusi Vukani. Taken while he was documenting the mural implementation at sunrise on Friday morning.

#JDA @JDA_joburg #SBendMural #ReyaVaya #ArtMyJozi #TheTrinitySession



7. Artwork Design Processes



Following consultations with history and heritage specialists, key themes were identified for the mural, namely:

1. Historical Transport Routes, from sub-Saharan Africa to mining town Johannesburg
2. The changing nature of transport
3. Historical and Contemporary landscape and architectural features
4. The Alexandra Bus Boycotts
5. The surrounding natural landscape

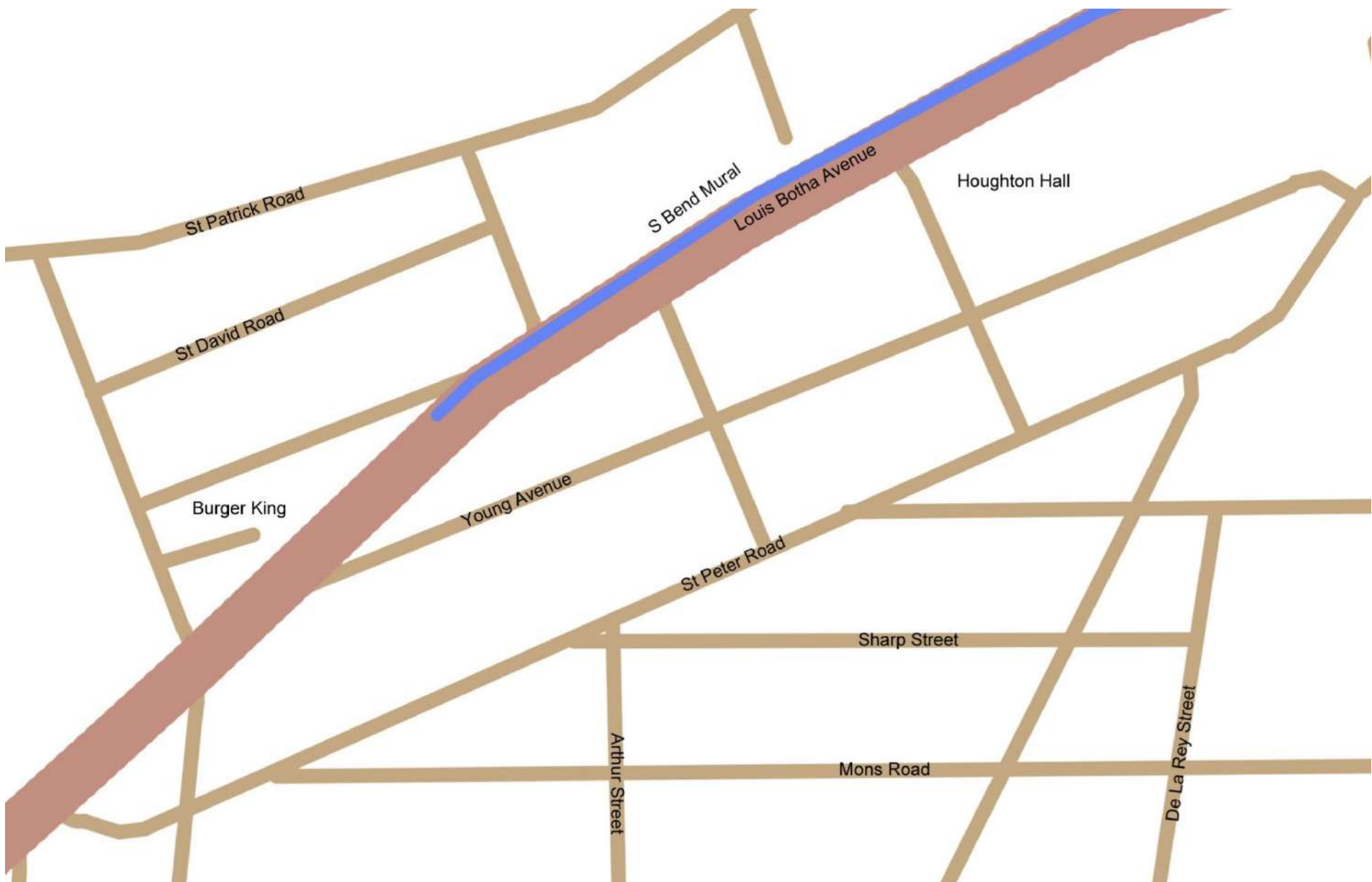


Images from the initial design process



Design digitization and refinement





8. Artwork location



Cleaning and priming.



