

2020

Rubis Mécénat
**Of Soul
and Joy**

A platform for learning
photography
SOUTH AFRICA

With Easigas

A close-up, low-angle shot of a person riding a bicycle. The person is wearing blue shorts and a dark top. The bicycle has orange frame elements. The background is a blurred, sunlit outdoor area. Overlaid on the image is the text "Of Soul and Joy" in a large, white, serif font. The text is split across two lines: "Of Soul" on the top line and "and Joy" on the bottom line. The "and" is smaller and positioned between the two lines. The text is centered horizontally and partially obscures the person and the bicycle.

Of Soul and Joy

With Easigas

RUBIS MÉCÉNAT supports photography as a tool for emancipation through its ongoing project *Of Soul and Joy* undertaken in 2012 in the heart of Thokoza, a township in the southeast of Johannesburg, South Africa

Of Soul and Joy is a lasting social art initiative undertaken in 2012 by Rubis Mécénat and Easigas (Rubis Group's South African subsidiary) in Thokoza, a township in the southeast of Johannesburg in South Africa. Its goal is to develop artistic skills in the field of photography amongst the township's vulnerable youth by providing an understanding of photography as a means of expression, in order to open up new personal and professional horizons.

As a creative platform, *Of Soul and Joy* offers weekly workshops led by renowned photographers, encounters with art professionals, collaborations with cultural institutions and organises artistic events in Africa and abroad.

Each year the most promising students are awarded scholarships to pursue their studies in photography in a university of their choice, such as the Market Photo Workshop in Johannesburg.

Today, the programme attracts emerging photographers coming from the different townships surrounding Johannesburg, thus expanding its action.

Cover:
Cyprien Clément-Delmas,
Daleside,
2015-2020



In Thokoza, documentary film on the *Of Soul and Joy* project, Lungelo Mntambo – DeLite Visual Archives, 2013-2016

THOKOZA AND OF SOUL AND JOY

The country's history along with the major role played by photography during apartheid and after inspired Rubis Mécénat to offer photography as a tool for emancipation.

At the beginning of the 90s, Thokoza faced violent clashes between the two main political parties, the Inthaka Freedom Party (the IFP, with a Zulu majority) and the African National Congress (the ANC, Nelson Mandela's party). These upheavals were immortalised by the Bang Bang Club on the eve of the announcement of a new South Africa, full of great change.

Today, it is the turn of the new generation, called the 'Born Free', born after 1994 at the same time as the birth of democracy, to bear witness the deep changes occurring in their country and to its quest for identity. Rubis Mécénat chose to anchor its first creative platform in the very heart of Thokoza as a way of shedding light on the township's youth.

News 2020

◇ ALL YEAR

Collective workshops and group exhibition
on the theme “Kumalo street”
Thokoza, Johannesburg, South Africa

Workshops with South African photographers Jabulani Dhlamini,
Lebohang Kganye, Sabelo Mlangeni, Lindokuhle Sobekwa,
Andrew Tshabangu, Thandile Zwelibanzi
Curated by Teboho Ralesai
Exhibition in Johannesburg in 2020

◇ ALL YEAR

Association with Magnum Photos
for the “Magnum Photos: Re-presenting The Archive” project
Johannesburg, South Africa

Workshops by Magnum Photos on the South African archives
of the agency, directed by Mikhael Subotzky, with emerging
South African photographers including *Of Soul and Joy* alumni
Lindokuhle Sobekwa and Tshepiso Mazibuko
Exhibition in Johannesburg in November 2020

◇ 14-16 February 2020

Participation to the Investec Cape Town Art Fair
Cultural Platforms section
Cape Town, South Africa

On the occasion of the ICTAF 2020, *Of Soul and Joy* presents a selection
of the current body of works by photographers Sibusiso Bheka,
Thembinkosi Hlatshawyo and Lunathi Mngxuma.

