

PRESS KIT



2022



RUBIS

RUBIS GROUP  
ENDOWMENT FUND  
FOR COMMITTED SOCIAL  
AND ARTISTIC PROJECTS

MÉCÉNAT

# RUBIS MÉCÉNAT 2022

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# ABOUT

## RUBIS MÉCÉNAT

RUBIS GROUP ENDOWMENT FUND  
FOR COMMITTED SOCIAL AND ARTISTIC 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 of the countries where 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 artwork 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, a laboratory for innovation and social design in Madagascar (since 2018).

### TEAM

Lorraine Gobin  
Managing Director  
at Rubis Mécénat

Juliette Le Bihan,  
Project Manager  
at Rubis Mécénat

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## RUBIS

### *The will to undertake, the corporate commitment*

Rubis is an independent French company operating in the energy sector through its subsidiaries Rubis Terminal and Rubis Énergie.

The Group, which operates in 41 countries in Africa/Indian Ocean, the Caribbean and Europe, is pursuing an ambitious growth policy while diversifying into less carbon-intensive energies. Rubis has become the second largest shareholder in HDF (a hydrogen-electricity specialist) and announced in December 2021 the acquisition of 70 to 80% of Photosol France, a major player in the photovoltaic sector.

## RUBIS SOCIAL ENGAGEMENT

As an international Group, Rubis has undertaken to become involved in each country in which it operates as an economic, social and cultural player. As a responsible company, Rubis has a dual mission: carry out community investment in two areas, health and education, and promote artistic creation through its cultural fund, Rubis Mécénat.

Homo Sargassum, residency, Kingston, Jamaica, 2021



# *Rubis Mécénat in figures*

## **3 ONGOING ARTISTIC AND SOCIAL EDUCATIONAL PROGRAMMES**

initiated and led by Rubis Mécénat in South Africa, Jamaica and Madagascar with the aim of reintegrating and teaching professional skills to young adults from disadvantaged local communities through the practice of the arts

**OVER 150 YOUNG ADULTS** (15-30 years old)  
supported within the frame  
of these educational programmes

**OVER 60 SCHOLARSHIPS**  
awarded in South Africa, Jamaica and Madagascar  
to these young beneficiaries to enable them to access  
tertiary studies in the art field and to accompany  
them in their professional future

**OVER 100 ARTISTS**  
invited to participate in these programmes  
and lead workshops for their beneficiaries

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**MORE THAN 20 CULTURAL EVENTS**  
organised locally and internationally  
showcasing the work of the programme beneficiaries  
(exhibitions, festivals, residencies, forums, etc.)

**SUPPORT FOR**  
programme beneficiaries in their professional  
development and the provision of a local  
and international network of professionals

**22 ARTISTIC COMMISSIONS**  
awarded to emerging and mid-career artists in France  
and abroad, in collaboration with cultural institutions  
and industrial sites of the Rubis Group

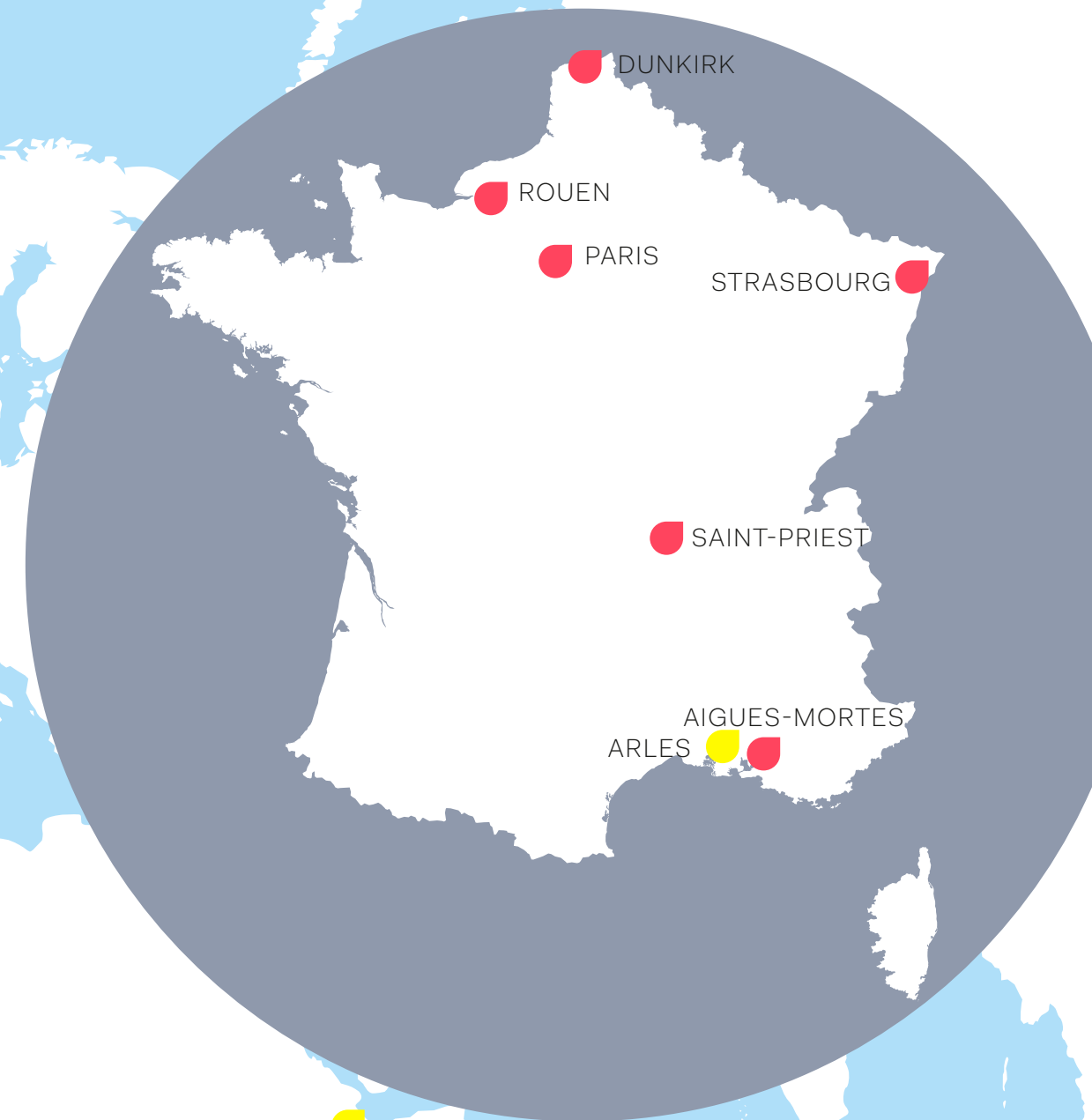
**20 BOOKS** published  
on the projects and artists supported  
by Rubis Mécénat

