

OF SOUL AND JOY

Platform for learning photography THOKOZA, JOHANNESBURG SOUTH AFRICA

2012-2022

OF SOUL AND JOY CELEBRATES ITS 10TH ANNIVERSARY

Since 2012, Rubis Mécénat has been supporting the practice of photography as a tool for emancipation through its ongoing programme Of Soul and Joy, initiated in the heart of the township of Thokoza, southeast of Johannesburg, South Africa.





OF Early Winds and Joy workshop. Thokoza, South Africa, 2015

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 in order to provide the township's youth and its surroundings with professional skills in the field of photography. 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.

Over the past 10 years, the programme has awarded some 50 scholarships to its most promising young photographers to access higher education in photography at a university of their choice, including the Market Photo Workshop in Johannesburg.

Of Soul and Joy extends its support by providing young photographers with access to a network of key cultural players on the local and international scene – a tailor-made support for the emergence of a new generation of South African photographers and for their professional careers.

In its 10 years of existence, the programme has helped reveal young photographers who are now making a living from their work and building an international career.

Their work is exhibited in numerous festivals and fairs (Bamako Encouters, Addis Foto Fest, Photo *Saint* Germain, Paris Photo, Cape Town Art Fair, etc.), awarded prestigious prizes (CAP Prize, Prince Claus Fund, etc.), and represented by agencies and galleries (Magnum Photos, Afronova)

The project is led by South African photographer Jabulani Dhlamini. He is the project manager of Of Soul and Joy since 2015 and is represented by the Goodman Gallery.

The project fosters change and has a positive impact on the lives of our students and the community. This support also helps to promote the South African arts industry.

JABULANI DHLAMINI, South African photographer and Of Soul and Joy project manager

Key figures

10 years of commitment to photography in South Africa

OVER 100 BENEFICIARIES

48 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,

OVER 20 EXHIBITIONS AND EVENTS

and a specialised library

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

4 BOOKS

showcasing the works of the project photographers

1 DOCUMENTARY FILM & 1 SERIES

of portraits led by renowned photographers

NUMEROUS EXCHANGES

with local and international cultural institutions including Magnum Photos and Noor agencies

2022 ANNIVERSARY PROGRAMME

EXHIBITIONS AND EVENTS

PARTICIPATION IN THE PHOTOSAINTGERMAIN FESTIVAL

PARIS, FRANCE NOVEMBER 2022

Exhibition by Jabulani Dhlamini, South African photographer represented by the Goodman Gallery and Of Soul and Joy project manager, and Thembinkosi Hlatshwayo, photographer from the Of Soul and Joy project.

Curated by Valérie Fougeirol

4TH EDITION OF THE OF SOUL AND JOY PHOTO FESTIVAL

THOKOZA, SOUTH AFRICA NOVEMBER 2022

Festival celebrating the artists of the Of Soul and Joy project and the local scene through exhibitions, screenings, photo workshops, performances, and concerts.

COLLECTIVE EXHIBITION 'OF SOUL AND JOY'

UMHLABATHI COLLECTIVE GALLERY, JOHANNESBURG, SOUTH AFRICA OCTOBER-DECEMBER 2022

Exhibition presenting the work of a selection of photographers who have joined the Of Soul and Joy project over the past 10 years.

Of Soul and Joy celebrates its 10th anniversary with several events in France and South Africa

EXHIBITIONS AND EVENTS

OF SOUL AND JOY PHOTOGRAPHY PROJECT - 10 YEARS

RUBIS MÉCÉNAT EDITION NOVEMBER 2022

Book featuring the work of emblematic photographers of the Of Soul and Joy project

Text by John Fleetwood

OTHER NEWS

- Participation in the Re-presenting the Archive project by Magnum Photos and Visual Arts Network South Africa (VANSA)
- Workshop and residency in partnership with the NOOR agency in Amsterdam
- Workshops with local and international artists in Thokoza



Context

RUBIS MÉCÉNAT'S SOCIO-CULTURAL PROGRAMMES

Educational artistic and social programmes to reintegrate, professionalize and reveal young artists in South Africa, Jamaica and Madagascar.

For more than 10 years, Rubis Mécénat has been developing 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 Rubis is active.

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

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 and design.





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 and 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.

14

- Collaborations with the Magnum Photos agency (since 2016) and the NOOR agency (since 2020), to organize workshops with member photographers and exchanges for the project 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 regularly publishes books on the photographers' work.
- 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.