9. Implementation Process



Sketching and marking out.



10. Artwork Narratives

Below are some of the key elements and narratives of the S-Bend Mural. These narratives were extracted from HIAs, community workshops, and consultants from the sector, and written by some of the implementing artists themselves.



"The S-Bend painting consisted of a number of artists and styles that all had to find their place together.

The challenge was to tick the boxes on the brief of course but at the same time still find a balance while working with so many artists who all have a different approach to mural painting. This is one of, if not, the largest collaborations between local graffiti, studio and community artists on a public project of this nature.

We all played a hand in working on different sections of the wall, so it was interesting for me to get involved in other people's processes, for example helping AnserNineOne with his forest tree background and learning techniques that use rollers and brushes as opposed to using spray paint techniques.

My main pieces on the wall consisted of 2 grayscale trucks that were mirrored - because history often repeats itself as the saying goes, and an old traffic light also painted in grayscale. They were stretched out to illustrate that even though they are from days gone by, I feel they still live on through glitches in time, these "glitches" are manifested into the present reality by means of story telling and experience. There was also an abstract city scape built up with just lines that over-laid one of the forests. The idea was to touch on the past and present while also looking at how we have to find a balance with the natural world. Progression is a part of life, but I feel it also comes with a lot of responsibility.

Being responsible in how we acknowledge the past victories that have laid the foundation for the present but looking to the future at the same time and maintaining that course is very important for me.”

- Mein

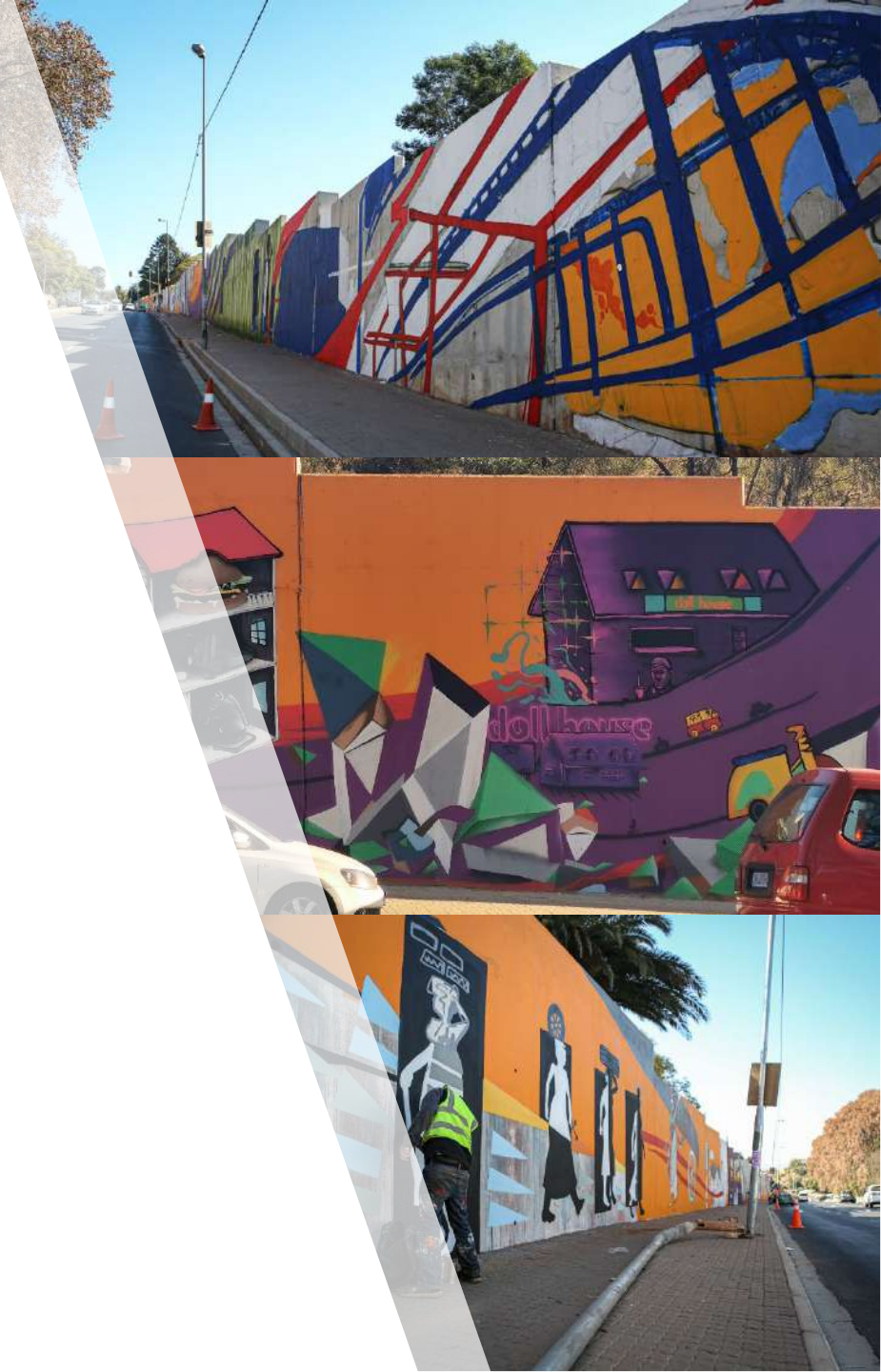
“The S-Bend mural is a community artwork paying tribute to the Bus Boycotts. It also speaks of the architecture, people and modes of transport along Louis Botha, one of Joburg’s vital commuter arteries linking Alexandra with the inner city.