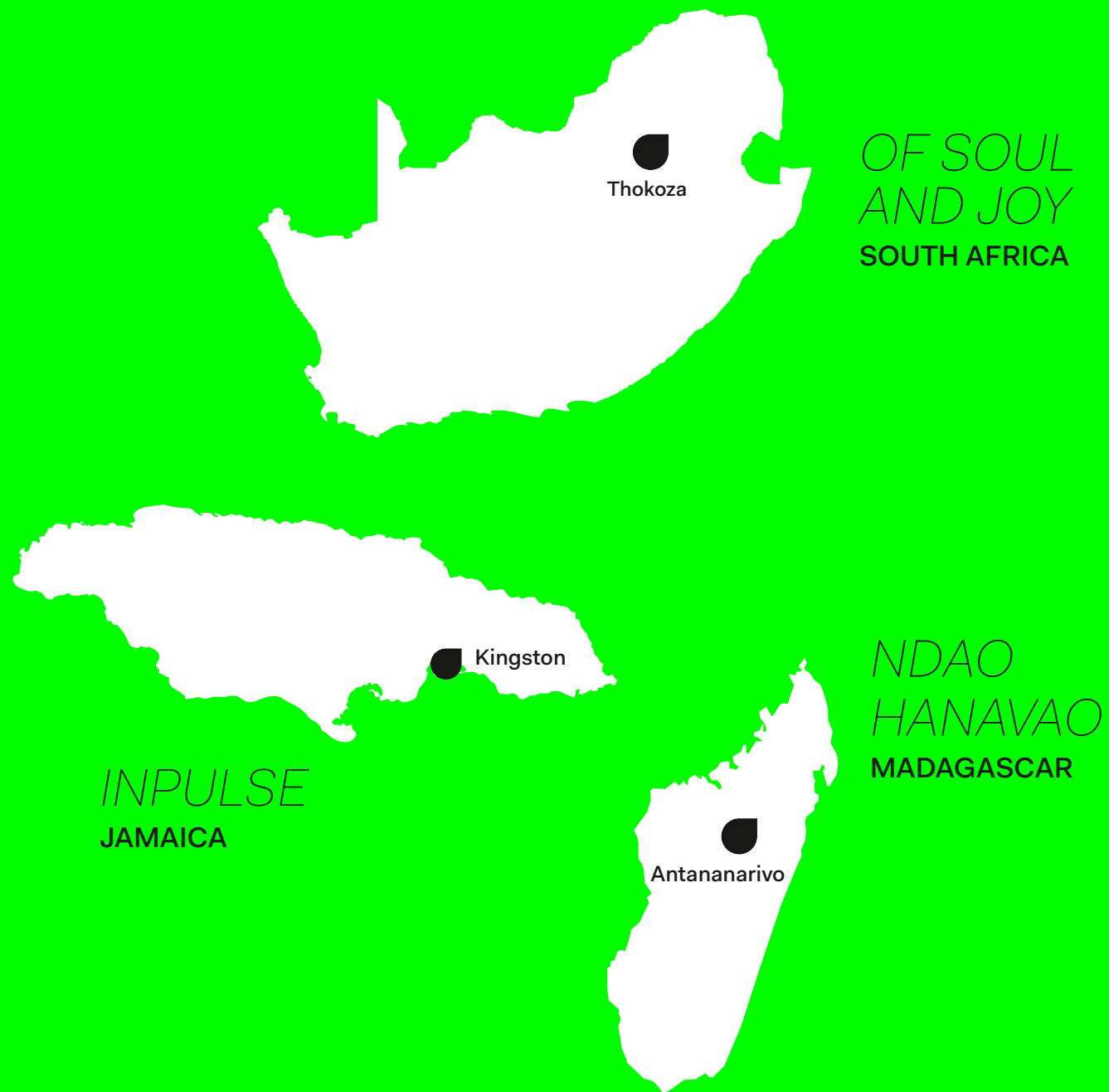
**1 VIDEO SERIES**  
of artist portraits produced by Rubis Mécénat

