



Business & Arts Case Studies

Introduction

Thank you for downloading this document,

As part of our Creative Futures programme, with the support of Business & Arts South Africa (BASA) we held a series of meetings where where guest speakers from Ethiopia, South Africa and Ghana where able to show us how they successfully engage with Arts and below you will find 8 case studies. The purpose of this document is simple, it is to provide you with ideas of exist models out there to help you reflect, even modify and replicate to work for you in your context.

Kind regards
Creative Futures & BASA Teams



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Case Study 1: Guramayne Art Center is located in the heart of Piassa and was established in 2014 by Lecturer and Curator Mifta Zeleke. Over and above arts exhibition the centre runs, Guramayne provides curatorial services, commissioned projects management, art competitions, large format exhibitions, catalogue publishing as well as a variety of art programmes and discussions.

In 2017 Mifta was commissioned by the Commercial Bank of Ethiopia (CBE) to curate the arts and project manage the installations for their newly built Zagwe Building in Lideta and Geda Building in Merkato area where the bank's upper management and customer services service are based from. The project involved 43 Ethiopian visual artists, painters, mosaic artists, wall artists, sculptors, photographers, stained glass artists etc.... The art pieces have been incorporated into the main entrances, the office spaces, lobbies and customer service areas. Both projects were inaugurated in December of 2017 to the utmost appreciation and satisfaction of the CBE.

By commissioning such a project, CBE was able to create an inspiring and uplifting work environment for its staff and provide a pleasant customer service experience while offering opportunity for the Ethiopia's image sector to showcase.

Case Study 2: Oando PLC is one of Nigeria's leading indigenous Oil and Gas Company. The recession which has been affecting oil dependent countries has become a reminder for these economies to look into alternatives income streams. The creative sector significantly contributes to foreign exchange earnings of many countries in Africa, such as South Africa, Kenya, Morocco and Tanzania. In the case of Nigeria, the creative sector contributes only less than 1.5% to the Gross Domestic Product (GDP).



Seeing this as an opportunity, Oando took the initiative to participate and contribute to the Lagos Photo Festival. And thus in 2017 Oando partnered with the African Artists' Foundation (AAF) to promote African art and encourage socio-economic diversification and launched the month long Lagos Photo Festival. The Festival held its grand opening at Oando's state of the art head office and across various other indoor and outdoor locations. The grand opening included a well-curated selection of over 31 of the most talented African photographers and engaged the public with intricate stories of Africa through exhibitions, workshops, artist presentations, discussions and large scale outdoor prints displayed throughout Lagos.

By supporting the image sector in this way and providing showcasing spaces for artists at its headquarters, Oando has been able to contribute to the culture and arts sector, while favourably positioning itself as a socially responsible organisation (Corporate Social Responsibility).





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Case Study 3: Kuriftu Resorts & Spa (Boston Partners group)

Kuriftu Resorts & Spa was founded by Tadiwos G. Belete, are luxury accommodations located throughout Ethiopia including Bishoftu, Bahir Dar, Adama, Langano and Semera. The interiors of Kuriftu Resorts & Spa are adorned with locally produced artwork where each guest room is designed to feature an average of four art pieces; elements ranging from carpets and ceilings to furniture and fixtures, all designed and made locally. Boston Partners group is currently extending Kuriftu Resort & Spa operations beyond Ethiopia to Djibouti, Moucha Island. The 54 villas at this site will showcase art from Ethiopia and other parts of the continent.

Additionally, the Kuriftu Ethiopia Cultural Village, an expansion near Kuriftu Resort & Spa Bishoftu, features shops showcasing locally produced handicraft and fashion where visitors will get the chance to see a range of artists and artisans engaged in their craft. Under the name 'Alabalash' the Cultural Village will house the work of 20 Fashion Designers was officially launched on Wednesday 24th January 2018.

The Boston Partners' purpose for engaging with the creative sector is to provide superior user experience to their customers whilst setting themselves apart from their competition and by default they expose Ethiopian art and artists on the local and international market.



