PROJECT BACKGROUND

With an emphasis on community level co-production and collective participatory design processes, the ArtMyJozi placemaking though art programme seeks to enliven the streets of Johannesburg with a refreshed approach to place making in the city and its neighbourhoods.

☎️ 082 387 3725

facebook, twitter, instagram: ArtMyJozi

#ArtMyJozi
ABOUT THE ART MY JOZI PROJECT

The Johannesburg Development Agency, as lead implementing agent of the City of Johannesburg, has appointed the Trinity Session as curator/co-ordinator for all place making processes: emphasising collective community oriented artistic projects for the next three years.

With over 16 years of public art and curatorial experience, The Trinity Session focuses on public experiences and cultural research. Through consulting, conceptualising and managing a variety of campaigns which result in public art, place-making exercises, mentorship, skill-exchanges and collaborative artworks.

These represent collective narratives and themes founded in unique modes of creative expression. Hence, photography, video, mapping and participatory processes are the principal tools to planning, presenting and recording such interventions. By re-interpreting these approaches the Trinity Session will actively engage with local communities and build on the heritage impact assessments conducted in the Development Corridors.

The artworks programme will draw out individual and collective narratives over the coming months, through multi disciplinary workshops, public space activations and exhibitions. These findings will then be developed as final designs for implementation during the construction phases in each of the upgrade areas mentioned.

The programme for 2017-2018 looks at the diverse and layered socio-cultural interrelationships of the Empire/Perth and Louis Botha Development Corridors and their respective upgrade sites, which include: the Noordgesig, Brixton and Paterson Park social clusters, and the Rea Vaya Bus Rapid Transit Stations along the Louis Botha Corridor.

This place making process will take a fine-grained approach to celebrating the city and its local communities, where the creative process works to intensify the experience of community and place.

Hence the programme for the next 3 years is focused less on large-scale iconic sculpture, but rather on local people co-producing special places through purposeful and creative installations in the public realm.

In this sense, a local community street parade, coupled with a mural painting programme intersecting with sidewalk furniture providing shade and free Wi-Fi access potentially enhances the logics of connectivity and place-making along the corridors.

With an emphasis on community level co-production and collective participatory design outcomes, the artworks programme seeks to enliven the streets of Johannesburg with a refreshed approach to place making in the city and its neighbourhoods.

Orange Grove Activation, July 2017
THE ART MY JOZI TEAM AND CONTACT DETAILS:

Project Management and Coordination:

[[ ]] the trinity session

online: www.thetrinitysession.com
email: office@onair.co.za
Stephen Hobbs : sh@onair.co.za
Marcus Neustetter : mn@onair.co.za
Pauline Borton: pb@onair.co.za

Community Liaison/Project Coordination:
Sticky Situations

Creative Crew:

Documentary Team:
Zivanai Matagi
Sparks Napoli

Poetry Crew
MN Nkosatse (Mantala)
Luthando Mantshongo (Bash)

Creative Facilitator
Marion K Novak

Graphics and Animation
Jess Wedepohl
Tim Jardim

The Art My Jozi Team in the field
PROJECT BACKGROUND

Designing artwork for the #ArtMyJozi project provides an opportunity for communities, creative’s and story tellers to work within a collaborative and skills transference environment. As commuters, future commuters and cultural producers within their communities, residents will have the opportunity to capture their environment, translate experiences and make creative statements. The collective creative experiences and stories will be used to inspire the development of the design process and eventually inform many outcomes based projects in and around the Transit Oriented Corridors.

We hope to create an environment where all can learn from one another and feel free to share expertise in the hope that it might grow one another’s craft in a positive way. Participants will be encouraged to identify their own future opportunities and build networks that can influence their practice in the future.