15 No 70V

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, project mentor







Exhibitions, residencies and collaborations with institutions

18 19

> PhotoSaintGermain festival, Paris, France

2021: Exhibition of the *Daleside* series, a commission from Rubis Mécénat to French photographer Cyprien Clément-Delmas and South African photographer Lindokuhle Sobekwa on Daleside, an Afrikaner suburb near Johannesburg **Curated by Valérie Fougeirol**

2017: 'Photography as a tool for emancipation in South Africa', a round table animated by Jeanne Mercier, with Roger Ballen, Bieke Depoorter and John Fleetwood

Investec Cape Town Art Fair, Le Cap, South Africa, 2020

Participation of the Of Soul and Joy project in the contemporary art fair ICTAF 2020

> Paris Photo, Paris, France, 2019

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

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

> Bamako Encounters, Mali

2019: Workshops with the Malian collective Yamarou Photo led
by Of Soul and Joy mentors Jabulani Dhlamini and Thandile Zwelibanzi
2017: Participation of the project photographer Sibusiso Bheka
in the Pan-African exhibition
Curated by Marie Anne Yemsi

> Les Rencontres d'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 Roger Ballen, Jabulani Dhlamini and 4 photographers of the Of Soul and Joy project.

Participation in photography workshops and portfolios reviews

> Round table In Thokoza - In Paris, Le Bal, Paris, France, 2013

With journalist Sophie Bouillon and photographers Bieke Depoorter, Cyprien Clément-Delmas and Thabiso Sekgala

3 photo festivals showcasing the young photographic scene from Of Soul and Joy, 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, John Fleetwood founder of the Photo: platform, 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, Jerôme Delay, Sabelo Mlangeni and the Of Soul and Joy students

> Group shows

Inganekwane, NWU Gallery, Potchefstroom, South Africa, 2022 Inganekwane, Constitution Hill, Johannesburg, 2021-2022 Curated by Teboho Ralesai

Of Soul and Joy, Croisière, Arles, France, 2020

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

Curated by Thato Mogotsi

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

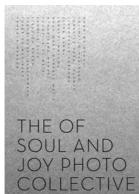
Publications



Daleside: Static Dreams

Lindokuhle Sobekwa and Cyprien Clément-Delmas Texts by Sean O'Toole GOST Books and Rubis Mécénat 2020





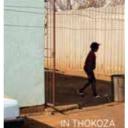
In Thokoza Rubis Mécénat 2013



Free From My Happiness

Sibusiso Bheka, Tshepiso Mazibuko, Lindokuhle Sobekwa

Texts by Sean O'Toole Rubis Mécénat 2015



20

Detail of the book

Daleside: Static Dreams





Actors

PHOTOGRAPHERS PORTRAITS

Sibusiso Bheka

Sibusiso Bheka is Of Soul and Joy project assistant. He is represented since 2020 by the Afronova gallery (Johannesburg).

Born in 1997 in Thokoza, Sibusiso Bheka joined the Of Soul and Joy project in 2012 and graduated in photography from Vaal University of Technology in 2018. His work has been shown many times in South Africa and internationally (International Festival of Gand, Turbine Art Fair, Johannesburg Art Gallery, Addis Foto Fest, Bamako Encounters, Cape Town Art Fair, Constitution Hill, etc.)

