



ACT | UJ
ARTS &
CULTURE
CONFERENCE

PRESENTED IN PARTNERSHIP WITH BRITISH COUNCIL CONNECT ZA

CREATIVES MAKE IT HAPPEN



PROGRAMME 8–10 MAR '15



#CREATIVESMAKEITHAPPEN

CREATIVES IN CONVERSATION
SELECTED THURSDAY EVENINGS

UJ ARTS CENTRE

PROGRAMME INFO:
WWW.CREATIVECONFERENCE.CO.ZA

SCHEDULE

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CLUSTER

- 1 IMAGINE IT
- 2 HEAR IT
- 3 OWN IT
- 4 LEARN IT
- 5 SEE IT
- 6 LIVE IT

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PARTNERS

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PRESENTERS

p34

SCHEDULE



morning



afternoon



evening

DAY

time

CLUSTER



Venue

section
marker

SUNDAY 8 🌙

17:00 for 17:30 until 20:30

CLUSTER 1



IMAGINE IT

📍 *UJ's Faculty of Art Design and Architecture,
Bunting Road Campus*

An opening evening geared towards introductions of a creative, intellectual and social nature will set the scene, ensuring participants are well-prepared for the rest of the event.

The opening presentation looks at how - by repositioning ourselves through creative thinking - a global and local state of disorder could be seen as an opportunity. Through collaboration, solution-based innovation and trends, we can get a firm hold of our creative economy, and thus contribute in significant ways.

MONDAY 9 🌅

08:30 for 9:00 until 14:00

CLUSTER 2



HEAR IT

📍 *UJ Arts Centre*

This cluster will provide an overview of where we're at locally and internationally in terms of the creative industries. Key personalities will provide insight into the thinking and structures within which we're operating and allow for insightful discussion.

#TRENDING

CREATING OPPORTUNITIES THROUGH COLLABORATION

A snapshot of the global zeitgeist, exploring what is driving current human behaviour, and our part in the

collaborative economy. This includes a look at overall trends, the similarities and differences in different parts of the world, how we may better understand these global shifts, and how that influences us at the tip of Africa.

BACK TO OUR FUTURE

REVERSE INNOVATION

It has been said that 'the only constant is change' – this session will provide insight into the rate and extent of current change, what it means for the future we are creating and what impact alternative ways of thinking could make, to both the immediate and more distant future. An overview of our local context, in terms of what is influencing the ways people living and working in South Africa think and operate, provides insight into how a creative perspective might add value.

CALLING IN THE ELEPHANT

This session calls the elephant into the room for a frank panel discussion about the tensions affecting the creative industries.

CREATIVE SOUTH AFRICA

A representative of The Department of Arts and Culture will provide a brief overview of the plans for the new administration; and discuss some of the key areas of interest to the creative sector.

TS & CS APPLY

This session will help those working in the creative industries navigate the formal structures which govern and affect the sector, and consider how creatives can engage with them for their benefit. Through a sharing of expertise and resources, this panel aims to reduce barriers of language, understanding and access to information; around complex governance issues such as policy, procedure and law.

WRAP IT UP

Comedic consolidation.


MONDAY 9

13:30 for 14:00 until about 18:00

CLUSTER 3



OWN IT

 UJ Arts Centre, Kingsway Campus

This cluster will look at specific examples of new models, through facilitated discussions. It features presentations from different creatives who are pursuing new ways of doing things.

CURATORS OF CREATIVITY

These bloggers started publishing online commentary on things they found interesting and as a result, have built their ideas into successful online businesses. They share some of their secrets and how their gaze may have shaped online consumption.

CREATIVE SOCIAL SOLUTIONS

A panel of artists and social entrepreneurs share their experiences – successes and challenges – in creating solutions for social needs.

DOING IT DIFFERENTLY

A creative panel shares their ideas and experience of 'doing business differently', allowing us to learn from examples of their failures and successes.

CONNECT THE DOTS

This session looks at creative connectors (often the unsung heroes) – and their experiences of turning synergy into tangible opportunity.

