



PROSPERITY MURAL PROJECT



2010

Durban, KwaZulu Natal

Partners



Development Bank
of Southern Africa



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

F R I E D

CONTEMPORARY
ART GALLERY & STUDIO

Project summary



- ❑ The Prosperity mural project is a national project of which the Development Bank of Southern Africa as the initiator and primary funder.
- ❑ Prof. Elfriede Dreyer of the Department of Visual Arts of the University of Pretoria is the project manager.
- ❑ The mural is 25 m long and 2.8 m high and was painted on a wall of the Ethekewini municipal library services building in Mathews Meyiwa Street.
- ❑ The mural theme is “A prosperous and integrated region progressively free of poverty and dependency” with the sub-themes of technology, education, health, good life, marine and labour.
- ❑ The painting of the murals was prepared by the training of community artists in art and design skills.
- ❑ The project is envisaged to span two financial years from 2009 to 2011.



Ethekekwini municipal library services building

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 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 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.
- ❑ Good quality paints have been used in order to ensure the longevity of the mural and augment its lifetime.

Project outcomes



- ✓ Academic
- ✓ Socio-cultural
- ✓ Skills training
- ✓ Urban beautification

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.



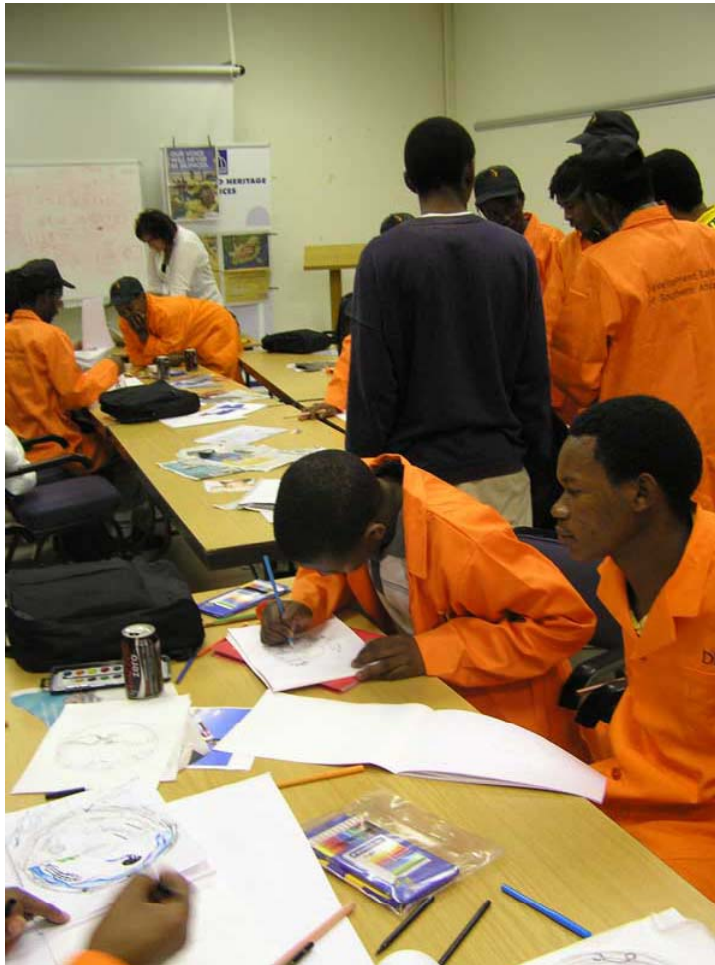
KZN mural team



Project assistants: Bernett K Madisha, and Tebogo Frank Mothle of Attridgeville

THE TRAINING COURSE

Venue at Ethekwini municipal library building



THE DRAWING COURSE









THE PAINTING COURSE









THE PRINCIPLES OF DESIGN











PRESENTATION OF IDEAS

PAINTING THE MURALS





DAY 1: PLOTTING THE BASIC DESIGN











DAY 2: FILLING IN DETAIL

















SPECTATOR VALUE



MURAL 3: ARENA







DAY 3: COMPLETION OF THE MURAL





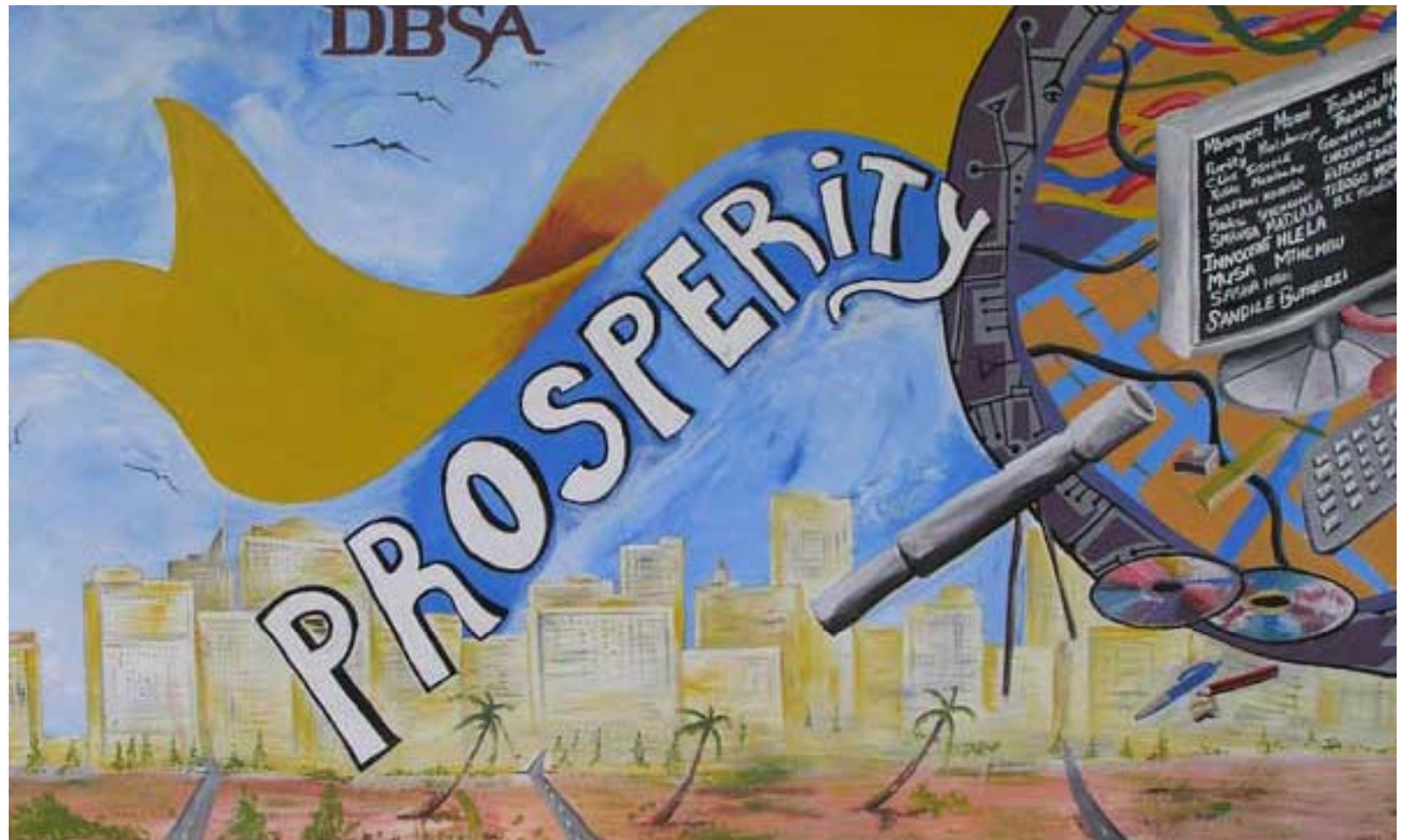








COMPLETED MURAL

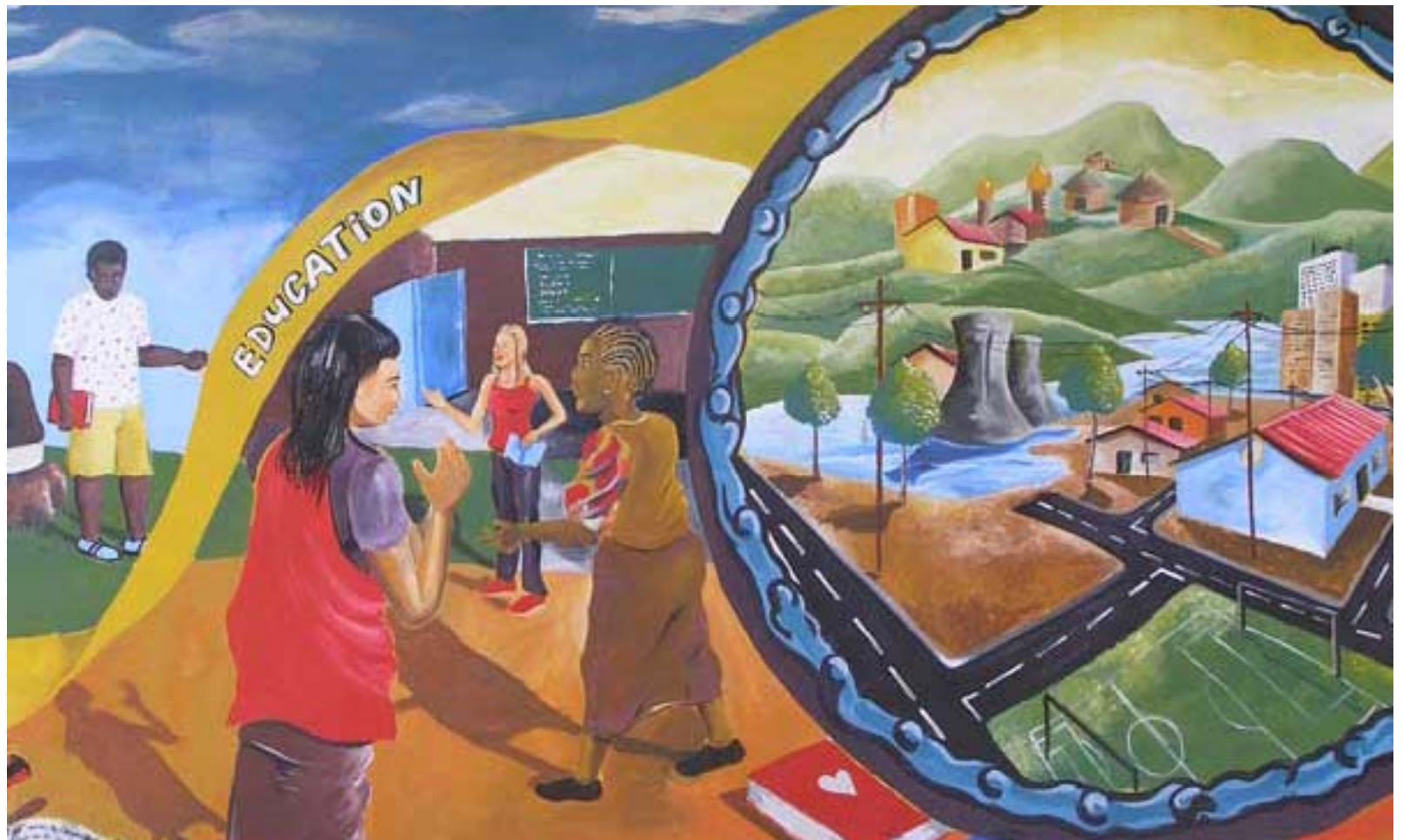


DETAILS OF COMPLETED MURAL



























GOODBYE