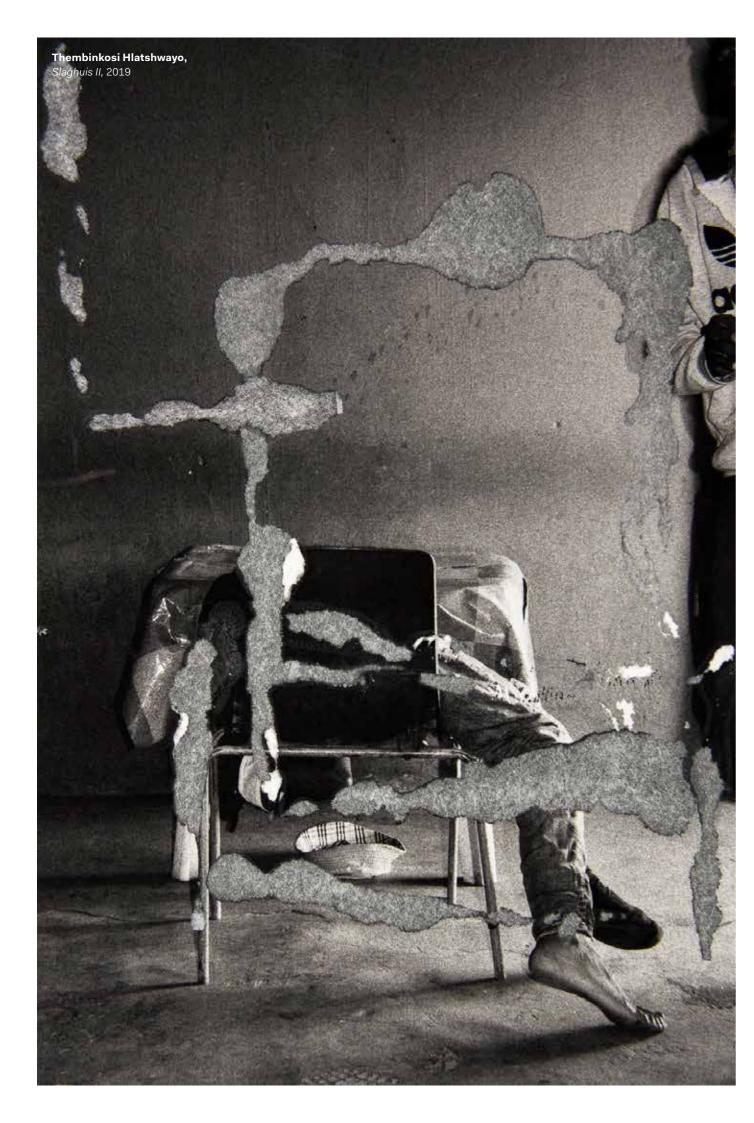
In 2018, he was a finalist for the Photography and Social Justice grant of Magnum Fondation and he was nominated in 2019 for the CAP Prize. In 2022, he goes to Amsterdam, Netherlands, for a residency with the NOOR agency.

More information on Sibusiso Bheka's work









Thembinkosi Hlatshwayo

Born in 1993 in Soweto, Johannesburg, South Africa, Thembinkosi Hlatshwayo was introduced to photography at the Vaal University of Technology where he obtained a Bachelor of in photography. He joined the Of Soul and Joy project in 2016 with the intention to further his photography skills.

Hlatshwayo 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: plateform, and presented his work in a solo show at the Market Photo Workshop in 2020. In 2019, he was awarded the prestigious CAP Prize and his Slaghuis series was featured in the group exhibition 'Before the Night' at Fotomuseum Winterthur, Switzerland. In 2020, Thembinkosi Hlatshwayo exhibited his work at the Investec Cape Town Art Fair with the Of Soul and Joy project. In 2021, he participates in the group exhibition Inganekwane at Constitution Hill (Johannesburg, 2021) and NWU Gallery (Potchefstroom, 2022). He is one of the 75 artists selected for the 13th edition of the Rencontres de Bamako in 2022 (Mali).

More information on Thembinkosi Hlatshwayo's work



Tshepiso Mazibuko, Untitled, 2021

Tshepiso Mazibuko

Of Soul and Joy photographer since 2012, Tshepiso Mazibuko graduated from the Market Photo Workshop in 2016.

Born in 1995 in Thokoza, Johannesburg, Thsepiso Mazibuko lives and works in Thokoza. Her work has been shown numerous times in South Africa and internationally (Paris Photo, Ghent Photo Festival, Turbine Art Fair, Johannesburg Art Gallery, Addis Foto Fest, Cape Town Art Fair, etc.). She is a recipient of the Tierney Fellowship 2017 and received the Prince Claus Fund Award in 2018. She joins the Umhlabathi collective in 2021. In 2022, she is participating in the Re-presenting the Archive project run by Magnum Photos and Visual Arts Network South Africa (VANSA) in South Africa.

More information on Tshepiso Mazibuko's work





26



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

Lindokuhle Sobekwa

Introduced to photography with Of Soul and Joy in 2012, Lindokuhle Sobekwa is an associate member of Magnum Photos since 2019.