DISCUSSION AND ROUND UP

Young creatives consider the day's conversations.

TUESDAY 10


8:30 for 9:00 until 12:30

CLUSTER 4



LEARN IT

Powered by Business and Arts South Africa (BASA)

 UJ Arts Centre, Kingsway Campus

This cluster will look at the intersections of brand,

business and the arts, and examine shared value and opportunities, from each perspective. This cluster includes break away conversations.

CREATIVE COLLABORATIONS

Corporate and creative partnerships – is it a catalyst for a different kind of creativity? Creative teams share their experiences of the power of ‘brand’ and the creation of shared value.

FUTURE MARKETS

The creative is empowered to make agile choices regarding their audience/buyer’s engagement with their creative product or service, if they are better able to understand their market. This session explores innovative ways of doing this.

PITCH PERFECT

Practical examples on how to pitch your concept/business or idea successfully (or not) – whether you’ve got 30 seconds in a lift, 3 minutes over a drink, or 30 minutes in a boardroom.

WORKING WITH CREATIVES, FOR NON-CREATIVES

Some practical examples and case studies on how best to work with creatives to leverage the opportunities

for cohesive, innovative and exciting work either embedded in your business or alongside it.

TUESDAY 10



12:30 for 13:00 until 17:00

CLUSTER 5



SEE IT

📍 *A choice of tours will take people into Braamfontein, Melville and surrounds to engage practically with new spaces and case studies, with the intention of stimulating innovation and inspiration.*

BROADER CROSSINGS

📍 Hosted at Tshimologong

These artists share their highlights and challenges of creating work in different countries, across (virtual and physical) borders and cultural contexts.

IN-SITE-FUL TECH

📍 Hosted at Tshimologong

An opportunity to engage with performance

created for the changing stage: through installation-based engagement, this showcases possibilities generated through the merging of the creative, artistic and digital worlds, and the resultant potential for the development of online creative practice.

BUSINESS IS BOOMING

📍 *Hosted at Newtown Junction*

Exploring the possibilities for engagement between (big) business and the creative industries, this session has a case study focus on particular significant developments.

WALK THE TALK

📍 *Lucky Bean*

A walking tour engaging with Melville of old and new, what was and what is; as a case study example exploring the life cycles of a creatively engaged community. Discussion sessions in Melville will explore the opportunities inherent in creative communities and stimulate possibilities for other spaces, partnerships and collaborations.

LIVE PITCH

📍 *Hosted at UJ Arts Centre*

Shortlisted projects will be invited to present a 3 minute Live Pitch to a panel of judges, for the chance to win

their share of R100 000 towards the implementation of a creative entrepreneurial project; supported by ACT and Nedbank Arts Affinity.

TUESDAY 10 🌙

17:30 until the party ends

CLUSTER 6



LIVE IT

📍 *Great Dane, Braamfontein*

WHERE TO FROM HERE?

From philosophy to plans – a chance for a cohesive forward moving community who requires that progression, to consolidate...

READY, STEADY, GO...

A party with conference goers and the public, curated by DJ Kenzhero and featuring Tha_Muzik, King B, and Kenzhero.

MESSAGE FROM THE ARTS & CULTURE TRUST (ACT)

MELISSA GOBA

ACT Chair

When the Arts & Culture Trust (ACT) launched the Conference in partnership with UJ Arts & Culture in 2012 we didn't quite expect that in just three years this platform for sharing information, knowledge and research would gain this degree of momentum. Being gripped by the amount of work that it takes to ensure that local artists and practitioners not only survive but prosper has overwhelmed us, and it is wonderful to witness the growth and success of the conference as a whole. We are encouraged and inspired by the numerous connections, collaborations, shifts of understanding and

perception as well as the vital conversations that were set in motion as a result of ACT taking a bold step in advancing, enabling and inspiring the creative sectors. Testament to this is not only the many more creative practitioners who are now engaging in critical conversations about the industry but the range of impressive partners playing a role in achieving this. The British Council became a valuable conference partner in 2013 and ACT is delighted to have them join UJ Arts & Culture as premier presenting partners of the ACT | UJ Arts & Culture Conference this year. We extend our sincere gratitude to second-year supporting partners Business and Arts South Africa, SAMRO Foundation and Classicfeel Magazine. We are also excited about the involvement of the Department of Arts and Culture, Pro Helvetia and UJfm this year and we look forward to long and rewarding collaborations with them. Finally, we owe an immense amount of gratitude to our delegates for trusting us with their time and for supporting our efforts. Here's to prosperity! Let's make it happen.

