

Braamfontein home of new Ithuba Arts Gallery

The Ithuba Arts Fund (IAF) has identified six up-and-coming Johannesburg-based artists who will be exhibiting their works at the opening of the gallery.

The gallery will present an opportunity for budding artists to receive support and mentoring in developing their talent and ultimately provide a platform to showcase their work in a group exhibition. It will be a functioning, accessible resource for these artists and will strive to be a facility associated with quality and integrity. The aim is to bridge the gap between the established market and local emerging artists.

"The space is a much needed, accessible resource for emerging artists in the city," says CEO Paul Lapham of the Citiq and Jika Properties. "As a group we are committed to the upliftment of the Johannesburg inner city and are delighted to support this visual arts project by offering financial, marketing and logistical support."

Six selected for funding

Curator of the gallery, Lavendhri Arumugam says there are hundreds of talented, would-be artists looking for a professional venue in which to exhibit. Every year, a call goes out to emerging artists to submit their works to the Ithuba Arts Fund. This year, from the 50 submissions received, six were selected for funding and will be exhibiting as a group in the space's inaugural exhibition.

"This is an increase from last year. The city is teeming with generous, talented creative people. There are still many more projects to be found and supported. All entries are judged against a host of criteria but fundamentally on the artists' originality, integrity, motivation and quality. Artists are selected by the Ithuba Arts Fund Board," says Lavendhri.

Exhibit work at no charge

The exhibiting artists are Farieda Nazier, Andrew Sprawson, Ravi Govender, Tshepo Mosopa, Mandy Johnson and Jason Larkin.

The relationship between The Ithuba Arts Fund and past and present beneficiaries will continue. Emerging artists together with past beneficiaries will be encouraged to exhibit their work in the space at no charge. From a marketing perspective, they will receive ongoing exposure through the gallery's networks, social media and word of mouth.

The exhibition opens on 22 November 2012 at the Ithuba Arts Gallery, Anchor House, 100 Juta Street in Braamfontein and will continue until Sunday, 9 December. Entrance is free.

For more, visit: <https://www.bizcommunity.com>