Born in 1995 in Katlehong, Johannesburg, Lindokuhle Sobekwa lives and works in Thokoza. 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. His photographic series Daleside, commissioned by Rubis Mécénat and developed between 2015 and 2020 with the French photographer Cyprien Clément-Delmas, was presented in 2021 at the PhotoSaintGermain festival (Paris) and published in a catalogue by Gost Books. In 2022, he is one of the mentors of the Re-presenting the Archive project run by Magnum Photos and Visual Arts Network South Africa (VANSA) in South Africa.

More information on Lindokuhle Sobekwa's work



28

Video portrait of Lindokuhle Sobekwa by Alexander Murphy, 2020 ART(ist) series produced by Rubis Mécénat



Lindokhule Sobekwa, Daleside, 2016-2019



Litha Kanda

Litha Kanda was born in 1998 in Mtata, Eastern Cape, South Africa. He grew up in Thokoza and discovered photography through the Of Soul and Joy project. He studied photography at the Market Photo Workshop in Johannesburg and graduated in 2019. He participated in the group exhibitions *In Thokoza: Place of Peace* at Stop Sign Gallery (Johannesburg, 2019) and *Inganekwane* at Constitution Hill (Johannesburg, 2021) and NWU Gallery (Potchefstroom, 2022). In 2022, he is participating in the Re-presenting the Archive project run by Magnum Photos and Visual Arts Network South Africa (VANSA) in South Africa.

More information on Litha Kanda's work





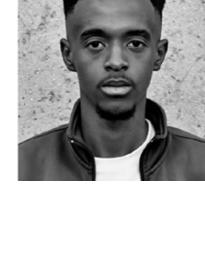
Vuyo Mabheka, Popiheis, 2021

Vuyo Mabheka

Vuyo Mabheka was born in 1999 in Libode, Eastern Cape, South Africa. He lives and works in Thokoza, Johannesburg. He discovered photography in 2017 through Of Soul and Joy and is currently studying photography at Market Photo Workshop. He has participated in the group exhibitions In Thokoza: Place of Peace at Stop Sign Gallery (Johannesburg, 2019) and Inganekwane at Constitution Hill (Johannesburg, 2021) and NWU Gallery (Potchefstroom, 2022).