Lunathi Mngxuma,
Restoration, 2019





◇ **June 2020**

“Rural Area” project
Mpumalanga, South Africa

3-week intensive workshop directed by the *Of Soul and Joy* team and photographers Jabulani Dhlamini, Thandile Zwelibanzi, Tshepiso Mazibuko and Sibusiso Bheka to teach photography to the community

Of Soul and Joy will take up residence in a rural village, as part as an ongoing project to give communities access to art in remote areas. Exhibition to follow

◇ **September 2020**

Residency of *Of Soul and Joy* photographer Sibusiso Bheka at NOOR photo agency, Amsterdam, Netherlands

◇ **November 2020**

MAGNIN-A Gallery, Paris, France

Exhibition showcasing the creativity of the Johannesburg art scene including works by *Of Soul and Joy* photographers Jabulani Dhlamini, Tshepiso Mazibuko and Lindokuhle Sobekwa

Programme of talks animated by John Fleetwood on the occasion of the exhibition, Paris Photo and the Photo Month in Paris

Publication of a catalogue with MAGNIN-A

◇ **November 2020**

Exhibition of the photographic series *Daleside*
PhotoSaintGermain, Paris, France

Exhibition showcasing the work commissioned by Rubis Mécénat and produced for the past 5 years by French photographer and filmmaker Cyprien Clément-Delmas and *Of Soul and Joy* Magnum photographer Lindokuhle Sobekwa on Daleside, an afrikaner suburb near Johannesburg

Publication of a catalogue with GOST Books

Lindokuhle Sobekwa,
Daleside,
2016-2019



◇ **THROUGHOUT THE YEAR**

Weekly workshops with Jabulani Dhlamini, Katiso Mabuza, Thandile Zwelibanzi and Lindokuhle Sobekwa, and invitation of numerous photographers and art professionals

Intensive workshop in collaboration with NOOR photo agency with Spanish photographer Sebastian Liste

Invitation of 2 *Of Soul and Joy* photographers for the Nikon – NOOR workshops in Europe

5 additional scholarships awarded to *Of Soul and Joy* photographers to study at the Market Photo Workshop in Johannesburg



Context



OF SOUL AND JOY, AN ONGOING SOCIO-CULTURAL PROGRAMME UNDERTAKEN BY RUBIS MÉCÉNAT

PHOTOGRAPHY AS A TOOL FOR EMANCIPATION

Within the context of its support to contemporary art, Rubis Mécénat aims to develop lasting social art initiatives with the Group's subsidiaries as a way of getting involved in the local communities and positioning itself as a social and cultural player in addition to the economic role the company plays within the countries.

Three socio-cultural programmes exist today: the photography project *Of Soul and Joy*, in South Africa (since 2012), the *InPulse* Art Project in Jamaica (since 2015) and the social design project *Ndao Hanavao*, an innovation and creation laboratory for social design in Madagascar (since 2018).

These educational programmes work as creative platforms at the heart of local communities by offering to young people in reintegration workshops led by recognised artists and general educational support so that they can acquire academic and artistic skills.

Rubis Mécénat's commitment creates strong links of solidarity and trust. By going as close as possible towards those that are the furthest away from contemporary art, Rubis Mécénat reaffirms its belief in its educational and societal virtues. It does not only reach out to students, it also encourages the local community to enter into an active discourse around the visual arts.

Undertaken by Rubis Mécénat, Of Soul and Joy offers, through its intensive photography training programme, alternatives to the existing academic programme and aspires to promote in a durable manner alternative education and personal development of the youth from the local South African communities by offering them new perspectives and providing them with new tools to operate in an ever-changing environment.

Lorraine Gobin, Managing Director, Rubis Mécénat



poster campaign in Thokoza, 2015

Key figures

Over **100** beneficiaries

40 scholarships awarded to *Of Soul and Joy* photographers to study at the Market Photo Workshop in Johannesburg

10 active mentors

2 weekly workshops led by photographer Jabulani Dhlamini

Almost **100** intensive workshops led by renowned photographers

1 dedicated space with unlimited internet access, Nikon cameras, photographic equipment, computers, and a specialised library

Over **20** exhibitions and events organised in South Africa and abroad

Participation of the project's photographers in numerous art events in South Africa and abroad

3 books showcasing the works of the project's photographers

1 documentary film and **1** series of portraits of the project's photographers

5 years of collaboration with Magnum Photos



The Of Soul and Joy project



OF SOUL AND JOY: A SOCIAL ART ENGAGEMENT THAT AIMS TO EMPOWER SOUTH AFRICAN YOUTH THROUGH PHOTOGRAPHY

Of Soul and Joy is a lasting social art initiative undertaken in 2012 by Rubis Mécénat and Easigas (Rubis Group's South African subsidiary) in Thokoza, a township in the southeast of Johannesburg in South Africa. Its goal is to develop artistic skills in the field of photography amongst the township's vulnerable youth by providing an understanding of photography as a means of expression, in order to open up new personal and professional horizons.

