



Vocational integration
programme
through photography
SOUTH AFRICA

With support from Easigas



OF SOUL AND JOY

Vocational integration programme
through photography

THOKOZA, JOHANNESBURG
SOUTH AFRICA

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For over 10 years, Rubis Mécénat has been supporting young adults from the underprivileged communities of Johannesburg in South Africa, using the practice of photography as a tool for emancipation.





Workshop with Matt Black - Magnum Photos, Thokoza, South Africa, 2017

Workshop with photographers Jabulani Dhlamini and Thandile Zwelibanzi, Thokoza, South Africa, 2015



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Since 2012, Rubis Mécénat has been integrating professionally young adults from the township of Thokoza and its surroundings, in South Africa, using the practice of photography as a tool for emancipation and commitment for a future career.

Of Soul and Joy extends its support by providing young photographers with trainings (literacy, computer science, lifeskills, etc.) and 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.

Each year, the programme awards 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 is an arts initiative to think about humanity, freedom, and the play of making.

Moreover, it inspires the possibility that photography has the potential to also celebrate our existence, spirituality, and creativity.

JOHN FLEETWOOD, photography teacher and exhibition curator, director of the Photo platform, and co-director of Photography at the Royal Academy of Art (KABK, The Hague)
Extract from the text 'Of Soul and Joy 10 Years Celebration'

KEY FIGURES

OVER **10** YEARS of commitment to photography in South Africa

1 SPACE DEDICATED to the project in Thokoza, including provision of photography equipment
& **1** ASSOCIATED SPACE in the center of Johannesburg

OVER **100** BENEFICIARIES from the underprivileged communities around Johannesburg

2 WEEKLY WORKSHOPS led by photographer Jabulani Dhlamini and his team

ABOUT **10** MENTORS providing tailor-made artistic and professional support to the beneficiaries of the project

ALMOST **100** WORKSHOPS led by professionals from the photography and cultural sector

ABOUT **50** SCHOLARSHIPS granted to the project beneficiaries to enable them to pursue their higher education at the Market Photo Workshop in Johannesburg

OVER **20** EXHIBITIONS, RESIDENCIES AND EXCHANGES organised in South Africa and abroad to showcase the work of the programme's beneficiaries

4 BOOKS showcasing the project and its beneficiaries

1 DOCUMENTARY FILM & **1** SERIES OF PORTRAITS about the project and its beneficiaries



THE PROGRAMME

◆ TWO WEEKLY WORKSHOPS ON PHOTOGRAPHY

led by the Project Manager Jabulani Dhlamini, a South African photographer, assisted by the photographer Thandile Zwelibanzi and Sibusiso Bheka, Assistant Project Manager and a beneficiary of the programme.

◆ INTENSIVE WORKSHOPS LED BY GUEST PHOTOGRAPHERS

organised every year, in partnership with the Magnum Photos and Noor agencies in particular.

◆ SCHOLARSHIPS AWARDED TO THE PROGRAMME'S BENEFICIARIES TO ENABLE THEM TO PURSUE HIGHER EDUCATION STUDIES IN PHOTOGRAPHY

in a university of their choice in South Africa, including the Market Photo Workshop in Johannesburg.

◆ EXHIBITIONS, EVENTS, RESIDENCIES AND ARTISTIC COLLABORATIONS

events and programmes are regularly organised in South Africa and abroad to showcase the work of the project's photographers and to encourage artistic exchanges.

◆ TAILOR-MADE VOCATIONAL SUPPORT

a continuing education programme covering art curatorship, an introduction to the art market and its various professions, portfolio reviews, refresher courses in English, etc.; and regular classes with professionals from the photographic and cultural sector, as well as cultural outings.

◆ OFF-SITE PHOTOGRAPHY WORKSHOPS

the project takes its workshops on the road to disadvantaged, rural communities in order to reach population groups that have little access to art, and actively works with institutions and collectives to organise off-site photography workshops.

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Presentation by photographer Tshepiso Mazibuko, Of Soul and Joy Photo Fest #2, Thokoza, South Africa, 2016

More than 100 young photographers have been given the chance to experience photography as a way of making, of looking, of thinking. High school students and young adults from Thokoza, a township southeast of Johannesburg have had the opportunity to work with photographers as their mentors through workshops, ongoing encounters with arts practitioners, exposure to artistic institutions and events. In time, this cohort of photographers has become a community more and more visible, in South Africa, on the continent, and internationally.