The narrative starts with the Ndebele traders, cattle and ox wagons placed over the shapes of precolonial settlements which quickly become the grid formation that the city and suburbia are shaped on.

Throughout the 400-meter-long wall, we represent the diversity of the people who lived in, and helped build up the city, shaping it into what it is today, depicting the transformation and contrasts of a landscape integral to thousands of South Africans lives.

The surrounding community created artworks in workshops that were included in the final mural, as well as the final layout being the result of a collaborative process with the community, JDA, The Trinity Session and the Department of Transport.”

- Zesta

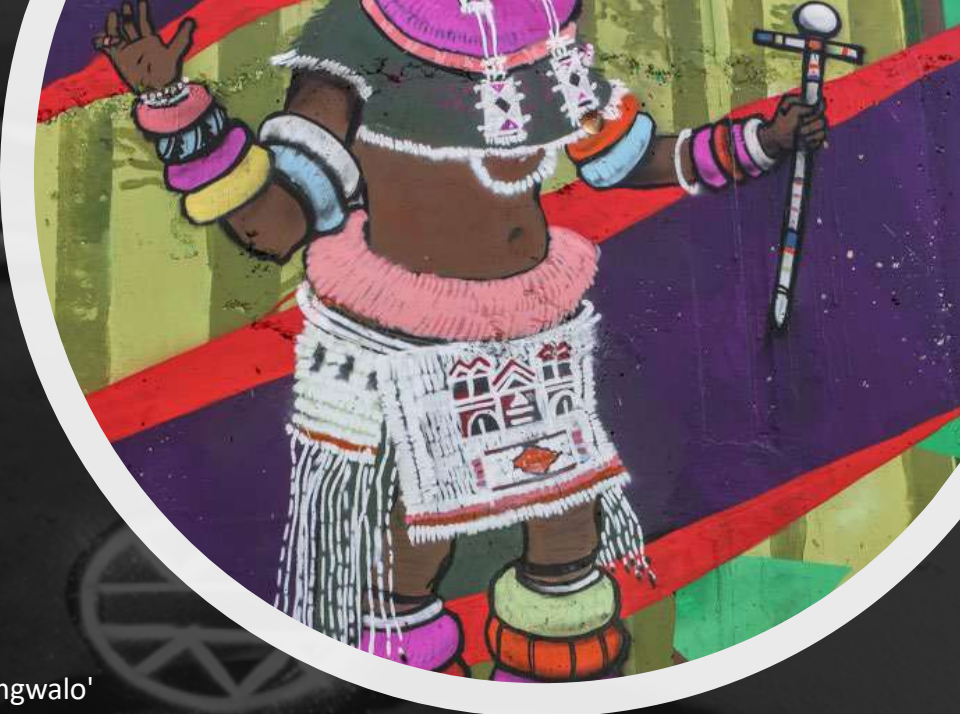


"My process in working on the S-Bend mural was to encourage 'umgwalo' into a graffiti aesthetic. Exploring the geometry in 'umgwalo' I painted in collaboration with other artists a three dimensional version of 'umgwalo' in order to create an experiential sense of the material culture.