As a creative platform, *Of Soul and Joy* offers weekly workshops led by renowned photographers, encounters with art professionals, collaborations with cultural institutions and organizes art events in Africa and abroad.

The programme benefits approximately 20 participants yearly aged 15-30 years old. The participants are either high school students from the Buhlebuzile Secondary School or young adults willing to stimulate their creativity and deepen their artistic knowledge in the field of photography.



Workshop
with Bieke Depoorter,
Thokoza, 2018

As well as transforming the social and professional future of the Thokoza youth, Of Soul and Joy is also a platform for exchanges with photographers from all over the world. The activities also have a positive impact on other members of the community and on the subsidiary's volunteers, who might for example be trusted to undertake missions during events. By weaving of this web of, Rubis Mécénat plays a social role while simultaneously transmitting the importance of culture and the value of art.

Jabulani Dhlamini, South African photographer and Project Manager

Sibusiso Bheka

Stop Nonsense, 2016-2019



PROGRAMME

- ◇ Two weekly photo workshops led by South African photographer and Project Manager Jabulani Dhlamini, seconded by photographer Thandile Zwelibanzi. Numerous members of the local art scene are invited to present their work to the students as well as to evaluate the students' work. Guided tours of exhibitions, photo festivals and studios are regularly organised. In addition, the project offers life skills courses and remedial education.
- ◇ Throughout the year, the programme offers intensive workshops led by renowned photographers belonging to the local and international scene.

Since 2016, the project has associated with Magnum Photos to organise workshops with Magnum photographers. At the end of each year, the students receive a diploma and a certificate from Magnum.

More information on the *Of Soul and Joy* and Magnum collaboration

In 2020, the project is starting a new collaboration with NOOR photo agency.

- ◇ The photographers establish a **genuine relationship with the students**, advising them in their practice and guiding them in their artistic development, such as Bieke Depoorter and Mikhael Subotzky, Magnum photographers and mentors of some of the *Of Soul and Joy* photographers.
- ◇ The project gives young photographers access to art events in South Africa and abroad. Each year, the project organises events (exhibitions, round tables and photo festivals) in South Africa and in Europe and edits books.
- ◇ Each year, Rubis Mécénat and Easigas award scholarships to the most promising students to pursue their studies in photography in a university of their choice, such as the Market Photo Workshop in Johannesburg. The students are guided throughout their artistic path and former students support newcomers.

Since 2012, the project has awarded around 40 scholarships.



Since 2012, over a hundred young people have benefitted from documentary photography lessons and have shot different aspects of their everyday environment in Thokoza. These images constitute a precious document of everyday life in a township. They are one of the most important testimonials of reality in a South African township through the eyes of the “Born Free” generation.

Cyprien Clément-Delmas, French photographer and film director - Caviar, project mentor

Workshop with Matt Black,
Magnum Photos, Thokoza, 2017



Of Soul and Joy Photo
Fest In Thokoza edition 3,
Thokoza, 2019



In Thokoza exhibition, Ithuba Arts
Gallery, Johannesburg, 2013

Exhibitions, residencies and collaborations with institutions



◇ **Paris Photo, Paris, France, 2019**

Exhibition of the *Of Soul and Joy* photographers Lindokuhle Sobekwa and Tshepiso Mazibuko by the MAGNIN-A Gallery

◇ **12th Bamako Encounters, Bamako, Mali, 2019**

Photo workshops with the Malian collective Yamarou Photo led by 2 South African photographers from the *Of Soul and Joy* project: Jabulani Dhlamini and Thandile Zwelibanzi
Exhibition during the Bamako Encounters

◇ **Collective residency “The Long Way”,
Cité des Arts, Saint-Denis, Reunion, 2018 and 2019**