John Fleetwood, photography teacher and exhibition curator, director of the Photo platform, and co-director of Photography at the Royal Academy of Art (KABK, The Hague)

Extract from the text 'Of Soul and Joy 10 Years Celebration'

Visit of the *Inganekwane* exhibition,
NWU Gallery, South Africa, 2022



Of Soul and Joy Photo Fest #4, Thokoza, South Africa, 2022

Workshop with Alice Mann, Thokoza,
South Africa, 2021

EXHIBITIONS, RESIDENCIES AND COLLABORATIONS WITH INSTITUTIONS



SELECTED EVENTS SINCE 2019

2023

- › **uHambo, Umhlabathi gallery, Johannesburg, South Africa**
Collective exhibition involving all the project's photographers to mark the 10th anniversary of Of Soul and Joy

2022

- › **Residency at NOOR agency, Amsterdam, Netherlands**
Invitation of the project's photographer Sibusiso Bheka for a residency in the agency
- › **iHubo, PhotoSaintGermain festival, Paris, France**
Exhibition by South African photographers Jabulani Dhlamini and Thembinkosi Hlatshwayo
Curated by Valérie Fougeirol
- › **Of Soul and Joy Photo Fest #4, Thokoza, South Africa**
Photo festival celebrating 10 years of the project with exhibitions, screenings, workshops, performances, concerts and round-table led by the South African independent curator Molemo Moiloa with the participation of South African photographers and project contributors Jodi Bieber, Jabulani Dhlamini and Tshepiso Mazibuko

2021

- › **Daleside, PhotoSaintGermain festival, Paris, France**
Exhibition by French photographer Cyprien Clément-Delmas and South African photographer Lindokuhle Sobekwa
Curated by Valérie Fougeirol
- › **Inganekwane, Constitution Hill, Johannesburg, South Africa**
Group exhibition by the Of Soul and Joy photographers

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2020

- › **Of Soul and Joy, Arles, France**
Group exhibition by the Of Soul and Joy photographers
- › **Investec Cape Town Art Fair, Le Cap, South Africa**
Participation of the Of Soul and Joy project in the contemporary art fair ICTAF 2020

2019

- › **Of Soul and Joy Photo Fest #3, Thokoza, South Africa**
Photo festival with exhibitions, screenings, workshops, performances, concerts and round-table led by Kabelo Malatsi, with the participation of the photographers Jabulani Dhlamini and Andrew Tshabangu, John Fleetwood, founder of the Photo platform, and students from Of Soul and Joy
- › **'Le Grand Chemin' collective residency, Cité des Arts, Saint-Denis, La Réunion**
Residency of 3 photographers from the Of Soul and Joy project - Jabulani Dhlamini, Tshepiso Mazibuko, Lindokuhle Sobekwa - and the South African photographer Andrew Tshabangu
Collective exhibition at the Cité des Arts in May 2019
- › **Bamako Encounters, Mali**
Workshop with the Malian collective Yamarou Photo led by the Of Soul and Joy mentors Jabulani Dhlamini and Thandile Zwelibanzi

iHubo exhibition, PhotoSaintGermain festival, Paris, France, 2022



PUBLICATIONS AND FILMS



**Daleside:
Static Dreams**
Lindokuhle Sobekwa and
Cyprien Clément-Delmas
Texts by Sean O'Toole
GOST Books / Rubis Mécénat
2020



**Free From
My Happiness**
Sibusiso Bheka,
Tshepiso Mazibuko,
Lindokuhle Sobekwa
Texts by Sean O'Toole
Rubis Mécénat
2015

**Of Soul and Joy
10 Years**
Text by John Fleetwood
Rubis Mécénat
2022



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Of Soul and Joy, 2022



**The Of Soul and Joy
Photo Collective**
Rubis Mécénat
2017

In Thokoza
Rubis Mécénat
2013

Detail of the book *Daleside: Static Dreams*



Of Soul and Joy
Directed by Alexander Murphy
Thokoza, South Africa
2022

The documentary directed by Alexander Murphy on the occasion of the 10th anniversary of the project presents, through the eyes of its young photographers and mentors, the impact of Of Soul and Joy on its beneficiaries and more broadly on the community of Thokoza.

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](#)



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Sibusiso Bheka, Stop Nonsense

Thembinkosi Hlatshwayo,
Slaghuis II, 2019



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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.

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: platform, 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 participated in the group exhibition *Inganekwane* at Constitution Hill (Johannesburg, 2021) and NWU Gallery (Potchefstroom, 2022). In 2022, he exhibited at the PhotoSaintGermain festival (Paris) with the South African photographer Jabulani Dhlamini, as well as at the Goethe Institute (Johannesburg), where he exhibited work from his *Umnyakazo* series, and participated in the 13th Rencontres de Bamako (Mali).

