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KIT PRESS

**ARTISTIC
AND CULTURAL
EDUCATION
PROJECTS**

**OF SOUL AND JOY
SOUTH AFRICA
IMPULSE
JAMAICA
NDAO HANAVALO
MADAGASCAR**



CREATION

SUPPORT

TRANSMISSION

ABOUT RUBIS MÉCÉNAT

The Rubis Mécénat endowment fund, created by Rubis in 2011, carries out committed artistic and social projects. Their aim is to promote contemporary creation, support emerging artists, and empower disadvantaged youth through art.

Since its inception, Rubis Mécénat has been committed to highlighting contemporary creation —both exacting and democratic— by providing production assistance to emerging and mid-career artists to create new work. The resulting artworks are exhibited in France, in partnership with public-oriented cultural institutions and events.

Aware of the importance of emerging and new creative voices, as well as unequal access to an artistic career, the fund also supports aspiring artists through several professionalisation and awareness-raising programmes. This includes the Rubis Mécénat Prize with Beaux-Arts de Paris, as well as support for the Young Creation workshop led by the Ateliers Médicis and the associated Young Creation Grant.

Moreover, Rubis Mécénat —driven by its conviction in the social role of art— develops artistic and cultural education projects in some countries where Rubis operates. Their goal is to empower disadvantaged youth and contribute sustainably to their training and integration by using artistic practice as a means of emancipation and positive engagement. In 2012, Rubis Mécénat established Of Soul and Joy, its first project centered on photography in the township of Thokoza, in Johannesburg, South Africa. The fund then developed InPulse, a project around visual arts, in Kingston, Jamaica. Most recently, in 2018, it created the Ndao Hanavao laboratory around social design in Antananarivo, Madagascar.

The ensemble of these actions meets Rubis Mécénat's desire to promote contemporary creation in all its diversity, encouraging transmission and exchange while creating the essential conditions for new artistic forms and discourses to emerge.

OUR ARTISTIC AND CULTURAL EDUCATION PROJECTS

Rubis Mécénat develops artistic and cultural education projects in order to sustainably contribute to the training and integration of young people from underprivileged backgrounds, using art and culture as means of emancipation and positive engagement.

In 2012, Rubis Mécénat established Of Soul and Joy, its first project within the township of Thokoza, in Johannesburg, South Africa. It is dedicated to young people from local communities and uses photography as a tool for integration, positive education and emancipation. In 2015, the fund developed the InPulse project in Kingston, Jamaica, around visual arts. Most recently, in 2018, the Ndao Hanavao laboratory was created in Antananarivo, Madagascar, promoting innovation and training in social design.

The aim of these projects is to help young people by providing them with professional skills in different artistic fields. They are based on knowledge transmission between mentors and students and are organised around weekly workshops led by local artists, encounters with professionals, allocations of academic scholarships, and cultural events.

Over the past decade, these projects have helped determine vocations and support aspiring artists.

KEY FIGURES

1st project started in 2012

3 long-term projects in 2024

Over 500 beneficiaries

Nearly 100 academic scholarships attributed to access higher education in the arts

Over 200 workshops led by invited artists

Over 200 artists and art professionals invited to share their knowledge

Over 50 events (exhibitions, festivals, residencies and cultural exchanges) organised in collaboration with cultural institutions: Magnum Photos, documenta, Hakanto Contemporary, etc.

These projects make it possible to train and support young people from underprivileged backgrounds through the arts, by promoting transmission and the emergence of new creative voices within communities often excluded from traditional platforms.

Lorraine Gobin, director of Rubis Mécénat



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PROJECTS

OF SOUL AND JOY

THOKOZA
JOHANNESBURG
SOUTH AFRICA



When I see the impact that the project has on the young people of our township, I find hope for a better, more radiant future. My wish is to see more spaces like this created, where young people have the chance to express themselves freely, to become what they want to be in life.

Jabulani Dhlamini, Of Soul and Joy project manager

Of Soul and Joy is a social and artistic mentoring programme created in 2012 by Rubis Mécénat to enable young people aged 13 to 30, from the township of Thokoza and surrounding areas of Johannesburg, to benefit from a framework and training in the field of photography. This tailor-made support system allows them to cultivate artistic expression and access new professional paths, so that they can in turn have a positive impact on their communities.

In addition to artistic training, the project offers its beneficiaries further training (professional practices, English, life skills, etc.) and access to a network of key players in the local and international cultural scene. Each year, the project awards academic scholarships

to the most promising students for higher education programmes in photography at a university of their choice, including the Market Photo Workshop in Johannesburg.

The project also allows new talents and vocations to emerge: South African photographer Lindokhule Sobekwa, introduced to photography via the Of Soul and Joy project, is today a member of the Magnum Photos agency; South African photographer Tshepiso Mazibuko is a finalist for the 2024 Discovery Award Louis Roeder Foundation at the Rencontres d'Arles.

Within the project, numerous artists and professionals are invited to share their experiences, including Roger Ballen,



Bieke Depoorter, John Fleetwood, David Goldblatt (in memoriam), Mikhael Subotsky, Sabelo Mlangeni and Andrew Tshabangu.