Residency of 3 *Of Soul and Joy* photographers - Jabulani Dhlamini, Tshepiso Mazibuko, Lindokuhle Sobekwa - and South African photographer Andrew Tshabangu
Group exhibition at the Cité des Arts in May 2019

◇ **11th Bamako Encounters, Bamako, Mali, 2017**

Participation of the *Of Soul and Joy* photographer Sibusiso Bheka in the pan African exhibition of the 11th Bamako Encounters and acquisition of his *Stop Nonsense* series by the National Museum of Mali

◇ **PhotoSaintGermain festival, Paris, France, 2017**

Of Soul and Joy round table: “Photography, a tool for emancipation in South Africa”, animated by Jeanne Mercier, critique and curator of the Afrique in Visu platform, with photographers Roger Ballen and Bieke Depoorter, and John Fleetwood, founder of the Photo: platform

◇ **Les Rencontres d'Arles, Arles, France, 2017**

Of Soul and Joy round table on South African photography and the “Born Free” generation animated by art critic Roxana Azimi with photographers Roger Ballen, Jabulani Dhlamini and 4 students
Participation in photography workshops and portfolios reviews

◇ **Round table *In Thokoza – In Paris, Le Bal, Paris, France, 2013***

With the journalist Sophie Bouillon and the photographers Bieke Depoorter, Cyprien Clément-Delmas and Thabiso Sekgala (in memory of)

◇ **3 photo festivals showcasing the young photographic scene from
Of Soul and Joy and the local art community, Thokoza, South Africa**

Exhibitions, screenings, workshops, performances, music and local art

Edition 3, 2019: Round table animated by Kabelo Malatsi

with photographers Jabulani Dhlamini and Andrew Tshabangu,
Photo: founder John Fleetwood and *Of Soul and Joy* students

Edition 2, 2016: Talks by photographers David Goldblatt,

Cédric Nuun and the *Of Soul and Joy* students

Edition 1, 2013: Talks by photographers Bieke Depoorter, Cyprien Clément-Delmas, Jérôme Delay, Sabelo Mlangeni and the *Of Soul and Joy* students

◇ **Group shows**

Place of Peace, Stop Sign Art Gallery, Johannesburg, 2018

Free from my Happiness, Johannesburg Art Gallery, Johannesburg, 2016

Free from my Happiness, Ghent International Photo Festival, Belgium, 2015

Fresh Produce, Turbine Art Fair, Johannesburg, 2016

Visions of Africa, Addis Foto Fest, Addis Ababa, Ethiopia, 2014

In Thokoza, Ithuba Arts Gallery, Johannesburg, 2013

Publications

2020

DALESIDE

Commission by Rubis
Mécénat to Lindokuhle
Sobekwa and Cyprien
Clément-Delmas

GOST Books / Rubis Mécénat
Texts by Sean O'Toole



2017

THE OF SOUL AND JOY PHOTO COLLECTIVE

2015

FREE FROM MY HAPPINESS

- Sibusiso Bheka
*At night,
they walk with me*
- Tshepiso Mazibuko
Encounters
- Lindokuhle Sobekwa
*Nyaope. Everything
you give me my Boss,
will do*

Texts by Sean O'Toole

2013

IN THOKOZA

Text by Sophie Bouillon



Cyprien
Clément-Delmas,
Daleside,
2016-2019



Actors



STUDENTS PROFILES

Sibusiso Bheka 23 years old

In 2020, Sibusiso Bheka will be showing his work at the Investec Cape Town Art Fair along with of *Of Soul and Joy* photographers Lunathi Mngxuma and Thembin-kosi Hlatshwayo. He will also benefit from a residency at the photo agency NOOR in Amsterdam.

Sibusiso Bheka is *Of Soul and Joy*'s Project Assistant. In 2018 he was shortlisted for the Magnum foundation Photography and Social Justice Fellowship and in 2019 he was nominated for the Joop Swart Masterclass and for the CAP Prize for Contemporary African Photography.

