

2021

Rubis Mécénat

Of Soul and Joy



A platform for learning
photography

SOUTH AFRICA



With Easigas



rubis
mécénat

RUBIS MÉCÉNAT supports photography as a tool for emancipation through its ongoing project Of Soul and Joy undertaken in 2012 in the heart of Thokoza, a township in the southeast of Johannesburg, South Africa

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, a township in the southeast of Johannesburg in South Africa. 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 organises artistic events in Africa and abroad.

Each year the most promising students are awarded scholarships to pursue their studies in photography in a university of their choice, such as the Market Photo Workshop in Johannesburg. The programme expands its support by offering young photographers an access to cultural actors of the local and international scene – a tailored support in order to reveal a new generation of South African photographers and to accompany them in their professional career.

The programme benefits approximately 20 participants yearly aged 15-30 years old. The participants are either high school students from the Buhlebuzile Secondary School or young adults willing to stimulate their creativity and deepen their artistic knowledge in the field of photography.

Today, the programme attracts emerging photographers coming from the different townships surrounding Johannesburg, thus expanding its action.

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

Cover:
Sibusiso Bheka,
Stop Nonsense,
2016-2019



In Thokoza, documentary film on the Of Soul and Joy project, Lungelo Mntambo – DeLite Visual Archives, 2013-2016

THOKOZA AND OF SOUL AND JOY

The country's history along with the major role played by photography during apartheid and after inspired Rubis Mécénat to offer photography as a tool for emancipation.

At the beginning of the 90s, Thokoza faced violent clashes between the two main political parties, the Inthaka Freedom Party (the IFP, with a Zulu majority) and the African National Congress (the ANC, Nelson Mandela's party). These upheavals were immortalised by the Bang Bang Club on the eve of the announcement of a new South Africa, full of great change.

Today, it is the turn of the new generation, called the 'Born Free', born after 1994 at the same time as the birth of democracy, to bear witness the deep changes occurring in their country and to its quest for identity. Rubis Mécénat chose to anchor its first creative platform in the very heart of Thokoza as a way of shedding light on the township's youth.

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.

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 work as creative platforms at the heart of local communities by offering to young people in reintegration workshops led by recognised artists and general educational support so that they can acquire academic and artistic skills.

Rubis Mécénat's commitment creates strong links of solidarity and trust. 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 and design visual arts.

Undertaken by Rubis Mécénat, Of Soul and Joy offers, through its intensive photography training programme, alternatives to the existing academic programme and aspires to promote in a durable manner alternative education and personal development of the youth from the local South African communities by offering them new perspectives and providing them with new tools to operate in an ever-changing environment.

Lorraine Gobin, Managing Director, Rubis Mécénat



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

Key figures

Over **100** beneficiaries

43 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, 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

4 books showcasing the works of the project's photographers

1 documentary film and **1** series of portraits of the project's photographers

Numerous

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



Lindokuhle Sobekwa
Daleside, 2015-2020



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 as well as to evaluate the students' work. 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.

- ◇ **Collaborations** with the Magnum Photos agency (since 2016) and the NOOR agency (since 2020), to organize workshops with member photographers and exchanges for the Of Soul and Joy photographers.
- ◇ The photographers establish a **genuine relationship with the students**, advising them in their practice and guiding them in their artistic development.
- ◇ 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 edits books.
- ◇ 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.



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

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



Workshop with Andrew Tshabangu,
Thokoza, South Africa, 2020



Lunathi Mngxuma,
Emalaheni (Restoration), 2019

Exhibitions, residencies and collaborations with institutions



◇ **PhotoSaintGermain festival, Paris, France, 2017**

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

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, Cape Town, South Africa, 2020**

Participation of the Of Soul and Joy project in the contemporary art fair ICTAF with photographers Sibusiso Bheka, Thembinkosi Hlatshawyo and Lunathi Mngxuma

◇ **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, Bamako, 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

◇ **Les Rencontres d'Arles, 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 photographers Roger Ballen, Jabulani Dhlamini and 4 students
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 and the local art community, 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, Photo: founder John Fleetwood, 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, Jérôme Delay, Sabelo Mlangeni and the Of Soul and Joy students

◇ **Group shows**

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

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

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

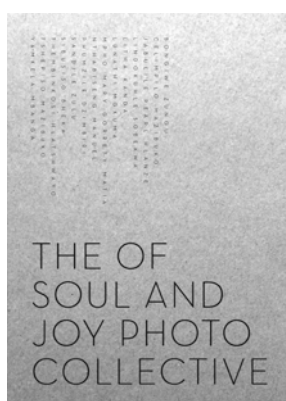
In Thokoza, Ithuba Arts Gallery, Johannesburg, 2013

Publications



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

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



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

In Thokoza
Rubis Mécénat
2013



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 exhibited at the Ithuba Arts Gallery, Johannesburg (2013), Addis Foto Fest, Ethiopia (2014), International Photo Festival of Gand, Belgium (2015), Johannesburg Art Gallery, South Africa (2016), Turbine Art Fair, Johannesburg (2016), and at the 11th Rencontres de Bamako, Mali (2017). In 2018, he was a finalist for the Photography and Social Justice grant of Magnum Fondation and he was nominated in 2019 for the Joop Swart Masterclass and the CAP Prize. In 2020, Sibusiso Bheka will show his work at the Investec Cape Town Art Fair with Of Soul and Joy photographers Lunathi Mngxuma and Thembinkosi Hlatshwayo.