**OVER 100 ARTWORKS**  
acquired from artists supported by Rubis Mécénat  
form the fund's collection and are exhibited  
within the offices of the Group and its subsidiaries

# OUR ACTIONS THROUGHOUT THE WORLD

-  SOCIO-CULTURAL  
PROGRAMMES  
AND THEIR NETWORKS
-  ARTISTIC  
COMMISSIONS





# SOCIO-CULTURAL PROGRAMMES

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

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Since 2011, Rubis Mécénat 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 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.

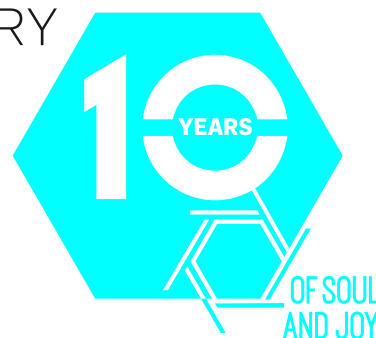


# OF SOUL AND JOY

Platform for learning photography  
THOKOZA, JOHANNESBURG  
SOUTH AFRICA

## 2012 - 2022

OF SOUL AND JOY  
CELEBRATES ITS  
10<sup>TH</sup> 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.



Exhibition Inganekwane, Constitution Hill, Johannesburg, 2021

Sibusiso Bheka, Self, 2021





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

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Workshop with Alice Mann, Thokoza, South Africa, 2021

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, PhotoSaintGermain, 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

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**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

