



# PROSPERITY MURAL PROJECT

2009

Attridgeville, Tshwane

# Project summary

- ❑ The Prosperity mural project is a national project of which the Development Bank of Southern Africa has been the initiator and primary funder and the Department of Visual Arts of the University of Pretoria the primary Higher Education institution involved. Prof. Elfriede Dreyer is the project manager.
- ❑ The project entails the execution of mural paintings on buildings in South Africa on the theme of “A prosperous and integrated region progressively free of poverty and dependency”. The painting of the murals in several provinces is preceded and prepared by the training of community members and/or Grade 11 - 12 learners in art and design skills.
- ❑ The project is aimed at setting up knowledge and skills exchange between the DBSA, various HE institutions, secondary schools, cultural organisations and city councils. It provides an institutionally supported alternative to what is being characterised as the artist-centered tradition of public art.
- ❑ The project is envisaged to span two financial years from 2009 to 2010.

# Aims and objectives

- ❑ The mural project is a new genre public art project that celebrates South African multicultural identity in joyful colour and images, whilst communicating messages that can assist in raising awareness for social issues and the developmental facets of building nationhood.
- ❑ The project involves academics, students, corporates and community members, and is aimed at community upliftment, cultural exchange and beautification of the urban environment, but also at future job creation. The project has strong marketing, cultural exchange and internationalisation possibilities through tourist attraction, the activities around FIFA 2010 and diplomatic contact.
- ❑ Although the main message of the murals is “A prosperous and integrated region progressively free of poverty and dependency”, specific sub-themes relating to social concerns are addressed in the murals’ design for each region in order to raise awareness for such issues.

# Partners



Development Bank  
of Southern Africa



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA



**CITY OF TSHWANE**

"we are the same"