MESSAGE FROM THE UNIVERSITY OF JOHANNESBURG

UJ ARTS & CULTURE

(Division of Institutional Advancement)

The University of Johannesburg (UJ) Arts & Culture in Institutional Advancement produces and presents world-class student and professional arts programmes aligned to the UJ vision of an international university of choice, anchored in Africa, dynamically shaping the future

The result of a 2005 merger between the former Rand Afrikaans University (RAU), the Technikon Witwatersrand (TWR) and the Soweto and East Rand campuses of Vista University, UJ fosters ideas that are rooted in African epistemology and it is poised to become a Pan-African epicentre for global intellectual inquiry and scholarship. Its unique academic architecture reflects a

comprehensive range of learning programmes, leading to a variety of qualifications, from vocational and traditional academic, to professional and postgraduate.

Over the last decade, as creativity has shifted from being almost ignored in the economic sphere towards the core of development strategies, new partnerships and relationships have greatly enriched and deepened UJ's artistic offerings. This paradigm shift is evident in global projects like this conference.

We warmly thank this year's presenting and supporting partners and invite all of you to join us in celebrating a decade of accomplishment.

MESSAGE FROM THE BRITISH COUNCIL

COLM MCGIVERN

Director British Council South Africa

This is one of the most innovative and honest conference programmes that I've ever been part of. Not only will you get the opportunity to engage with and talk about the major ideas influencing the sector today, you will also experience the power of clusters – to first build collaborations and then move towards dynamic solutions for South Africa's ambitious creative sector. The British Council is delighted to be supporting ACT UJ and this seminal conference in such a major way; it's helping us to maintain our conversations with you – the most influential people working in creativity in South Africa, and we hope that you can benefit from and

engage with the international perspectives that we bring to bear on contemporary debates in creative working.

Alongside our other partners in the Department of Arts and Culture, we're proud to be delivering the UK-SA Seasons 2014 and 2015, which is the largest programme of cultural activity between our countries ever attempted. This conference is an important contribution to the intellectual and practical outcomes of both the Season and our ongoing international relationship. Ultimately the lasting outcomes of this conversation depend on you. Work hard, listen well, engage and enjoy.

MESSAGE FROM THE CONTENT DIRECTOR

LEVINIA JONES

Head of Arts, British Council South Africa

I am excited for this conference, but I am even more elated at what has been discovered throughout the curation of this conversation. Something many of us have believed but which has been undoubtedly verified: Creative South Africa, creative Africa, creative people have entered a new phase and are on fire! This conference speaks to that energy, and it reflects the culture of change and innovation taking place in the sector: the drive to be more entrepreneurial in the way it perceives itself, to include itself as part of a greater whole, push quality and excellence and to understand the benefit of cross sector engagement, practice and play. A sector that is owning its potential and demanding the respect it deserves at all levels of engagement.

These are not new concepts, however the way our artists, enablers, creatives and makers are utilising digital, social and alternate opportunities has placed what we do and who we do it with firmly on the global map, and it is in demand! This is an accumulative effort and builds on the excellent work many individuals, organisations, communities and companies have been discussing and doing over years of dialogue and practice.

Together with the content team and close engagement with the creative environment we have built a new structure for participation in the conference, opening the opportunity to talk and listen across platforms, online and in the different Cluster sessions. Imagine, Hear, Own, Learn and See It are not only the titles of the sessions but ways we can consume the content. We have done all we can to seek out some of the best and most engaging creatives to share their stories and processes with you.