Location: Thokoza, township southeast of Johannesburg, South Africa
Activity: Professional training and integration via photography
Founded: 2012
Project Manager: Jabulani Dhlamini, South African photographer represented by Goodman Gallery

KEY FIGURES

- Over **300** beneficiaries
- 2** weekly workshops led by South African artists
- Over **50** academic scholarships awarded for higher education in photography
- Over **100** intensive workshops and special projects in Thokoza, as well as with remote communities (rural zones, townships)
- Nearly **200** artists and art professionals invited to lead workshops and pass along their knowledge
- Over **30** exhibitions, residencies, educational and cultural exchanges organised with cultural institutions in South Africa and abroad: Magnum Photos, Rencontres d'Arles, Rencontres de Bamako, etc.
- 1** festival organised every 3 years in the township of Thokoza to raise awareness among local communities about photography and cultural actions around the project



INPULSE

KINGSTON
JAMAICA



InPulse is an essential programme for our artistic ecosystem. The students join it at a pivotal moment in their lives, when they are interested in artistic practice but are faced with difficulties linked to their environment, which is prone to instability and precariousness.

Camille Chedda, InPulse project manager

InPulse is a social and artistic mentoring programme created in 2015 by Rubis Mécénat. It enables young people (aged 13 to 30) from volatile communities in Kingston to benefit from an educational framework and training in the visual arts. This tailor-made support system allows them to cultivate artistic expression and access new professional paths, so that they can in turn have a positive impact on their communities.

The young beneficiaries of the InPulse programme receive in-depth training in the field of visual arts and access to a network of professionals. Each year, the programme awards academic scholarships to the most promising students to pursue higher education at Kingston University

of the Arts' Edna Manley College of the Visual and Performing Arts.

The project also allows new talents and vocations to emerge: Jamaican artist Jordan Harrison, trained in visual arts with InPulse and a graduate of Edna Manley College, has been leading weekly artistic workshops for patients at Kingston's Bellevue Psychiatric Hospital since 2018.

Numerous artists and professionals are invited to share their experience within the project, including Johanna Castillo, Stéphane Thidet, Sheena Rose and Sharon Norwood.



Location: Kingston, Jamaica
Activity: Training and professional integration via the visual arts
Founded: 2015
Project Manager: Camille Chedda, Jamaican artist

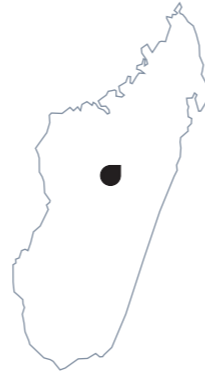
KEY FIGURES

- Nearly **100** beneficiaries
- 2** weekly workshops led by Jamaican artists
- Over **20** academic scholarships awarded to higher education studies in the field of visual arts
- Nearly **20** intensive workshops held in Kingston
- Over **50** artists and art professionals invited to lead workshops and pass along their knowledge
- Over **10** exhibitions, residencies, educational and cultural exchanges organised with institutions in Jamaica and abroad: documenta, Caribbean Art Initiative, Ghetto Biennale, etc.



NDAO HANAVAO

ANTANANARIVO
MADAGASCAR



Ndao Hanavao is developing a local research and community actions laboratory by offering Malagasy youth an educational and training programme linked to design and its local economy.

Benjamin Loyauté, Ndao Hanavao design curator

Ndao Hanavao is an innovation and training laboratory for social design created by Rubis Mécénat in 2018. Its objective is to respond to local societal and environmental issues via innovative, viable and sustained design projects, developed in collaboration with guest designers. It also aims to sustainably contribute to the professional integration of Malagasy youth from underprivileged backgrounds, helping them build commercial and collaborative initiatives based on projects developed in the laboratory.

Three projects are currently being developed locally around recycling:

- plastic waste becoming utility objects with French designer Alexandre Echasseriau

- invasive algae becoming paper with French designer Samuel Tomatis
- plastic waste becoming wool with the Franco-British designers behind The Polyfloss Factory

The project also allows new talents and vocations to emerge: five young beneficiaries of Ndao Hanavao founded the eco-responsible company R'Art Plast in 2022, in order to commercialise materials and objects made from recycled, transformed plastic in the laboratory.

Numerous artists and professionals have been invited to share their experience within the project, including Joël Andrianomearisoa, Laureline Galliot, Madame Zo (in memoriam) and Richianny Ratovo.



Location: Antananarivo, Madagascar

Activity: Training and innovation laboratory for social design

Founded: 2018

Design curator: Benjamin Loyauté, French artist, critic and design historian

Project Manager: Domi Sanji, Madagascan designer

KEY FIGURES

Over **20** beneficiaries in vocational training

3 innovative social design projects implemented by designers Alexandre Echasseriau, Samuel Tomatis and The Polyfloss Factory

Nearly **1,000** kg of plastic waste collected and recycled in Antananarivo for these projects

2,000 kg of invasive algae collected in partnership with the Madagascan association Cétamada

1 eco-responsible company created within the laboratory by 5 project trainees

1 plastic recycling awareness programme led by Ndao Hanavao trainees within local communities

Over **20** designers and artists invited to lead workshops and create on site, based upon projects developed in the laboratory

Nearly **10** events, exhibitions, educational and cultural exchanges organised with cultural institutions in Madagascar: Hakanto Contemporary, Tana Design Week, etc.



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