Working with different writers I took advantage of the many eyes available; from asking for suggestions, confirming the composition of my forms as well as collaborating in some of the finishes.

This collaborative process allowed me to engage the history of Louis Botha/ Old Pretoria Road from an contemporary graffiti point of view. I found this non-illustrative approach liberating, conceptually sound, and educational."

- Sandie Radebe





“This image pays tribute to Orange Grove and the surrounding areas that were once agricultural lands, but also to the people that have traded fresh produce commodities.

For generations, Louis Botha has not only been an avenue for the transport of goods, but also a viable route along which people could trade. This has supported the establishment of many foreign communities in Johannesburg from all around the world, a strong cultural richness which the city prides itself on today. The images are also an ode to the entrepreneurial spirit of many independent traders in the city.

In 1935 Louis Botha was the first roads in Johannesburg to get a cycling lane. The bicycle is a heavily-loaded symbol, with as many different interpretations as there are places it can take you. This pays tribute to the many different races people may be on in their lives and urges a sensitivity we should have towards this when on our own race.”

S Bend Artist





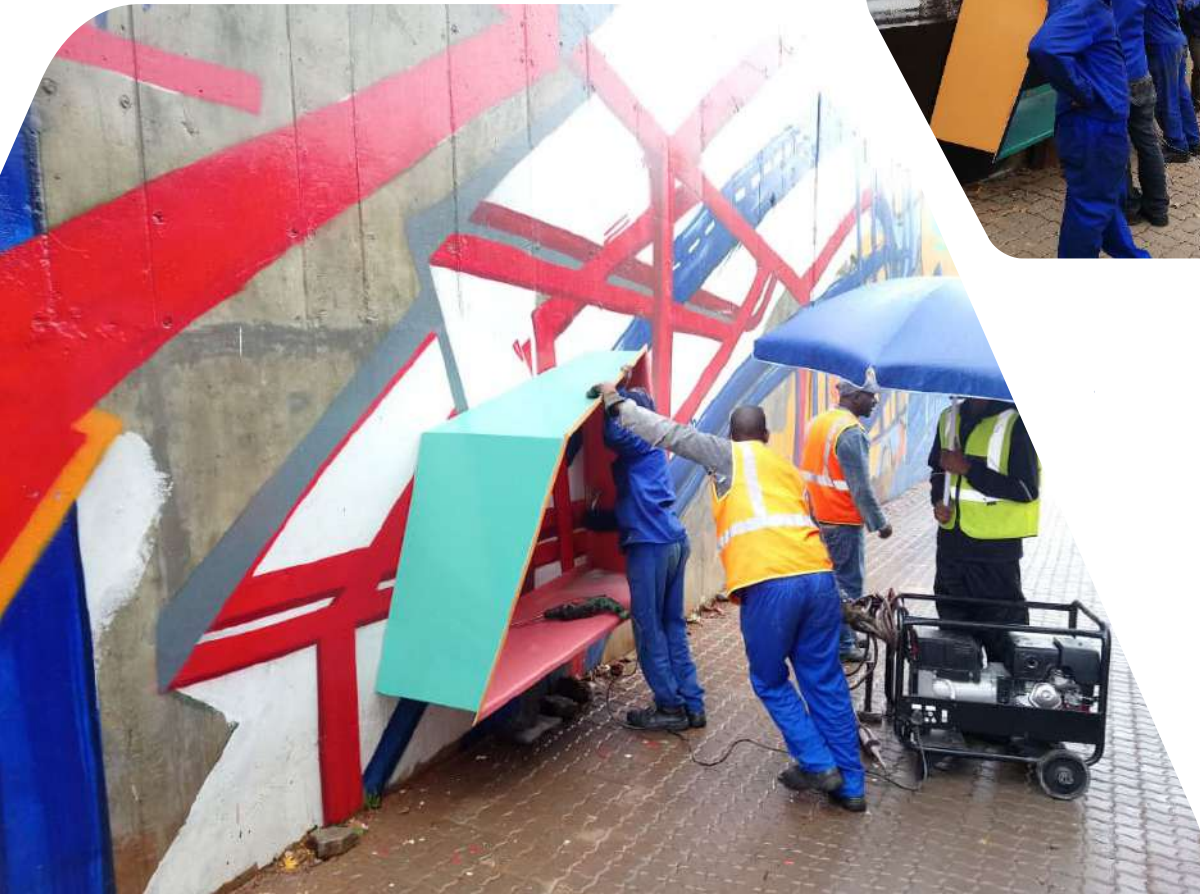
"We are in a perpetual process of change, striving to transcend from deficiency to authenticity. At every stage we discover individuals we call ourselves – growing, changing, continually challenged. Like the chrysalis, we leave behind traces of who we once were as we change form from the old to the new.