**1** BOOK showcasing the works  
of the project photographers

**1** DOCUMENTARY FILM

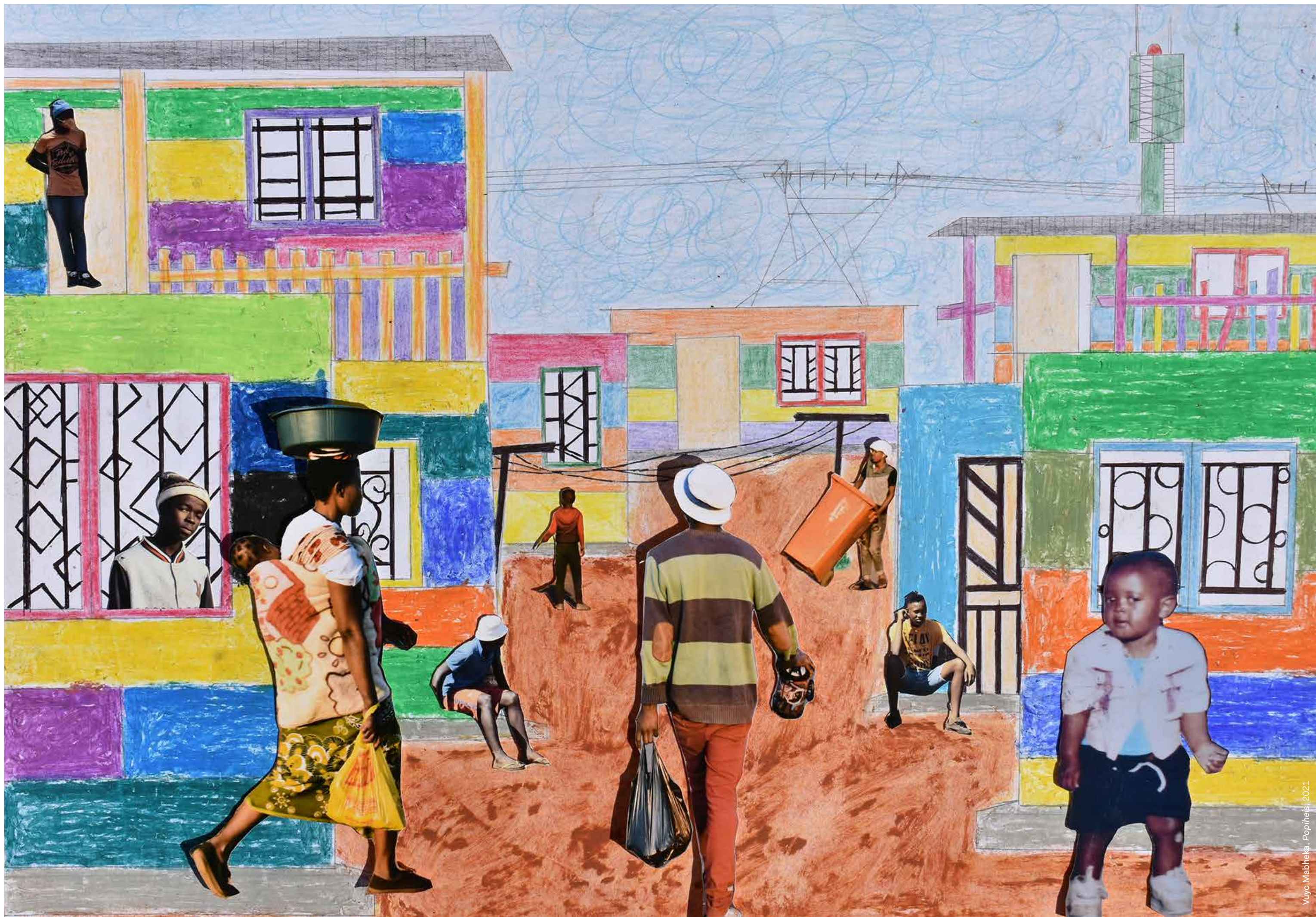
& **1** SERIES

of portraits led by renowned photographers

**NUMEROUS EXCHANGES**

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







# 2022

## ANNIVERSARY PROGRAMME

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### 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**

#### **4<sup>TH</sup> 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 10<sup>th</sup> anniversary with several events in France and South Africa

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### 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**

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### 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 NOOR agency in Amsterdam
- Workshops with local and international artists in Thokoza