He joined the *Of Soul and Joy* project in 2012 and graduated in Photography at the Vaal University of Technology in 2018. His work was shown at the Ithuba Arts Gallery, Johannesburg (2013), the Addis Foto Fest, Ethiopia (2014), the Ghent International Photo Festival, Belgium (2015), the Johannesburg Art Gallery in South Africa (2016), the Turbine Art Fair, Johannesburg (2016), and the 11th Bamako Encounters, Mali (2017).

Sibusiso Bheka's work documents his environment by night, giving us to see his reality of Thokoza, his playful moments almost surreal just before light disappears.

More information on Sibusiso Bheka's work



Video portrait
of Sibusiso Bheka by
Lungelo Mntambo, 2019

Sibusiso Bheka
Stop Nonsense,
2016-2019





Thembinkosi Hlatshwayo 27 years old

In 2020, Thembinkosi Hlatshwayo will be showing his work at the Investec Cape Town Art Fair along with of *Of Soul and Joy* photographers Lunathi Mngxuma and Sibusiso Bheka.

He is a fellow of the 2019 Gisèle Wulfsohn Mentorship in photography of the Market Photo Workshop, from which he graduated in 2018, and benefits within this frame of the mentorship of John Fleetwood, curator and founder of the Photo: platform. In 2019, he received the CAP Prize, a prestigious award for contemporary African photography and his *Slaghuis* series was part of the "Before the Night" group show at the Fotomuseum Winterthur, Switzerland.

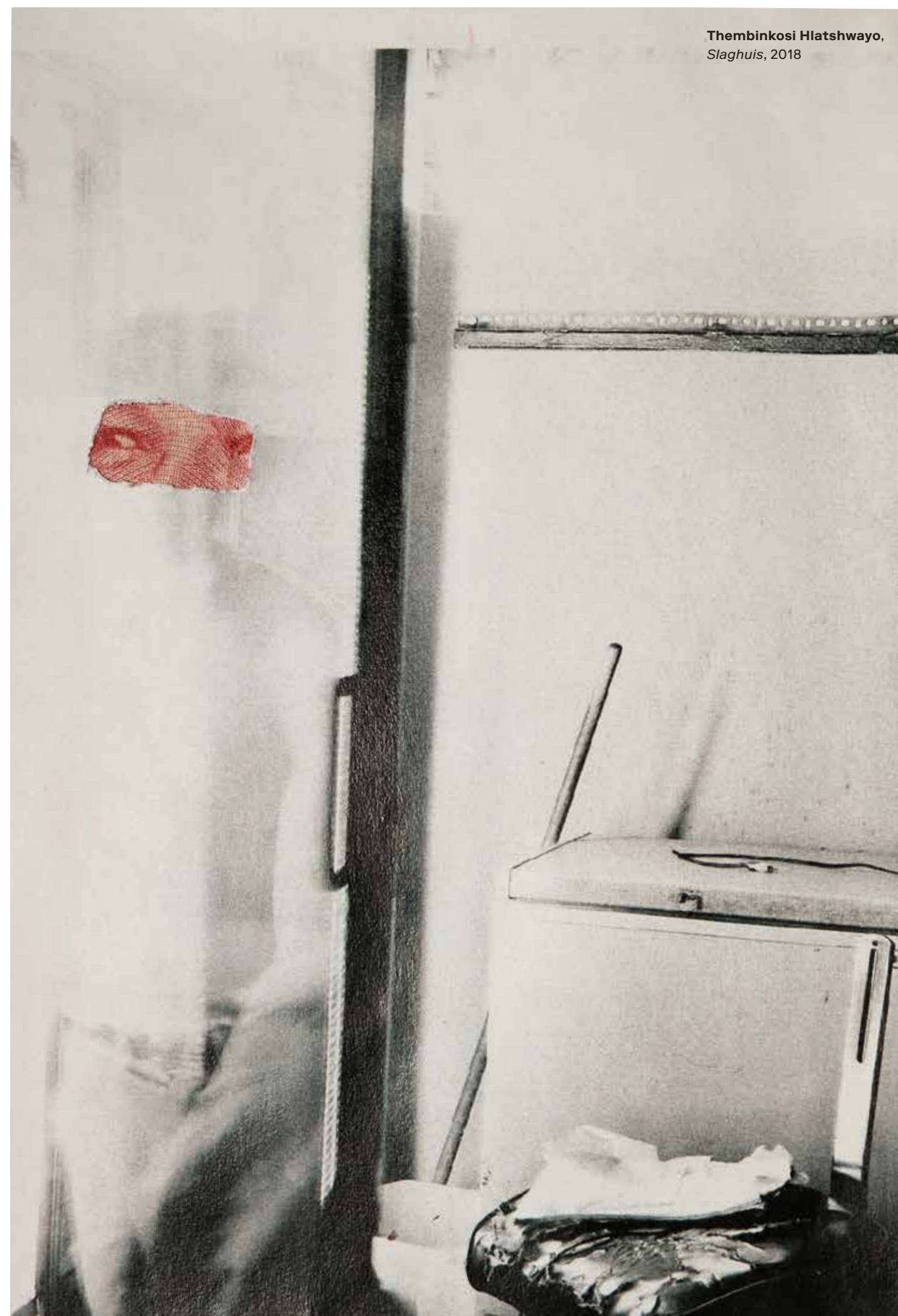
Thembinkosi Hlatshwayo was born in 1993 in Soweto, Johannesburg, South Africa. He is introduced to photography at the Vaal University of Technology from which he graduates in photography. He joins the *Of Soul and Joy* project in 2016 in order to deepen his photographic knowledge.