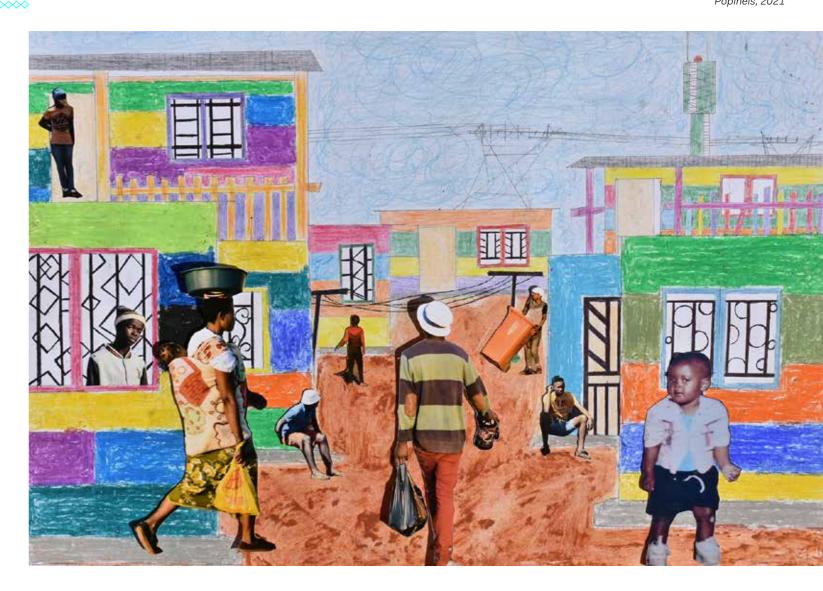
More information on Vuyo Mabheka's work

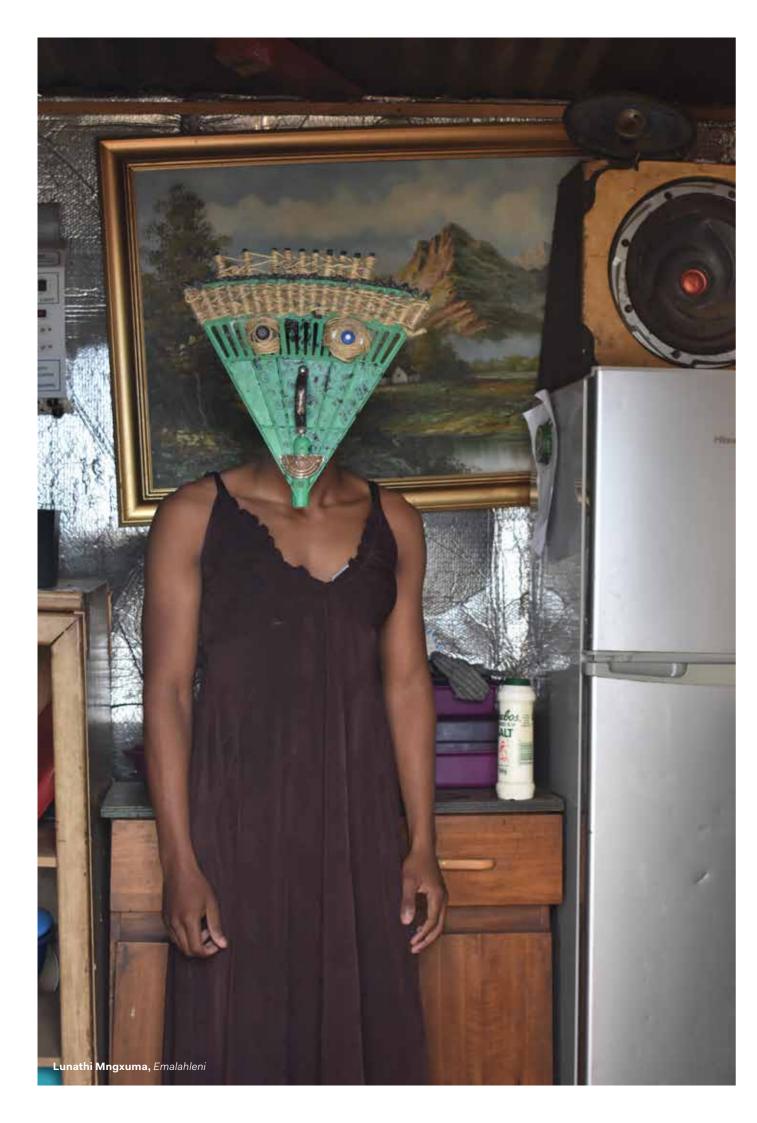






Video portrait of Vuyo Mabheka by Sibusiso Bheka,





Lunathi Mngxuma

Lunathi Mngxuma was born in 1998 in Lady Frere, Eastern Cape, South Africa. He currently lives in Thokoza, Johannesburg. He discovered photography in 2016 through the Of Soul and Joy project. He has participated in group exhibitions In *Thokoza: Place of Peace* at Stop Sign Gallery (Johannesburg, 2019) and *Inganekwane* at Constitution Hill (Johannesburg, 2021) and NWU Gallery (Potchefstroom, 2022). In 2020 his work was presented at the Investec Cape Town Art Fair (South Africa).



More information on Lunathi Mngxuma's work

PERMANENT TEAM

Lorraine Gobin Managing Director at Rubis Mécénat

Juliette Le Bihan Project Manager at Rubis Mécénat

JABULANI DHLAMINI



Jabulani Dhlamini (born in 1983 in Warden, Free State, South Africa) is a South African photographer who ives and works in Johannesburg. In 2011, Dhlamini graduated from the Market Photo Workshop in documentary photography and was a fellow of the the Edward Ruiz Mentorship. His Umama series was exhipited at the Market Photo Workshop in 2012, and at Goodman Gallery Cape Town in 2013. His Recaptured series, exhibited at Goodman Gallery in 2016 is a project conducted over several years with the Sharpe-

ville community, around the massacre that occurred in the township in 1960. In 2018, his work was shown in the group exhibition Five Photographers, A Tribute to David Goldblatt at the Gerard Sakoto Gallery at the Alliance Française of Johannesburg, and in 2019 at the Centro Cultural Franco-Mozambicano (Mozambique), National Arts Festival and Durban Art Gallery (South Africa), and the Bamako Encounters (Mali). In 2020, he co-founded the Umhlabathi collective which brings together 8 South African artists and photographers.

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.

The Everyday Waiting, 2020



Video portrait of Jabulani Dhlamini by Alexander Murphy, 2019 ART(ist) series produced by Rubis Mécénat

on espère parfois

que les choses vont changer.