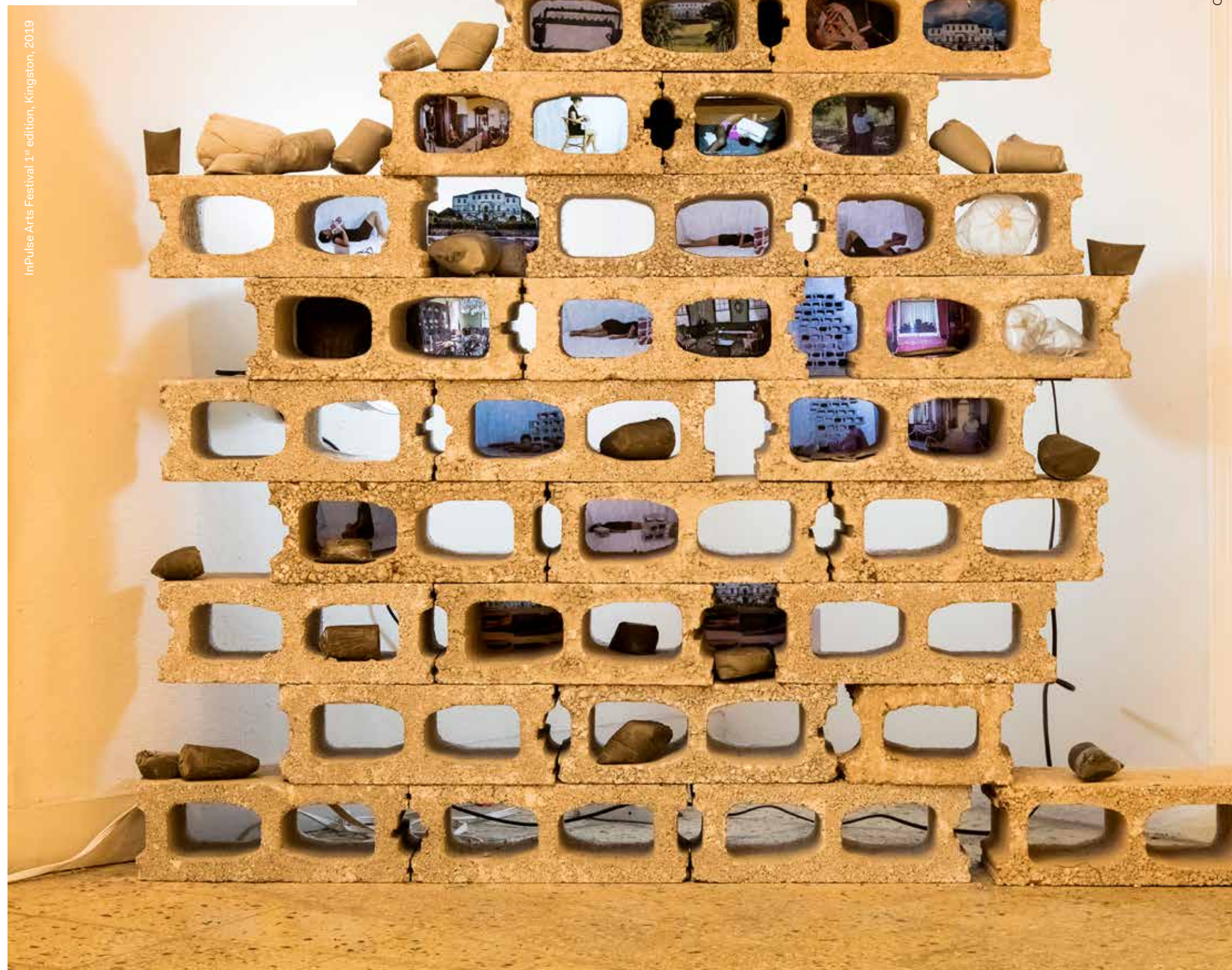
# INPULSE

Creative platform  
for visual arts  
KINGSTON, JAMAICA  
Since 2015

Through the practice of visual arts, InPulse has been aspiring in the last seven years to sustainably promote personal development of young people in Kingston's local communities by offering them new perspectives, thus giving them new tools to thrive in an often instable and precarious environment. The programmes's young artists also benefit from a network of professionals, enriched with cultural actors in the Caribbean. By encouraging exchanges between artists and the local cultural institutions, InPulse become a support platform dedicated to revealing young Jamaican artists.



InPulse Arts Festival 1<sup>st</sup> edition, Kingston, 2019







Workshop with Camille Chedda, Kingston, Jamaica, 2022



Workshop with Johanna Castillo, Dominican Republic, 2022

InPulse is an ongoing project undertaken in 2015 by Rubis Mécénat in partnership with Rubis Energy Jamaica in Kingston's communities in Jamaica. It strives to support Jamaican youth and improve the conditions of young adults from local communities through the practice of visual arts as a positive means of expression. A creative platform and a life skills development programme, InPulse offers visual arts courses led by local and international

artists as well as general-purpose educational training.

Furthermore, the programme introduces its participants to the art market and to its professionals. Each year the project awards scholarships to the most promising students to pursue a tertiary education at the Edna Manley College of the Visual and Performing Arts in Kingston.

The project is led by Camille Chedda, Jamaican visual artist and InPulse Project Manager since 2016.

*The programme is very much needed in Jamaica (...) What I really admire of the programme other than what it does in terms of providing opportunities is the way in which it introduces its participants to professional practices from very early on (...) Those are tools that young artists often do not have.*

**VEERLE POUPEYE**, Jamaican historian and art critic



# NDAO HANAVAO

Innovation laboratory for social design  
ANTANANARIVO, MADAGASCAR  
Since 2018

After more than 4 years of deployment around the transformation of plastic waste into wool with The Polyfloss Factory, Ndao Hanavao is undertaking new phases of experimentation around its innovation laboratory for social design. In 2022, the lab will extend its research and will welcome two other perspectives, two new experiences. Alexandre Echassieriau, a seasoned industrial designer who studied at ENSCI - Les Ateliers and École Boulle, will bring his atypical know-how and apply his research, technique and methodology to plastic recycling.

Samuel Tomatis, for his part, will be invited as part of a long-term project for recycling natural waste around algae and invasive plants. At the same time, the 6 young designers training in the laboratory have launched in 2021 the marketing of Polyfloss wool and its derivative objects with their company R'Art Plast.



Polyfloss sculptures at the exhibition *Ny Fitevanay - Our Love - Notre Amour*, Hakanto Contemporary, Antananarivo, 2021



The R'Art Plast team with a traditional Malagasy carpet "Tsihy" made in Polyfloss wool with the designer Carine Ratovonariho, Antananarivo, 2020, © Rijasolo





Workshop with Laureline Galliot, Ndao Hanavao laboratory, Antananarivo, 2019

Ndao Hanavao is a local initiative launched in 2018 by Rubis Mécénat in association with Vitogaz Madagascar (a Rubis Group subsidiary) in Antananarivo, Madagascar.

Ndao Hanavao is an innovation and creation laboratory set up by guest designers and young vocational trainees with artisans, engineers and local stakeholders.

It strives to find viable long-term solutions focused on object design to the social problems facing the population in Madagascar living in insecurity.

For its first edition, Ndao Hanavao invited The Polyfloss Factory, to establish and develop their Polyfloss machine concept in Antananarivo, in order to set up an ongoing incubation, experimentation and training laboratory aimed at the transformation of plastic waste, a major local issue.

The Polyfloss Factory is an innovative plastic recycling process which draws its inspiration from candyfloss.

It produces a flexible wool which can be used in different ways as a thermal insulator, as packaging, for decorative items, and also for textile/ artisan purposes, moulding, and creating design pieces.