More information on Thembinkosi Hlatshwayo's work

Tshepiso Mazibuko

Born in 1995 in Thokoza, Johannesburg, Tshepiso Mazibuko lives and works in Thokoza. Of Soul and Joy photographer since 2012, Tshepiso Mazibuko graduated from the Market Photo Workshop in 2016, where she teaches from time to time.

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 in South Africa.

More information on Tshepiso Mazibuko's work



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Video portrait of Tshepiso Mazibuko by Alexander Murphy, 2018

ART(ist) series produced by Rubis Mécénat

Tshepiso Mazibuko,
Untitled, 2021



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 in South Africa. In 2023, he won the inaugural John Kobal Foundation Award.

[More information on Lindokuhle Sobekwa's work](#)



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Lindokuhle Sobekwa,
Daleside, 2016-2019

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





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), *Inganekwane* at Constitution Hill (Johannesburg, 2021) and NWU Gallery (Potchefstroom, 2022) and *uHambo* (Umhlabathi Gallery, Johannesburg 2022).

In 2023, he is awarded the Images Vevey Special Jury Prize with his *Popihuse* series. He is represented since 2022 by the Afronova gallery (Johannesburg).

[More information on Vuyo Mabheka's work](#)

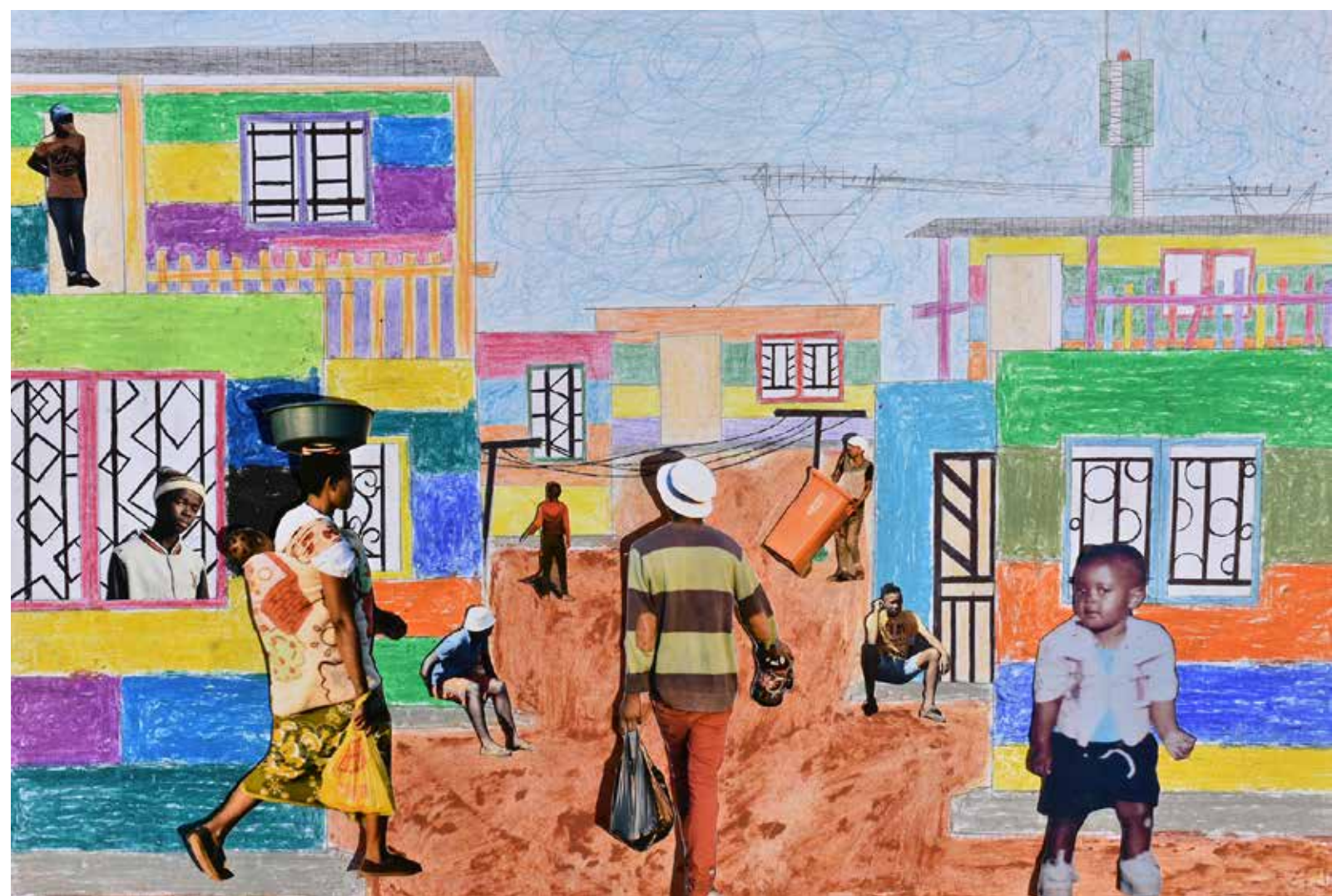


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Video portrait of Vuyo Mabheka by Sibusiso Bheka, 2021