Therefore - opportunity is the core outcome, as the Transit Oriented Corridors offers the opportunity to engage with the bigger picture and will show a collective narrative. The project offers the opportunity to ask questions about how to overcome contradictions by finding the common thread. The art making process will unpack this, through a collaboration that shows a series of beautiful stories highlighting diverse and complex narratives of our city.
COMMUNITY ACTIVATIONS AND RESEARCH:

Community Activation Question Boards and Prompts to start conversations
<table>
<thead>
<tr>
<th>PLACE</th>
<th>WORKSHOP TYPE</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brixton</td>
<td>Leaders Meeting</td>
<td>01-Jul</td>
</tr>
<tr>
<td>Patterson Park</td>
<td>Activation</td>
<td>04-Jul</td>
</tr>
<tr>
<td>Noordgesig</td>
<td>Leaders Meeting</td>
<td>07-Jul</td>
</tr>
<tr>
<td>Orange Grove 6th and 6th</td>
<td>Pop Up Activation</td>
<td>10-Jul</td>
</tr>
<tr>
<td>Orange Grove Grant Ave</td>
<td>Pop Up Activation</td>
<td>11-Jul</td>
</tr>
<tr>
<td>Noordgesig</td>
<td>Meet 5 community lead groups/organisations</td>
<td>12-Jul</td>
</tr>
<tr>
<td>Brixton Swimming Pool</td>
<td>Pop Up Activation</td>
<td>13-Jul</td>
</tr>
<tr>
<td>Brixton Mayfair</td>
<td>Pop Up Activation</td>
<td>14-Jul</td>
</tr>
<tr>
<td>Noordgesig</td>
<td>Black Board Activation</td>
<td>15-Jul</td>
</tr>
<tr>
<td>Brixton Kingston Frost Park</td>
<td>Pop Up Activation</td>
<td>15-Jul</td>
</tr>
<tr>
<td>Empire Perth</td>
<td>Flier drop/on the road conversations</td>
<td>17-Jul</td>
</tr>
<tr>
<td>Louis Botha</td>
<td>Flier drop/on the road conversations</td>
<td></td>
</tr>
<tr>
<td>Empire Perth - Orlando East, Orlando Stadium, 1 Mooki Street, Corner Mofokeng Street (at the ‘1’ sculpture)</td>
<td>Activation</td>
<td>18-Jul</td>
</tr>
<tr>
<td>Empire Perth - Pennyville/Riverlea, Commando Road at Babiana Road park</td>
<td>Activation</td>
<td>22-Jul</td>
</tr>
<tr>
<td>Empire Perth - Millpark, Frank Brown Park, Empire Road corner Wabord Rd/Owl St</td>
<td>Activation</td>
<td>20-Jul</td>
</tr>
<tr>
<td>Louis Botha - Highlands North, Louis Botha corner Main Street (near Dollhouse)</td>
<td>Activation</td>
<td>21-Jul</td>
</tr>
<tr>
<td>Louis Botha - Wynberg:</td>
<td>Activation</td>
<td>19-Jul</td>
</tr>
<tr>
<td>Louis Botha corner 13th Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Louis Botha - Hillbrow: Clarendon Place corner Empire Road</td>
<td>Activation</td>
<td>22-Jul</td>
</tr>
</tbody>
</table>
CREATIVE EXCHANGE WORKSHOPS

Reaching out to the creative networks that have been established, starting each workshop with a poem or a song, creative’s bring their artwork and tell a story about the art and their neighbourhood.

The goal of the workshop is clearly stated. We want to create an arty and fun public space pop-up for one day that attracts people to come hang out and play.

Noordgesig Creative Exchange and Auditions 19 August 2017
AUDITION & CREATIVE EXCHANGE

CALLING ALL BRIXTON NATIVES

Calling all creative people living in Brixton and surrounds to an audition and creative discussion about place making through art in your neighbourhood.

All creatives, visual artists, performers, musicians, crafters, designers, artisans and storytellers welcome. Bring a sample of your work!

Saturday 26 August 2017
10AM - 1PM
Behind the library in Brixton Park, High Street

NOTE: All musicians bring your work on a memory stick. All auditions are limited to 5 minutes maximum. All stories and input are valued - after careful consideration a selected number of community artists will be contacted and invited to join us at workshops August and September.

#ARTMYJOZI

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ArtMyJozzi

Brixton Creative Exchange and Audition 26 August 2017
Brixton Creative Exchange and Audition 26 August 2017
Residents of Empire Perth and Louis Botha neighborhoods are invited to submit artworks or special stories, these could go on to inspire or become final suggested artworks for the Transit Oriented Corridors.