All year long, the Ndao Hanavao laboratory hosts six young Malagasy trainees from disadvantaged areas of Antananarivo in order to accompany them in the development of collaborative and commercial initiatives with local craftspeople, with the Polyfloss wool.

In addition, the project invites artists and designers interested in experimenting with the Polyfloss wool produced in the laboratory.

Ndao Hanavao was elaborated with Benjamin Loyauté, Project Curator. It is led locally by Carine Ratovonarivo, Project Coordinator and Camille de Roffignac, Project Manager.

*Being trained locally, dealing with real problems that challenge us on a daily basis, with a job on offer: this process is what gives the Ndao Hanavao project all its strength.*

**CARINE RATOVARIVO**, eco-designer and coordinator of the Ndao Hanavao project

Promoting contemporary  
creation through production  
aids and art commissions  
in France and abroad.

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*ARTISTIC  
COMMISSIONS*



# 2022

## PROGRAMME

Since its origins, Rubis Mécénat aims to establish a dialogue between contemporary art and specific places by joining forces with emerging and midcareer artists. The fund commissions the artists to create site-specific artworks for art institutions and for the industrial sites of the Rubis Group.

For each commission, Rubis Mécénat produces the artwork and accompanies the artist throughout the artistic process.

The fund also supports the artist in a longer term by purchasing works, editing art books and producing artists' films.

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### **BONES** **TANIA MOURAUD**

RUBIS TERMINAL  
DUNKIRK, FRANCE  
UNTIL JANUARY 2023

Prolongation of the installation *BONES* created in 2019 by Tania Mouraud for one of the storage tanks at Rubis Terminal Dunkirk.

Inspired by a quote from Shakespeare's *The Tempest*, this work was commissioned for the triennial GIGANTISME ART & INDUSTRIE, and is now part of the FRAC Grand Large - Hauts-de-France's programming.



### **RUBIS MÉCÉNAT PRIZE FOR THE ARTISTS OF THE CRUSH PROGRAMME BY THE BEAUX-ARTS DE PARIS**

**Laureate 2022: Héléne Janicot**  
EXHIBITION AT ST. EUSTACHE CHURCH  
PARIS, FRANCE  
OCTOBER-DECEMBER 2022

In 2022, Rubis Mécénat pursues its support to the artists of the Beaux-Arts de Paris through the Rubis Mécénat Prize awarded to a student presented in Crush, a programme initiated by the school to reveal its young artists to art professionals.

The winning artist of this edition is Héléne Janicot, a 4<sup>th</sup> year student (studios Héléne Delprat and Ann Veronica Janssens). She will receive support to create an installation that will be exhibited at St. Eustache Church in Paris in the autumn of 2022.

Curated by Audrey Illouz



**EXHIBITION OF THE  
OF SOUL AND JOY PROJECT  
JABULANI DHLAMINI  
AND THEMBINKOSI HLATSHWAYO**

FESTIVAL PHOTOSAINTGERMAIN  
PARIS, FRANCE

NOVEMBER 2022

On the occasion of the 10<sup>th</sup> anniversary of its Of Soul and Joy photographic project in South Africa, Rubis Mécénat presents an exhibition of two photographers of the project.

Jabulani Dhlamini, South African photographer represented by the Goodman Gallery Gallery, has been a mentor and Project Manager Of Soul and Joy since 2014.

Themblinkosi Hlatshwayo joined the the programme in 2016 after being introduced to photography at the Vaal University Vaal University of Technology.

**Curated by Valérie Fougérol**

**Publication of a book on the 10<sup>th</sup> anniversary of Of Soul and Joy**



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***THE MELODY OF SPEECH*  
BENJAMIN LOYAUTÉ**

WITHIN THE FRAME  
OF NUIT BLANCHE 2022

ST. EUSTACHE CHURCH  
PARIS, FRANCE

OCTOBER 1<sup>ST</sup>, 2022

Production support for *The Melody of Speech*, a project imagined by Benjamin Loyauté around the World Charter for Nature (Resolution 37/7), the first UN text on the rights of nature. Through a performance and a book, he explores the text and reveals the power of intention, and the magic of repetition. A part of the performance will be revealed on the evening of Nuit Blanche 2022 at St. Eustache Church.

**Publication of a book by Dilecta**

**WORKSHOP WITH YEMI AWOSILE  
AS PART OF THE 2023 ART  
& INDUSTRY TRIENNIAL**

WITH THE ESÄ AND THE FRAC  
GRAND LARGE – HAUTS-DE-FRANCE  
DUNKIRK, FRANCE

2022 - 2023

Workshop led by the artist and textile designer Yemi Awosile with students from the École Supérieure d'Art de Dunkerque-Tourcoing (Esä).

In 2023, Rubis Mécénat will commission Yemi Awosile to create an installation for the Rubis Terminal site in Dunkirk, as part of the next ART & INDUSTRIE triennial which will take place between June 2023 and January 2024.