[More information on the Gisèle Wulfsohn Mentorship](#)

[More information on the CAP Prize](#)



Video portrait
of Thembinkosi Hlatshwayo
by Lungelo Mntambo, 2019



Thembinkosi Hlatshwayo,
Slaghuis, 2018

Tshepiso Mazibuko 25 years old

In 2020, Tshepiso Mazibuko will be part of a group show on the photographic scene of Johannesburg at the MAGNIN-A Gallery in Paris, France.

In 2016, she is invited to show her work at the Addis Foto Fest in Addis Ababa, Ethiopia, where she is awarded the festival's 1st Prize. In 2017, she is invited to talk about her work and the young South African photography scene at the 2017 World Press Photo Festival in Amsterdam. She is also the recipient of the 2017 Tierney fellowship of the Market Photo Workshop, which presents on this occasion an exhibition dedicated to her work, curated by John Fleetwood, curator and founder of the Photo: platform, and a laureate of the 2018 Prince Claud Award. In 2019, she is exhibited at the prestigious Paris Photo fair with the MAGNIN-A Gallery.

Of Soul and Joy photographer since 2012, Tshepiso Mazibuko graduated from the Market Photo Workshop in 2016. She lives and works in Thokoza, South Africa.

Tshepiso Mazibuko is inspired by her immediate surroundings. She documents Thokoza by telling stories of people who live close to her, photographing their intimate space.

More information on Tshepiso Mazibuko's work



Video portrait of
Tshepiso Mazibuko by
Alexander Murphy, 2018
ART(ist) series produced
by Rubis Mécénat



Tshepiso Mazibuko
Gone and There, 2016-2018





Lindokuhle Sobekwa 25 years old

Lindokuhle Sobekwa joined in 2018 the renowned agency Magnum Photo as a nominee. In 2020, he will be part of a group show on the photographic scene of Johannesburg at the MAGNIN-A Gallery in Paris, France. He will also take part in the PhotoSaintGermain festival in Paris, France, with the *Daleside* series.

In 2017, he receives the Magnum Photography and Social Justice scholarship, with the support of his two mentors and active members of the project Bieke Depoorter and Mikhael Subotzky, both members of Magnum Photos. In 2018, he is awarded anew by the Magnum Foundation for *Nyaope*, a series tackling drug use in South African townships. Since 2012, his works have been shown in South Africa, France, Netherlands, Norway and Iran. Since 2016, Lindokuhle Sobekwa is commissioned by Rubis Mécénat to develop in collaboration with French photographer and filmmaker Cyprien Clément-Delmas the *Daleside* series.

Introduced to photography with *Of Soul and Joy* in 2012, Lindokuhle Sobekwa, lives and works in Thokoza, Johannesburg, South Africa.

His work documents social issues that affect the communities of the townships.