Forms and templates can be downloaded online and dropped off at the: Community Exhibition on 7 October between 1 pm - 4 pm.

Alternatively residents are invited to participate at the exhibition and during creative exchanges.
CREATIVE EVENTS & CREATIVE PRODUCTION WORKSHOPS

Creative events are the pop-ups created and hosted by local artists in each community, a very public event creating a platform to share stories and ideas about the neighbourhood.

SATURDAY SEPTEMBER 9th NOORDGESIG CREATIVE EVENT
Creative Carnival, exact nature to be defined by Creative Exchange process

WEEK SEPTEMBER 11th - 15th NOORD CREATIVE PRODUCTION
A creative workshop to produce final artwork, exact process to be defined from Creative Event and Exchange

SATURDAY SEPTEMBER 16th BRIXTON CREATIVE EVENT
Creative Pop-Up, exact nature to be defined by Creative Exchange process

WEEK SEPTEMBER 18th - 22nd BRIXTON CREATIVE PRODUCTION
A creative workshop to produce final artwork, exact process to be defined from Creative Event and Exchange

SATURDAY SEPTEMBER 23rd ORANGE GROVE
Creative Pop-Up, exact nature to be defined by Creative Exchange process

WEEK SEPTEMBER 25th - 29th ORANGE GROVE CREATIVE PRODUCTION
A creative workshop to produce final artwork, exact process to be defined from Creative Event and Exchange
ART MY JOZI COMMUNITY EXIBITION

THE BUS FACTORY – NEWTOWN

6 OCTOBER 2017 (open to the public)

7 OCTOBER 2017 (community event and open to the public)
Community Event Program:

7 October – Community Event/ Grand Opening
1:00 pm – 1:30 pm – Guests arrive, serve catering
1:30 pm – 1:45 pm – Introduction
1:45 pm – 2:15 pm – Performance TBC
2:15 pm – 4:00 pm – Audience interact with exhibition/artists, watch films and participate in art making process and comment in visitors books

8 OCTOBER 2017 (closed to public)

9 OCTOBER 2017 (open to public)

ABOUT THE COMMUNITY EXIBITION:

The whole exhibition will be set up to show how everyday life inspires us to think creatively about place making through art in our neighbourhoods – we show how functional space and art can emerge as a creative concept.

We will also celebrate the diversity of the creative people in our city but highlighting the innovative, expressive and practical.

We map with ideas of using recycled, up-cycled, construction materials and repurposed objects as places on which to display art and incorporate the idea of re-imagining the spaces we live in and encourage a change in the way we think about using public space.

The exhibition will also encourage the community to comment on suggested artwork outcomes and interact with creative processes.
PRESS RELEASE
# ARTMYJOZI

PUBLIC PARTICIPATION DESIGN WORKSHOPS IN THE TRANSIT-ORIENTED DEVELOPMENT CORRIDORS

Through intensive public engagements with residents along the Empire Perth and Louis Botha Corridors and the neighbourhoods of Noordgesig, Brixton and Orange Grove, the ArtMyJozi place-making campaign is focusing on site specific interventions and ideas for temporary and permanent installation in 2017 and 2018.

Using pop-up installations sited in strategic places within these and other neighbourhoods, community participation will influence the scope of creative and design orientated proposals. The anticipated collaborations will be inspired by concepts of crossing social and racial borders, public expression and new configurations public activity.

As per the schedule of events attached pop up installations will form part of a creative journey across the corridors and will be rolled out in four stages:

1. Creative Exchange Workshops.
Residents are encouraged to share their stories, bring an everyday object of value, demonstrate examples of their creativity, art, fashion, poetry etc. As a society we are often very self aware of public self-expression, here we encourage it.

2. Creative Events.
Drawing from the inspiration of everyday experiences and the special and unique stories shared, the creative events will serve as temporary vernacular design activations in the public realm.

3. Creative Production/Design Workshops.
Informed by process documentation of the creative events, local artists will interpret and translate various concepts for consideration as final artistic or programme related outcomes for the development areas of the corridors.

4. Attendance, exhibition and survey of concepts and proposals.
Interested parties are welcome to attend all public activations across the 5 development sites, and are welcome to observe the follow up phase of creative workshops concerned with the translation of concepts into proposals for interventions and projects. The programme will conclude with a presentation of the core concepts developed, at the Bus Factory in Newtown on the 7 October 2017.