In-depth support for artists  
through the purchase of  
works and the production  
of publications and videos.

*FURTHER  
SUPPORT  
TO THE ARTISTS*





# PUBLICATIONS

Within the framework of its support to contemporary artists, Rubis Mécénat's various projects give rise to publications produced with the artists and independent publishing houses.

## SELECTION OF PUBLISHED BOOKS SINCE 2011

- Daleside: Static Dreams**  
Lindokuhle Sobekwa et  
Cyprien Clément-Delmas  
GOST Books  
2020

**Ndao Hanavao!**  
Rubis Mécénat  
2020

**What have you  
found out so far**  
Benjamin Loyauté  
Dilecta  
2019

**I HAVE FORGOTTEN  
THE NIGHT**  
Joël Andrianomearisoa  
Revue Noire  
2019
- Peak Oil**  
Geert Goiris  
ROMA Publications  
2020

**Stéphane Thidet**  
Liénart éditions  
2016

**FREE FROM  
MY HAPPINESS**  
Rubis Mécénat  
2015

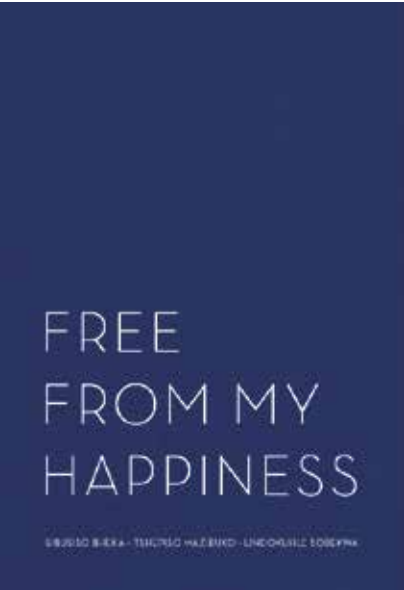
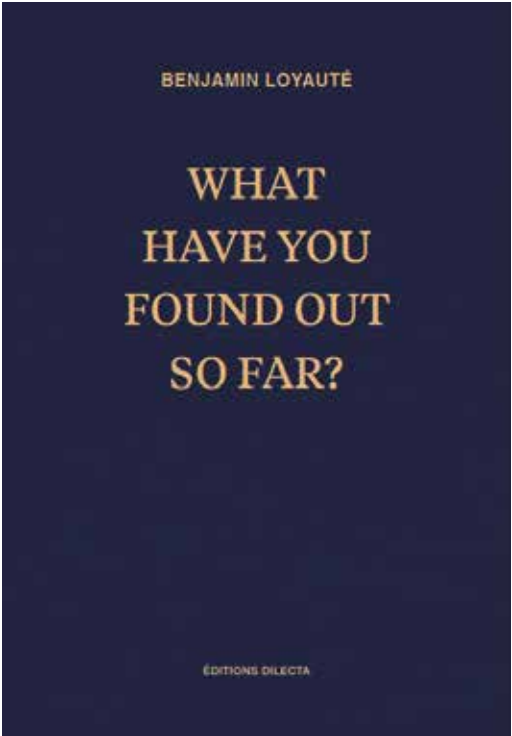
## TO BE RELEASED IN 2022

- Of Soul and Joy - 10 years**  
Rubis Mécénat  
2022
- The Melody of Speech**  
Benjamin Loyauté  
Dilecta  
2022



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[Discover all the publications here](#)



# ART(IST) SERIES

A video series of portraits of artists

**BY ALEXANDER MURPHY**

The ART(ist) series aims to capture the profile of Rubis Mécénat affiliated artists with different cultural backgrounds. Through this project, Rubis Mécénat wishes to highlight the diversity of the artists supported by the cultural fund.