Collaboration, shared knowledge, new partnerships and listening is the backbone to this conference, with a healthy and exuberant dose of the younger and riskier new-kids-on-the-block as well as the wisdom and experience of those who have forged the way. But most exciting are the possibilities and potential the SA sector has in defining what it wants to be and how it wants to operate. The time is now.

Thank you to all who contributed to an inclusive and alternate dialogue: the content team for guidance and trust, the partners (ACT, UJ Arts & Culture and British Council Connect ZA) for vision and each bringing their strengths, the creative industry for pushing and demanding change, and you the individual who wants to connect.

I invite you to listen, to share (online and offline) to be bold in your openness to discovering something new.

Be excited.



1



2



3



6



4



7



5



8

1. **Levinia Jones** (British Council)
2. **Grace Meadows** (UJ Arts & Culture)
3. **Caroline Smart** (ACT Trustee)
4. **Lonwabo Mavuso** (BASA)
5. **Melissa Goba** (ACT Trustee)
6. **Molemo Moiloa** (VANSA)
7. **Themis Venturas** (ACT Trustee)
8. **Trish Downing** (ACT Trustee)

THE CONTENT TEAM

PARTNERS



The Arts & Culture Trust (ACT) is South Africa's premier independent arts funding and development agency. The primary aim of ACT is to increase the amount of funding available for arts and culture initiatives, and to apply these funds to innovative, sustainable projects that make a meaningful contribution to society. Through structured funding programmes, ACT provides support for all expressions of arts and culture, including literature, music, visual art, theatre and dance, and the support extends to festivals, community arts initiatives, arts management, arts education and arts administration. Follow ACT on Twitter [@actorgza](https://twitter.com/actorgza) or like us on Facebook, [Arts & Culture Trust \(ACT\)](https://www.facebook.com/Arts%20%26%20Culture%20Trust).



UJ Arts & Culture (Advancement) produces and presents world-class student and professional arts programmes aligned to the UJ vision of an international university of choice, anchored in Africa, dynamically shaping the future. A robust range of arts platforms are offered on all four UJ campuses for students, staff, alumni and the general public to experience and engage with emerging and established Pan-African and international artists drawn from the full spectrum of the arts. For regular updates follow [@UJArtsCentre](https://twitter.com/UJArtsCentre) on Twitter or visit www.uj.ac.za/arts.



British Council Connect ZA is a major series of cultural exchanges between the UK and South Africa. The programme supports cultural connections between young people aged 18-35 with series of arts projects; and uses digital platforms to build creative networks through live music, film, visual art and design, literature and skills development. British Council Connect ZA aims to reach new and diverse audiences for the arts and stimulate innovation, forging new collaborations with organisations and individuals on both continents.



The SAMRO Foundation (NPC) is the Corporate Social Investment arm of SAMRO. The Aims and Objectives of the SAMRO Foundation include the promotion of the national arts through sponsorships of various kinds, encouraging excellence in the arts through education, facilitating economic participation in the creative economy, influencing cultural and arts policy by means of research and advocacy, and promoting living cultural heritage. The SAMRO Foundation's three focus areas are: Music Education, Music Industry Support through the Stakeholder Hub and the administration of the SAMRO Music Archive. Concerts SA is a joint SA/Norwegian live music development project housed under the auspices of the Stakeholder Hub. For more information, please visit www.samrofoundation.org.za and www.concertssa.co.za.



arts & culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA

Department of Arts and Culture work to enhance job creation by preserving, protecting and developing arts, culture and heritage to sustain our democracy and build our nation. We are a thriving arts, culture and heritage sector contributing to sustainable economic development, leveraging on partnerships for a socially cohesive nation. The theme of this year's conference, "Creatives Make It Happen", considers an entrepreneurial approach to the creative industries, aiming to provide a platform for developing and inspiring the creative community towards embracing innovation and the pursuit of opportunities. The objectives of the MGE strategy include job creation, audience and market development and human capital development; resulting in a perfect alignment of goals.