**F R I E D**

CONTEMPORARY  
ART GALLERY & STUDIO



COMMUNITY ARTISTS



**Bernett K Madisha**



**Tebogo Frank Mothle**



**Given Rabalao**





**Moses Moloto**



**Monki Msimanga**





**Brian Bulepu Mathabatha**



**David M Kokhutsa**

# THE TRAINING COURSE

Fried Contemporary Art Gallery & Studio



























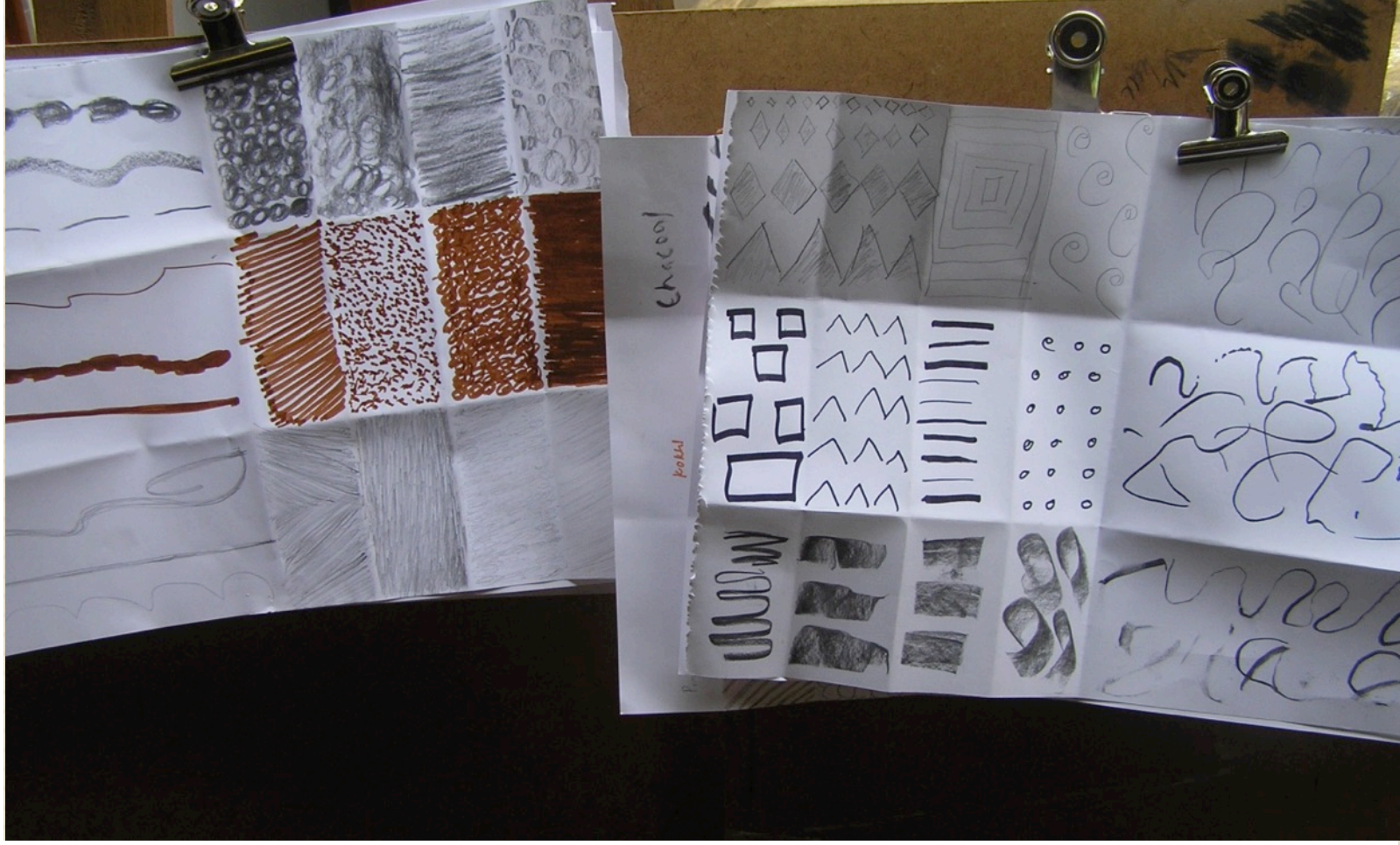








WORK PRODUCED DURING DRAWING COURSE













WORK PRODUCED DURING PAINTING COURSE









LUNCH DURING THE WORKSHOP













## COMPOSITION COURSE: DESIGNING THE MURALS





































## PRESENTATION OF IDEAS









LEARNERS ENGAGING WITH ARTWORKS





















# PAINTING THE MURALS

Attridgeville community halls, arena, Kalafong



MURAL 1: COMMUNITY HALL





























































































































MURAL 5:TITUS MATIYANE

















## MURAL 4: KALAFONG



















RY & STUDIO



OF TSHWANE  
e are the same"

UNIVERSITY OF PRETORIA























# Project outcomes

- ✓ Academic
- ✓ Socio-cultural
- ✓ Skills training
- ✓ Personal/Subjective

# Project outcomes

- ✓The project is site-specific and entail participatory practice, which indicates a conceptual shift from formal art practice to a practice that focuses on a critical engagement with public and urban space.
- ✓In the complex structure of public space and global societies, such art practice deals with difference in a public space and engages with negotiation, conflict and types of representation.
- ✓In terms of aesthetics, there are collaboration and participation of individuals which raises questions regarding aesthetic individualism and contributes to discourses on "relational" or "relational aesthetics" type of artworks.



# Project outcomes

- ✓The project is concerned with art practice in third-world public spaces where issues such as postcolonialism, urban segregation, xenophobia, migration, cross-cultural experiences, urban revival and survival are at stake. As such there is a remapping and revisiting of historically predisposed and predefined sites.
- ✓Contextually the meaning of these public spaces becomes redefined in terms of the consensual practice.
- ✓The conceptual framework of the art project is located in the local, but similarly investigates trans-local phenomena within socio-cultural perspective and as such attempts to set up resistance models both in art and society.