Reflecting on my section of the wall on a macro scale, these traces of the past were the building blocks of our current political and societal environment. And as necessarily distressing as the bus boycotts of 1957 were, we are now at a much better place than we previously were in our history. We still have a long way to go as a society, but these historical occurrences stand as memorials and motivations - that change is possible when we stand against discrimination and move forward together."

- Vivien Kohler



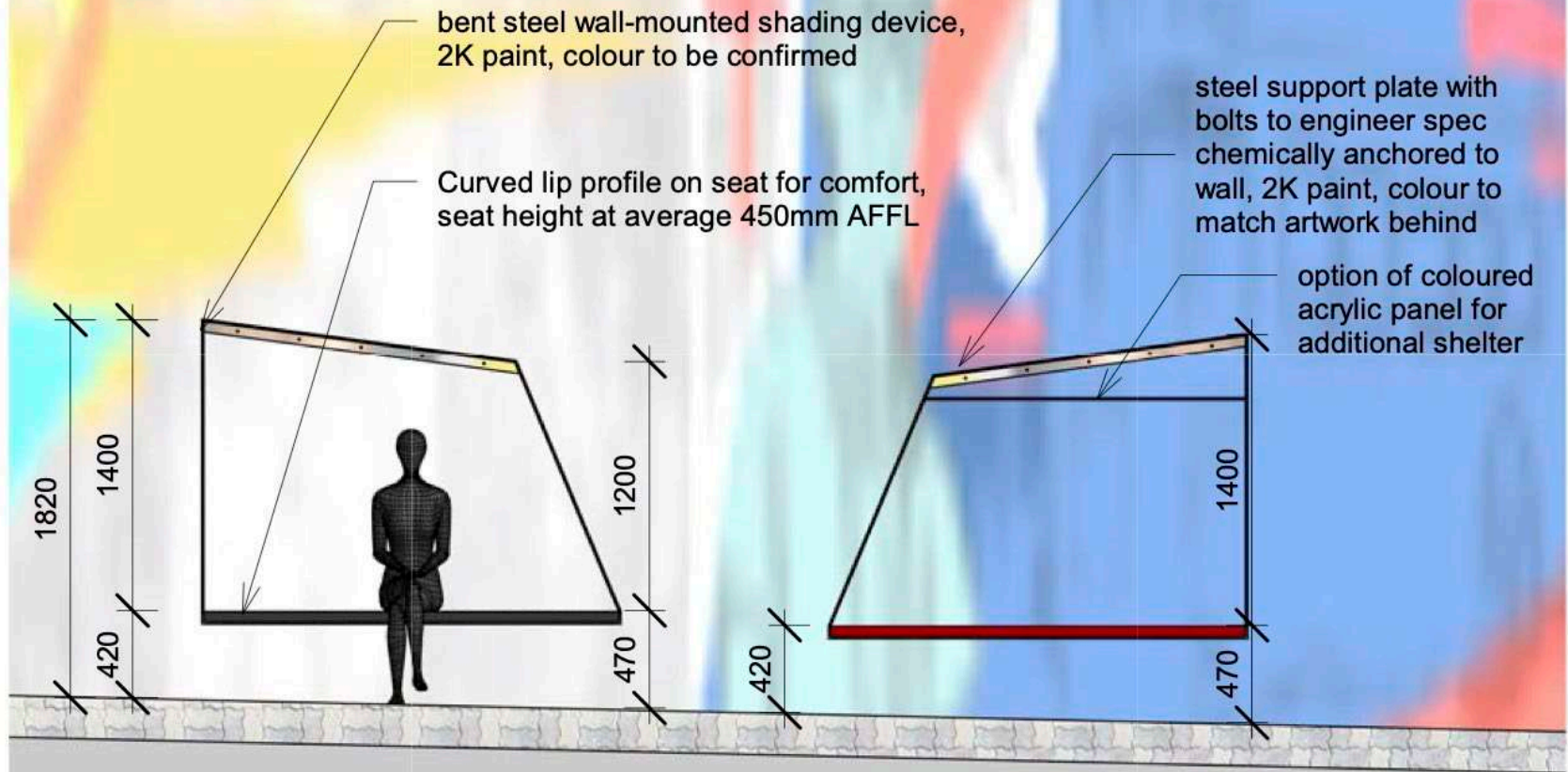
11. Wall Seating



A series of steel benches were installed at intervals along the S-Bend mural.

These benches act as rest stops for pedestrians along their commute.