SA-UK
seasons ²⁰¹⁴/₂₀₁₅

SA-UK Seasons 2014 & 2015 in March 2014, the South African Department of Arts and Culture and the British High Commission to South Africa, on behalf of the British Council, launched the SA-UK Seasons 2014 & 2015, a collaboration that will see the two countries engage in creative programmes as a channel to further strengthen cultural relations between the two nations.

BUSINESS AND ARTS SOUTH AFRICA

Business and Arts South Africa (NPC) is an internationally recognised South African development agency with a suite of integrated programmes. Business and Arts South Africa (NPC) encourages mutually beneficial partnerships between business and the arts, contributing to corporate success and securing the future development of the arts industry in South Africa. Business and Arts South Africa (NPC) was founded in 1997 as a joint initiative of the Department of Arts and Culture and the business sector as a public/private partnership. Business and Arts South Africa (NPC) is proud to be celebrating 20 years of freedom.



The Nedbank Arts Affinity is a proud supporter of the Arts & Culture Trust (ACT). Since the inception of ACT in 1994, Nedbank has raised and distributed nearly R15 million through our Arts Affinity Programme, in support of more than 800 South African arts, culture and heritage development projects, at no cost to our clients. To open a Nedbank Arts Affinity account please visit any Nedbank branch or call 0860 DO GOOD (36 4663). Visit www.nedbankarts.co.za more information.



Pro Helvetia Johannesburg is one of five international nodes of the Swiss Arts Council. Located in the creative hub of Johannesburg, it is set up with the characteristics of a mobile office to cover the whole of Southern Africa. Pro Helvetia facilitates exchange and collaboration between artists, projects and organisations in Southern Africa and Switzerland, through residencies and collaborative projects between the two contexts. Through an agreement with the SADC regional office of the Swiss Agency for Development and Cooperation (SDC), we also support transnational collaboration, mobility of artists and work, and network development within the SADC region.



The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders. This project is supported by the Delegation of the European Union in South Africa.

The logo for Classicfeel Magazine features the word "classic" in a large, black, serif font. Above the "i" in "classic" is the tagline "ARTS CULTURE LIFESTYLE" in a smaller, all-caps, sans-serif font. Below "classic" is the word "feel" in a black, cursive script font.

Classicfeel Magazine is an award-winning monthly arts and culture magazine that brings the best in classical and jazz music, dance, visual arts, film and theatre, as well as food and travel, to its readers. The magazine is dedicated to promoting arts and culture in South Africa. Classicfeel Magazine has garnered many prestigious awards, including the Arts & Culture Trust (ACT) Awards, as well as SAPPI PICA Award for excellence in publishing and the coveted BASA (Business and Arts in South Africa) Award.



UJFM 95.4 is a progressive community radio station that offers keen radio heads a platform to develop their passion for the industry. Our on-air "STATIONALITY" is edgy with an urban contemporary feel and we pride ourselves in tackling topical issues affecting the youth. THE youngest on-air student broadcaster in South Africa, UJFM 95.4 BEATS PER MINUTE; remains one of the most popular campus radio stations in Johannesburg with content by the student for the student.

PRESENTERS



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📌 Sibs Shongwe-La Mer



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Sizwe Moloko

Manager

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Joe Public 12130



MAKING
20 YEARS OF EXPRESSION
HAPPEN

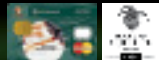
Join the Nedbank Arts Affinity to support the development of the arts, at no cost to you.

Thanks to our Arts Affinity members over the past 20 years, the Nedbank Arts Affinity Programme has donated almost R15 million in support of more than 800 arts, culture and heritage development projects countrywide. As we celebrate this milestone, we invite you who appreciate the arts to open an Arts Affinity account and use it to create more opportunities for talented young artists. As you use your Arts Affinity current, savings, investment or credit card account, Nedbank will donate to the Arts & Culture Trust, at no cost to you.



Visit any Nedbank branch, call us on 0860 DO GOOD (36 4663) or go to nedbankarts.co.za.

nedbankarts.co.za



A Member of the OLD MUTUAL Group

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HELLO

MY NAME IS

AND I MAKE IT HAPPEN BY...



Network: **Creatives** #password: **makeithappen**

WIFI

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