LOCAL TEAM IN THOKOZA

Jabulani Dhlamini Project Manager, South African photographer

Zwelibanzi Trainer, South African photographer

Thandile

Katiso Mabuza Trainer, South African photographer

Sibusiso Bheka Of Soul and Joy photographer and project assistant

37

36

•

Moenirah Daniels Social media manager

Émilie Demon public relations co-founder of the Afronova Gallery

Nomthandazo Nkwanyana English teacher

Easigas represented by Cheryl Freudiger, stock analyst, and Walter Sanchez, managing director

ACTIVE MENTORS

Cyprien Clément-Delmas

French film director and photographer - Caviar

Bieke Depoorter Belgian photographer

- Magnum Photos

John Fleetwood South African independent curator and founder

Lebohang Kyange South African photographer

of the Photo: platform

Thsepiso Mazibuko South African photographer

Sabelo Mlangeni South African photographer

Teboho Ralesai South African curator

Rijasolo Malagasy photographer

photographer

South African photographer - Magnum Photos

photographer

Tjorven Bruyneel Belgium photographer

Kutlwano Moagi South African photographer

Roger Ballen American photographer

Ian Berry - Magnum Photos

- Magnum Photos

Lindokuhle Sobekwa South African

Mikhael Subotzky

Andrew Tshabangu South African

FORMER MENTORS

Buyaphi Mdledle South African photographer

Thabiso Sekgala (in memory of), South African photographer

CONTRIBUTORS

British photographer

Jodi Bieber South African photographer **Matt Black** American photographer

Nocebo Bucibo South African photographer

Yann Delacour French photographer

Jérôme Delay French photographer

Thomas Dworzak German photographer

- Magnum Photos **Dr Cheryl Finley**

Associate Professor of Art History at Cornell University, **United States**

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

Bongani Mahlangu Head of Market Photo Workshop

Alice Mann South African

photographer

Gideon Mendel South African photographer

Madoda Mkhobeni 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

Whitney Rasaka South African

photographer

Nontsikelelo Veleko South African photographer

RUBIS MÉCÉNAT RUBIS GROUP ENDOWMENT FUND FOR COMMITTED ARTISTIC AND SOCIAL PROJECTS

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 countries of the Group*. At the same time, it supports artists in France and abroad by commissioning works for specific sites as well as for the Group's industrial sites, in collaboration with cultural institutions.

38

39

For each commission, Rubis Mécénat helps to produce the artwork and accompanies the artist throughout the creative process. The fund also supports artists in a longer term by purchasing art works, editing publications and producing artists 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, a laboratory for innovation and social design in Madagascar (since 2018).

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.

The Of Soul and Joy programme is part of Easigas, commitment to social and community responsibility. This investment is recognized by the South African government as a project that contributes to the country's economic and social development. A team of volunteers from the subsidiary is involved in managing the administrative tasks and logistics of the programme locally.

CONTACT

COMMUNICATION IN SOUTH AFRICA

Moenirah Daniels ofsoulandjoy@gmail.com www.ofsoulandjoy.com



COMMUNICATION RUBIS MÉCÉNAT - L'ART EN PLUS

Olivia de Smedt o.desmedt@lartenplus.com

Marion Gardair m.gardair@lartenplus.com

Tel.: +33 (0) 1 45 53 62 74 www.lartenplus.com

RUBIS MÉCÉNAT

46, rue Boissière 75116 Paris - France Tel: +33 (0)1 44 17 95 95 info@rubismecenat.fr www.rubismecenat.fr



Cover:

Jabulani Dhlamini

The Everyday Waiting, 2020 © Jabulani Dhlamini

p.3 © Sibusiso Bheka p.4 © Jabulani Dhlamini ; © Tjorven Bruyneel p.10-11/p.13 (top)/p.15/p.17 © Jabulani Dhlamini p.16 © Sibusiso Bheka; © Ngoma Mphahlele p. 13 (bottom) © Georgia Groenewold p.21 © Thembinkosi Hlatshwayo p.23 © Sibusiso Bheka p.24 © Thembinkosi Hlatshwayo p.27 © Tshepiso Mazibuko p.29 © Lindokhule Sobekwa -Magnum Photos p.31 © Litha Kanda p.33 © Vuyo Mabheka p.34 © Lunathi Mngxuma p.36 © Jabulani Dhlamini