Sibusiso Bheka's work documents his environment by night, giving us to see his reality of Thokoza, his playful moments almost surreal just before light disappears.

More information on Sibusiso Bheka's work



Video portrait
of Sibusiso Bheka by
Lungelo Mntambo, 2019

Sibusiso Bheka
Stop Nonsense,
2016-2019



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: 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 photographers of the project Of Soul and Joy Lunathi Mngxuma and Sibusiso Bheka.

[More information on the Gisèle Wulfsohn Mentorship](#)

[More information on the CAP Prize](#)



Video portrait
of Thembinkosi Hlatshwayo
by Lungelo Mntambo, 2019



Tshepiso Mazibuko

Of Soul and Joy photographer since 2012, Tshepiso Mazibuko graduated from the Market Photo Workshop in 2016. She lives and works in Thokoza, South Africa and leads workshops for the Of Soul and Joy programme.

Born in 1995 in Thokoza, Johannesburg, Thsepiso Mazibuko lives and works in Thokoza. In 2016, she is invited to show her work at the Addis Foto Fest in Addis Ababa, Ethiopia, where she is awarded the festival's 1st Prize. In 2017, she is invited to talk about her work and the young South African photography scene at the 2017 World Press Photo Festival in Amsterdam. She is also the recipient of the 2017 Tierney fellowship of the Market Photo Workshop, which presents on this occasion an exhibition dedicated to her work, curated by John Fleetwood, curator and founder of the Photo: platform, and a laureate of the Prince Claus Award. In 2019, she is exhibited at the prestigious Paris Photo fair with the MAGNIN-A Gallery.

Tshepiso Mazibuko is inspired by her immediate surroundings. She documents Thokoza by telling stories of people who live close to her, photographing their intimate space.

More information on Tshepiso Mazibuko's work



Video portrait of
Tshepiso Mazibuko by
Alexander Murphy, 2018

ART(ist) series produced
by Rubis Mécénat



Tshepiso Mazibuko
Gone and There, 2016-2018



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. Since 2016, Lindokuhle Sobekwa is commissioned by Rubis Mécénat to develop in collaboration with French photographer and filmmaker Cyprien Clément-Delmas the *Daleside* series. In 2020, the series is the subject of a book published with GOST Books. It is presented during the PhotoSaint-Germain festival in Paris in 2020 and by the Fragma gallery in Belgium in 2021.

His work documents social issues that affect the communities of the townships.

More informations on Lindokuhle Sobekwa's work
Portfolio



Video portrait
of Lindokuhle
Sobekwa
by Alexander
Murphy, 2020

Série ART(ist)
produite
par Rubis Mécénat



Lindokuhle Sobekwa,
Daleside,
2015-2020

Lindokuhle Sobekwa,
A Place of Peace,
2016-2019



PERMANENT TEAM

Lorraine Gobin
director of the project,
managing director
at Rubis Mécénat

Juliette Le Bihan
project manager
at Rubis Mécénat

JABULANI DHLAMINI



Jabulani Dhlamini (born in Warden, Free State in 1983) 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. In this series, Dhlamini pays homage to single mothers and

explores the challenges faced by women raising children on their own in South African townships. His *Recaptured* series 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 de 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).

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.



Jabulani Dhlamini,
uMama, 2012



on espère parfois
que les choses vont changer.

Video portrait of
Jabulani Dhlamini
by Alexander Murphy, 2019

ART(ist) series produced
by Rubis Mécénat

LOCAL TEAM IN THOKOZA

Jabulani Dhlamini
Project Manager,
South African
photographer

Thandile Zwelibanzi
trainer,
South African
photographer

Katiso Mabuza
trainer,
South African
photographer

Sibusiso Bheka
Of Soul and Joy
photographer and
project assistant

Moenirah Daniels
communication
and press relations

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
of the Photo:
platform

**Lebohang
Kyange**
South African
photographer

**Thsepiso
Mazibuko**
South African
photographer

Sabelo Mlangeni
South African
photographer

Teboho Ralesai
South African
photographer

Rijasolo
Malagasy
photographer

**Lindokuhle
Sobekwa**
Malagasy
photographer

**Mikhael
Subotzky**
South African
photographer -
Magnum Photos

**Andrew
Tshabangu**
South African
photographer

FORMER MENTORS

Tjorven Bruyneel
Belgium
photographer

Buyaphi Mdledle
South African
photographer

Kutlwano Moagi
South African
photographer

Thabiso Sekgala
(in memory of),
South African
photographer

CONTRIBUTORS

Roger Ballen
American
photographer
living in South Africa

Jodi Bieber
South African
photographer

Matt Black
American
photographer -
Magnum Photos

Ian Berry
British photographer
- Magnum Photos

Nocebo Bucibo
South African
photographer

Yann Delacour
French photographer

Jérôme Delay
French photographer

Thomas Dworzak
German photographer
- Magnum Photos

Dr Cheryl Finley
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at Cornell
University

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

Gideon Mendel
South African
photographer

Madoda Mkhobeni
South African
photographer

Olebile Mocoancoeng
South African
photographer

Thato Mogotsi
South African,
Curator

Zanele Mholi
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 SOCIAL
AND ARTISTIC PROJECTS
OF SOUL AND JOY FOUNDER**

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 the 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 art work 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, an innovation laboratory for 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 program locally.

CONTACT

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upon request