Concrete wall







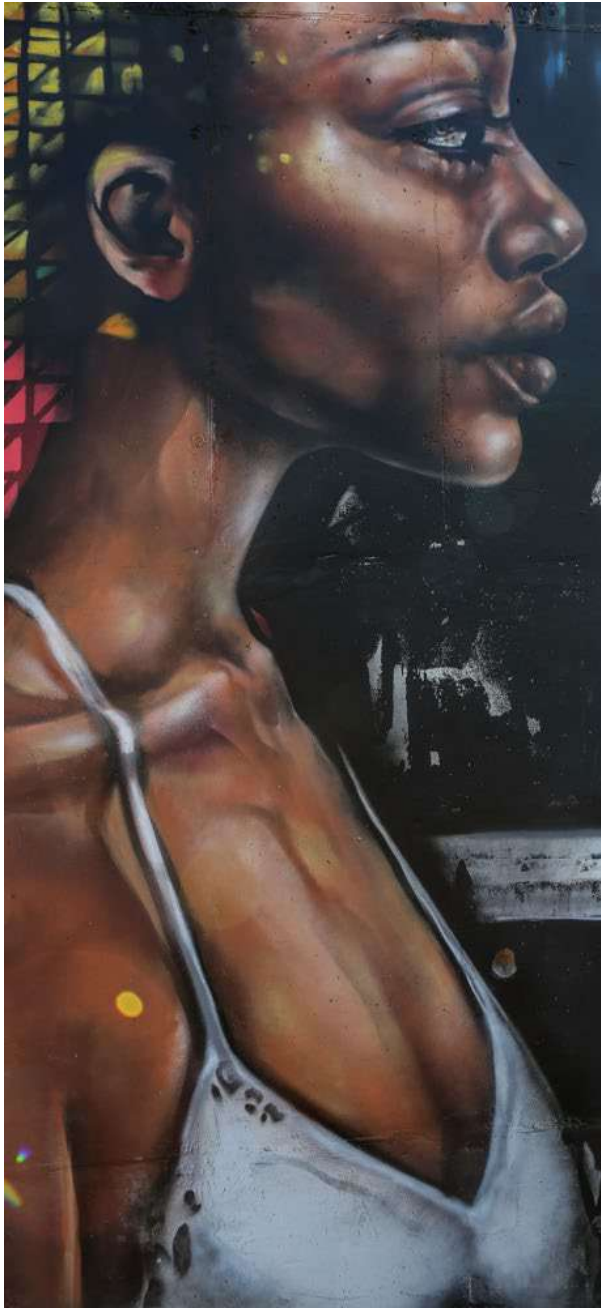
12. Final Artwork



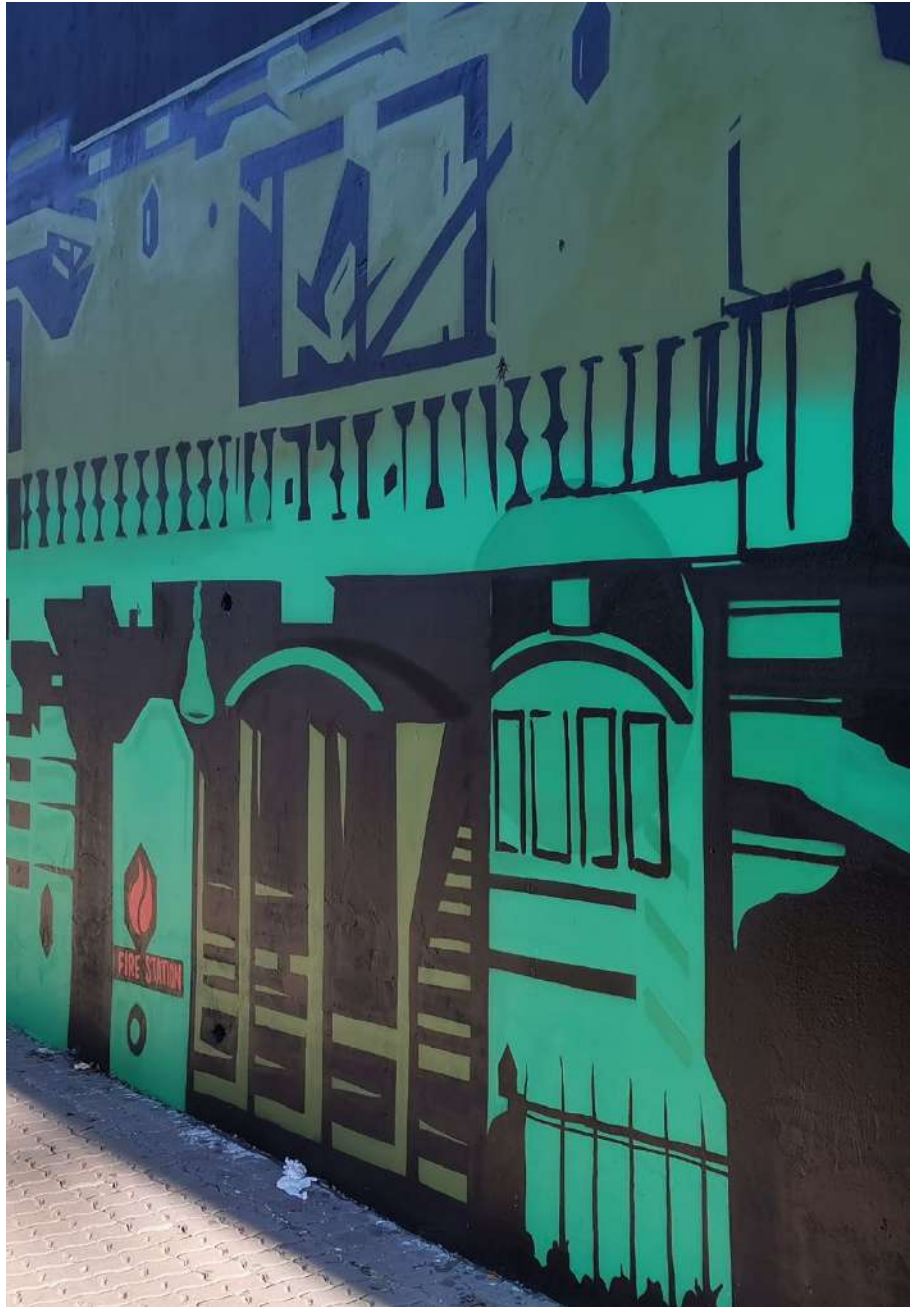
Details here stem from the Spark Gallery preparatory exhibition – which encouraged visitor contributions and hosted focus group workshops.













13. Additional Information

2800 sqm surface area

451-meter length

Highest point 8.5m

800 liters acrylic paint

550 spray cans

276 liters UV protective coating

14 artists, 7 assistants

3 facilitators, 6 technical assistants

8 community meetings

10 design revisions

8 key narratives

ACKNOWLEDGEMENTS

City of Johannesburg, Department of Transport

City of Johannesburg, Department of Development Planning

Rea Vaya, BRT

The Johannesburg Development Agency

The Trinity Session

#ArtMyJozi

The S-Bend Artists Collective

Photography and Video:

#ArtMyJozi Documentary Crew

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@ThusiVukani

@SparksNapoli

Video Footage Archive:

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More information about #ArtMyJozi can be found:

Facebook, Twitter and Instagram

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