

2017 IDC Art Market



In December 2017, the IDC hosted the first annual Art Market and Artist engagement session themed 'Mounting the Creative Economy'. The aim was to promote entrepreneurship and skills development through the arts.

The event was well received with over 40 artists from various provinces showcasing unique and different forms of art work. Artists had an opportunity to exhibit their work and establish networks within the art industry. The event commenced with the artist engagement session which was insightful as information from expert industry panelist was shared. The panel included representatives from the Business Arts South Africa, the National Arts Council, The Arts and Culture Trust and J & B Hive.

Ms. Zama Luthuli, Divisional Executive: Corporate Affairs officially welcomed the guests inviting the artists to make use of the opportunity to network and establish relations. One of the artists who attended, Tendani Matinenga, had this to say: "The market was indeed good for the artists and the IDC. Together we can make a change in the world through sharing skills and experience and ideas. I did enjoy the market and it was great seeing all those talented artists under one roof"



Ms. Tebogo Molefe, Head of Corporate Social Investment went on to share the role IDC plays in supporting the arts sector.

The event hosted a variety of crafters, visual artists, and art lovers. IDC employees and external people walked into the exhibition floor to purchase from the artists and crafters. The Marimba band created an exciting environment with their traditional music and dancers as the people were walking in and out of the exhibition hall.

The two-day event closed off with a cocktail function at the IDC reception foyer where the in-house visual artists from Funda Community College in Soweto were introduced by the gallery curator Ms. Thandi Sibisi. The event was well attended and the audience did a walkabout at the gallery to see the artwork.

The artists made sales which amounted to **R 10 220.00**, this is a sign that they are making good work and that there is great potential for growth. The gallery is a project we are passionate about because it is a way that we can directly impact the lives of deserving and talented young artists - each sale allows us to play our part in developing and empowering the youth. Through this project not only have we created greater awareness of the IDC Gallery to the public but fostered new networks and information exchanged between the artists and industry which we hope will lead to increased collaboration efforts amongst IDC and stakeholders who support the Arts.