Vuyo Mabheka, *Popihuse*, 2021



**RUBIS MÉCÉNAT
TEAM**

Lorraine Gobin
Managing Director

Juliette Le Bihan
Project Manager

JABULANI DHLAMINI



Jabulani Dhlamini (born in 1983 in Warden, Free State, South Africa) is a South African photographer who lives 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 exhibited 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 Sharpeville 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 36 37 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.

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Jabulani Dhlamini,
Ma-Shabalala, eNkuthu,
Ladysmith, 2011



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

on espère parfois
que les choses vont changer.

PROJECT TEAM

Jabulani Dhlamini
Project Manager,
South African
photographer

Sibusiso Bheka
Project beneficiary
and assistant

Moenirah Daniels
Social media manager

MENTORS

Thandile Zwelibanzi
Trainer,
South African
photographer

Katiso Mabuza
Trainer,
South African
photographer

Émilie Demon
Public relations,
co-founder of the
Afronova Gallery

**Nomthandazo
Nkwanyana**
English teacher

CONTRIBUTORS

Roger Ballen
American
photographer

Ian Berry
British photographer
– Magnum Photos

Jodi Bieber
South African
photographer

Matt Black
American
photographer –
Magnum Photos

Tjorven Bruyneel
Belgium
photographer

Nocebo Bucibo
South African
photographer

**Cyprien
Clément-Delmas**
French film director
and photographer
– Caviar

Yann Delacour
French
photographer

Jérôme Delay
French photographer

Bieke Depoorter
Belgian photographer
– Magnum Photos

Thomas Dworzak
German photographer
– Magnum Photos

Dr Cheryl Finley
Associate Professor
of Art History
at Cornell University,
United States

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

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

Lebohang Kyange
South African
photographer

Jason Larkin
British
photographer

Emma Laurence
South African curator
at the Goodman
Gallery

Sebastian Liste
Spanish
photographer
– NOOR

Thsepiso Mazibuko
South African
photographer

Bongani Mahlangu
Head of Market
Photo Workshop

Alice Mann
South African
photographer

Buyaphi Mdledle
South African
photographer

Gideon Mendel
South African
photographer

Madoda Mkhobeni
South African
photographer

Sabelo Mlangeni
South African
photographer

Kutlwano Moagi
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

Rijasolo
Malagasy
photographer

Thabiso Sekgala
(in memory of)
South African
photographer

Lindokuhle Sobekwa
South African
photographer

Mikhael Subotzky
South African
photographer –
Magnum Photos

Scheherazade Tillet
Trinidadian
photographer
and curator

Andrew Tshabangu
South African
photographer

**Nontsikelelo
Veleko**
South African
photographer

CONTEXT



RUBIS MÉCÉNAT'S SOCIO-CULTURAL PROGRAMMES

Educational and social programmes to integrate underprivileged youth through artistic creation in South Africa and Jamaica, and through social design in Madagascar.

Rubis Mécénat develops ongoing humanitarian, educational and social projects intended to help young people from disadvantaged communities find a vocation through artistic and cultural practice and design.

There are currently three ongoing programmes in South Africa, Jamaica and Madagascar, which aim to make a lasting contribution to the training and support of these young people towards meaningful employment by using art and design as a means of empowerment and positive engagement.

These projects are driven by the desire to make a long-term contribution to developing the local communities in which the Rubis Group operates, by using artistic practice and design as a tool for emancipation.




Of Soul and Joy workshop, Thokoza, South Africa, 2021



Of Soul and Joy Photo Fest #2, Thokoza, South Africa, 2016

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

Rubis Mécénat is an endowment fund created by the Rubis Group in 2011. Its purpose is, on the one hand, to support emerging contemporary creation in France through aid for artistic production and, on the other hand, to develop humanitarian, educational and social projects with a long-term vocation, aimed at the professional integration of young people from underprivileged backgrounds through artistic practice in some of the countries in which the Group is established.


 @rubismecenat
www.rubismecenat.fr

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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.

 @easigaspty
www.easigas.com

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CONTACTS

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Face to Face

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