**ART(ist) # 1**  
**GEERT GOIRIS**  
Belgian photographer

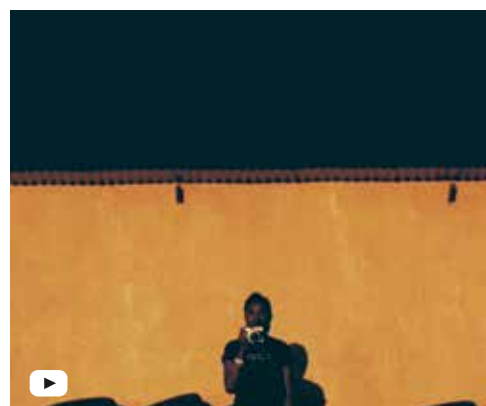
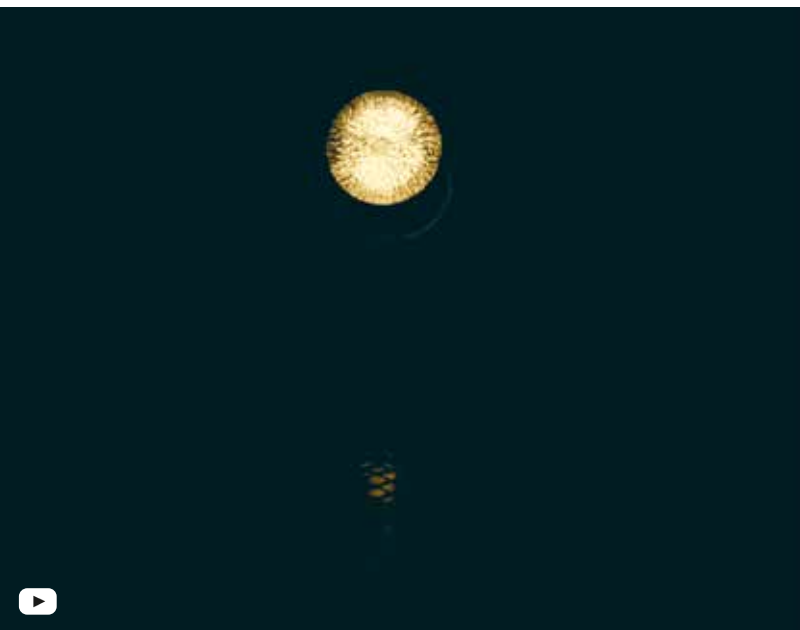
**ART(ist) # 2**  
**STEPHANE THIDET**  
French visual artist

**ART(ist) # 3**  
**FANNY ALLIÉ**  
French visual artist

**ART(ist) # 4**  
**TSHEPISO MAZIBUKO**  
South African photographer  
from the Of Soul and Joy project

**ART(ist) # 5**  
**KID KRÉOL & BOOGIE**  
Reunionese artist duo

**ART(ist) # 6**  
**JABULANI DHLAMINI**  
South African photographer  
and Of Soul and Joy  
Project Manager







**ART(ist) #7**  
**BENJAMIN LOYAUTÉ**  
French visual artist

**ART(ist) #8**  
**SHEENA ROSE**  
Barbadian visual artist

**ART(ist) #9**  
**CAMILLE CHEDDA**  
Jamaican visual artist  
and InPulse Project Manager

**ART(ist) #10**  
**CYPRIEN CLÉMENT-DELMAS**  
French filmmaker  
and photographer

**ART(ist) #11**  
**LINDOKUHLE SOBEKWA**  
South African photographer  
from the Of Soul and Joy project

**ART(ist) #12**  
**JOËL ANDRIANOMEARISOA**  
Malagasy artist

**ART(ist) #13**  
**LAURELINE GALLIOT**  
French artist and designer



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TO BE RELEASED IN 2022

**ART(ist) #14**  
**TANIA MOURAUD**  
French artist

**ART(ist) #15**  
**BIEKE DEPOORTER**  
Belgian photographer





# ART COLLECTION

Rubis Mécénat acquires artworks from the artists it supports in order to pursue its aid to artistic creation. These works are exhibited at the different headquarters of the Rubis Group and its subsidiaries throughout the world.

## SELECTION OF WORKS ACQUIRED SINCE 2011

Left to right, top to bottom:

**LINDOKUHLE SOBEKWA**

*Mid-day, mid-week, outside the local bottle store, Daleside Home of Champions, 2016*

inkjet on Baryta paper, edition 1/7

2021 acquisition

**LAURELINE GALLIOT**

*From trash to craft, 2019*

Series of three digital print on paper 300g

2020 acquisition

**DHEWADI HADJAB**

*Sans titre, 2021*

Oil on canvas 22 x 27 cm

2022 acquisition

**BENJAMIN LOYAUTÉ**

*"In nature's economy the currency is not money, it is life.", 2020*

Polished golden bronze, wax 3D printed on bronze

2020 acquisition

**JOËL ANDRIANOMEARISOA**

*Orderisorder, Inconnu et Izay Nanao Ny Maraina Hifandimby Amin'ny Alina*

Series of three wall hangings in Poyfloss fiber, silk paper and coal 2019 - 2020

2020 acquisition

**GEERT GOIRIS**

*Peak Oil, 2017*

Series of 26 pigment prints, edition 1/5

2017-2018 acquisition





# CONTACT

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Cover:  
Workshop with Milena Volonteri,  
Dominican Republic, 2022 © José Rozon  
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p.14 © Jabulani Dhlamini  
p.18-19 © Vuyo Mabheka  
p.22 © Akiem2  
p.23 © Camille Chedda  
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Grand Large – Hauts-de-France, 2019 /  
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courtesy Rubis Mécénat  
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as part of the Ndao Hanavao project,  
Madagascar, courtesy Rubis Mécénat  
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produced with the Ndao Hanavao  
laboratory and The Polyfloss Factory,  
Madagascar, courtesy Rubis Mécénat  
© Benjamin Loyauté,  
courtesy Rubis Mécénat  
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Graphic Design :  
Delphine Cormier