For further information about the future events and how you can participate please see

ArtMyJozi

Background:

To date 23 public activations have taken place along the Transit Orientated Corridors. Residents and commuters were welcomed to join a conversation about creative place making, providing the project with a wealth of special stories and insights, which will inspire the design and delivery of this next phase of the project.

The programme for August, September and October (attached) will be supported by our social media platforms: which serve as both a documentary process and a creative device in the development of creative content.

Community participation is encouraged at all levels of the process going forwards, in particular a cross pollination of ideas and experiences, underpinned by an awareness and enthusiasm for shared narratives and celebration of new configurations of public expression in Johannesburg.

ATTACHMENTS:

- The calendar of activations and workshops through August, September and October.
- A visual summary of the social activations held in July
- The project positioning statement in Press Release #1
CREATIVE EXCHANGE WORKSHOPS

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The goal of the workshop is clearly stated. We want to create an arty and fun public space pop-up for one day that attracts people to come hang out and play.

SATURDAY 19th AUGUST – SATURDAY 7th OCTOBER – EMPIRE PERTH AND LOUIS BOTHA DESIGN TEMPLATE DISTRIBUTION AND COLLECTION

Open call to all residents along both corridors to submit designs by the 7th October, from these the most appropriate will be selected for technical design translation.

SATURDAY 19th AUGUST - SATURDAY 19th AUGUST – AUDITION & CREATIVE EXCHANGE
Noordgesig: 10h00 - 13h00 @ Park corner Central Road and Crestrum Drive.

SATURDAY 26th AUGUST – AUDITION & CREATIVE EXCHANGE
Brixton: 10h00 - 13h00 @ Brixton Park behind library in car park

SATURDAY 2nd SEPTEMBER – AUDITION & CREATIVE EXCHANGE
Orange Grove: 10h00 - 13h00 @ Noorwood Park

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A creative workshop to produce final artwork, exact process to be defined from Creative Event and Exchange

SATURDAY OCTOBER 7th FINAL EXHIBITION OPENING AT BUS FACTORY
EXHIBITION OPEN 6th OCTOBER – 9th OCTOBER – TBC
Final exhibition of all works at The Bus Factory in Newtown.
Using affordable methods of display, giving everyone the chance to come and have a say in the final artworks. Exact program to be confirmed.
VISUAL SUMMARY OF THE PROCESS TO DATE…/

Noordgesig, July 2017
Tea, biscuits and conversations along Empire Perth

Empire Perth - Orlando East, Orlando Stadium, 1 Mooki Street, 18 July 2017
Creative People from Orange Grove – Noordgesig, July 2017
Louis Botha – Outside the Dolls House, 21 July 2017

Orange Grove, 4 July 2017
PRESS RELEASE # 1

ANNOUNCING THE JOHANNESBURG DEVELOPMENT AGENCY’S APPOINTMENT OF THE TRINITY SESSION TO EMBARK ON PLACEMAKING THROUGH LOCAL ART FOR STRATEGIC NODES ALONG TRANSIT-ORIENTED DEVELOPMENT CORRIDORS 2017-2020

The Johannesburg Development Agency, as lead implementing agent of the City of Johannesburg, has appointed the Trinity Session as curator/co-ordinator for all place making processes: emphasising collective community oriented artistic projects for the next three years.

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Through actively engaging with local communities and building on the heritage impact assessments conducted in the Development Corridors, the artworks programme will draw out individual and collective narratives over the coming months, through multi disciplinary workshops, public space activations and exhibitions. These findings will then be developed as final designs for implementation during the construction phases in each of the upgrade areas mentioned.

This place making process will take a fine-grained approach to celebrating the city and its local communities, where the creative process works to intensify the experience of community and place. This is not about artwork for large-scale iconic monuments but rather about local people co-producing special places through functional and creative installations in the public realm.

In this sense, a local community street parade, coupled with a mural painting programme intersecting with sidewalk furniture providing shade and free Wi-Fi access potentially enhances the logics of connectivity and place-making along the corridors.

To the creative thinkers and change makers out there, we look forward to your involvement!