More informations on Lindokuhle Sobekwa's work
Portfolio



Video portrait
of Lindokuhle
Sobekwa
by Lungelo
Mntambo, 2017



Lindokuhle Sobekwa,
Daleside,
2016-2019

Lindokuhle Sobekwa,
A Place of Peace,
2016-2019



PERMANENT TEAM

Lorraine Gobin
Director of the project,
Managing Director
at Rubis Mécénat

Juliette Le Bihan
Project Manager
at Rubis Mécénat

JABULANI DHLAMINI



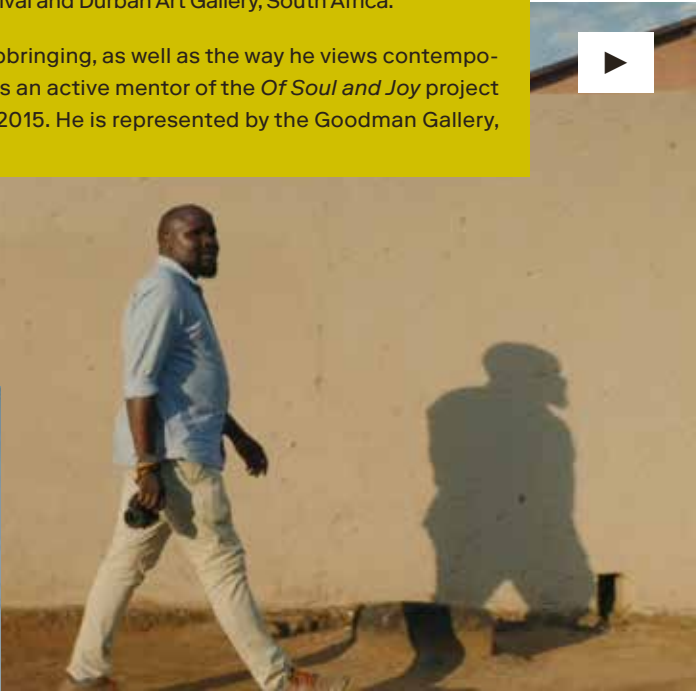
Jabulani Dhlamini (born in Warden, Free State in 1983) is a South African photographer who lives and works in Johannesburg. Dhlamini majored in documentary photography at the Vaal University of Technology, graduating in 2010. From 2011-2012, Dhlamini was a fellow of the Edward Ruiz Mentorship and completed a year-long residency at the Market Photo Workshop in Johannesburg.

His *Umama* series was exhibited at the Market Photo Workshop in 2012, and at Goodman Gallery Cape Town in 2013. In this series, Dhlamini pays homage to single mothers and explores the challenges faced by women raising children on their own in South African townships. For his *Recaptured* series, which was exhibited at Goodman Gallery in 2016, Dhlamini turned to the community of Sharpeville, asking people to bring objects that reminded them of the 1960 massacre. Dhlamini's work was featured on the *Five Photographers, A Tribute to David Goldblatt* group exhibition shown in 2018 at the Gerard Sekoto Gallery, Alliance Française in Johannesburg, and in 2019 at the Centro Cultural Franco-Moçambicano, Mozambique, Café What?, Lesotho, National Arts Festival and Durban Art Gallery, South Africa.

Dhlamini's work focuses on his upbringing, as well as the way he views contemporary South Africa. Since 2014, he is an active mentor of the *Of Soul and Joy* project and became Project Manager in 2015. He is represented by the Goodman Gallery, South Africa.



Jabulani Dhlamini,
uMama, 2012



Video portrait of
Jabulani Dhlamini
by Alexander Murphy, 2019

ART(ist) series produced
by Rubis Mécénat

LOCAL TEAM
IN THOKOZA

Jabulani Dhlamini
Project Manager,
South African
photographer

Thandile Zwelibanzi
trainer,
South African
photographer

Katiso Mabuza
trainer,
South African
photographer

Sibusiso Bheka
Of Soul and Joy
photographer and
Project Assistant

Nomthandazo
Nkwanyana
English teacher

Zanele Madondo
music teacher
and project's
representative
at Buhlebuzile
Secondary School

Easigas represented
by Cheryl Freudiger,
Stock Analyst,
and Walter Sanchez,
Managing Director

Lungelo Mntambo
project filmmaker,
Delite Visual Archives

ACTIVE
MENTORS

Jabulani Dhlamini
Project Manager,
South African
photographer

Katiso Mabuza
South African
photographer

Lindokuhle Sobekwa
South African
photographer

Thandile Zwelibanzi
South African
photographer

Cyprien
Clément-Delmas
French film
director and
photographer –
Caviar

Émilie Demon
co-founder of the
Afronova Gallery

Bieke Depoorter
Belgian photographer
- Magnum Photos

John Fleetwood
South African
independent
curator and
founder
of the Photo:
platform

Rijasolo
Malagasy
photographer

Mikhael Subotzky
South African
photographer -
Magnum Photos

FORMER
MENTORS

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photographer

Buyaphi Mdledle
South African
photographer

Kutlwano Moagi
South African
photographer

Thabiso Sekgala
(in memory of),
South African
photographer

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Jodi Bieber
South African
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British photographer
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Nocebo Bucibo
South African
photographer

Yann Delacour
French photographer

Jérôme Delay
French
photographer

Thomas Dworzak
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at Cornell University

Stuart Franklin
British photographer
- Magnum Photos

David Goldblatt
(in memory of)
South African
photographer

Tshepo Gumbi
South African
photographer

Richard Kalvar
American
photographer -
Magnum Photos

Anthony Kaminju
Kenyan photographer

Phumzile Khanyile
South African
photographer

Jason Larkin
British photographer

Emma Laurence
South African,
curator at the
Goodman Gallery

Gideon Mendel
South African
photographer

Madoda Mkhobeni
South African
photographer

Sabelo Mlangeni
South African
photographer

Olebile Mocoancoeng
South African
photographer

Thato Mogotsi
South African,
Curator

Zanele Muholi
South African
photographer

Neo Ntsoma
South African
photographer

Cedric Nunn
South African
photographer

Mark Power
British photographer
– Magnum Photos

Teboho Ralesai
South African curator

Whitney Rasaka
South African
photographer

Andrew Tshabangu
South African
photographer

Nontsikelelo Veleko
South African
photographer

RUBIS MÉCÉNAT RUBIS GROUP ENDOWMENT FUND FOR COMMITTED SOCIAL AND ARTISTIC PROJECTS *OF SOUL AND JOY* FOUNDER

Since 2011, Rubis Mécénat, the Rubis group's endowment fund, has been promoting artistic creation throughout the countries where the Group operates. The fund develops long-term social art initiatives by establishing educational artistic programmes based on the visual arts and design for young adults from disadvantaged communities in some of the countries where the Rubis is active. At the same time, it supports artists in France and abroad by commissioning works for specific places as well as for the Group's industrial sites, in collaboration with cultural institutions. For each commission, Rubis Mécénat helps to produce the art work and accompanies the artist throughout the artistic process. The fund also supports the artist in a longer term by purchasing art works and editing publications and artist videos.

* Today, Rubis Mécénat undertakes three socio-cultural programmes: *Of Soul and Joy*, a photographic project in South Africa (since 2012), *InPulse*, a creative platform for visual arts in Jamaica (since 2015), and *Ndao Hanavao*, an innovation laboratory for social design in Madagascar (since 2018).

*Art should be universal, humble and accessible to all
in order to serve and contribute to social cohesion.*

John Ruskin

EASIGAS RUBIS GROUP SUBSIDIARY *OF SOUL AND JOY* MAIN PARTNER

Easigas (Pty) Ltd, a subsidiary 55 % owned by Rubis Énergie (France) and 45 % by Reatile Gas (South Africa), has been one of the principal suppliers and distributor of liquefied petroleum gas (LPG) on the South African market for the last three decades.

Easigas (Pty) Ltd, a responsible company within the energy field in South Africa, decided to engage in social and economic development programmes in order to benefit local communities within the areas where the company is active.

In 2012, as part of the fund's socio-cultural strategy, Rubis Mécénat and Easigas undertook together the development of the *Of Soul and Joy* project in Thokoza, a township on the outskirts of Alberton (where Easigas has its headquarters) in Gauteng, South Africa. The motivation behind this project is to involve the company and its employees in the local social scene.

www.easigas.com

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