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Case Study 4: Nando's is a popular chicken franchise founded in 1987 in South Africa with 1,000 plus outlets globally.

Apart from serving chicken, Nando's additionally leads the Nando's Worldwide Art Project. The project invites artists from local communities to interpret Nando's in their chosen local art form. The artist is then profiled along with their art and the restaurant wall is transformed into a gallery showcasing their work and setting them apart from all other well-known fast-food restaurant globally. The art installation within the stores forms part of the design of the space, adding to the uniqueness of each restaurant.

Additionally, by consistently purchasing South African Nando's aim to stimulate the industry and economy. Nando's South African art collection

amounts roughly to \$15 million and they strongly argue that it is going to be worth a lot of money. They also acknowledge the intrinsic value that their collection possesses.

Moreover, they not only use arts to draw in customers but it is absolutely central to their internal brand. Central Kitchen, the organisation's headquarters is a testament to their commitment to the arts and provides an inspiring and uplifting working environment for their employees.





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Case Study 5: “Hub of Africa Fashion Week” (HAFW) is an annual event held in Addis Ababa, providing exposure to seasoned and upcoming African designers and the African fashion industry as a whole. Founded by Mahlet Teklemariam in 2008 under the parent company “Clairvoyant Marketing Agency”, the company serves businesses and the community in various areas including public relations, event planning, marketing and more.

To date, this annual event has caught the attention of international organisations as well as news outlets such as Vogue Italia, African Development Bank, UNIDO, BBC etc... Moreover, this event has proved to be a great platform to connect the designers from Ethiopia and other part of Africa with buyers from the various parts of the globe.

Beyond the annual fashion show where designers showcase their collections, by partnering with other organisations HAFW also holds a series of side sessions and conversations where Fashion Designers can learn, share, connect, explore and further showcasing opportunities.

Mahlet continues to work towards creating a forum and opportunity for the African fashion industry to grow and enter the market scene at a higher level internationally.

Case Study 6: Elikem Nutifafa Kuenyehia is the chairperson of Edward Nathan Sonnenberg Africa, one of Africa’s largest law firms based in Ghana. He specialises in a number of areas of law, including banking and corporate finance, employment, mergers & acquisitions and more.

Elikem is the founder of the Kuenyehia Prize and the Kuenyehia Trust for Contemporary Art, a private not-for-profit trust that seeks to make a contribution to Ghana’s art ecosystem by inspiring Ghanaian artists to continue to pursue their dreams with passion and excellence, both locally and internationally. The aim of the Kuenyehia Prize is to identify, reward, and help develop Ghana’s outstanding artists by providing mentoring, personal development and business coaching to develop the artists and their practice.

From the corporate side Edward Nathan Sonnenberg Africa has supported Elikem’s vision by providing artists the space to hold showcasing events, further introduce the artist to a new network and expand their reach to potential buyers or supporters.



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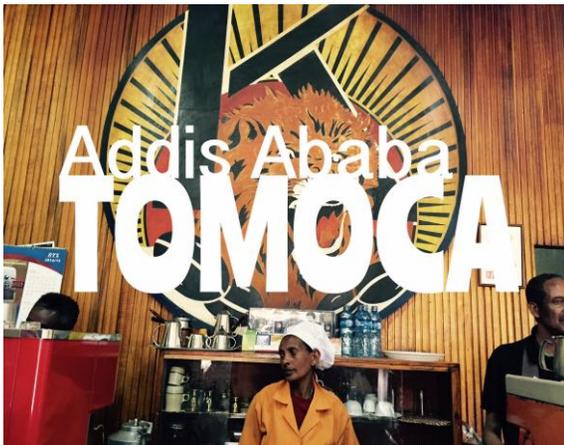


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Case Study 7: What's Out Omnimedia is a media group based in Addis Ababa that develops content for radio, TV and newspapers to help promote the arts in Ethiopia. It was founded by Yasser Bagersh who is also behind some of Addis Ababa's well-known establishments including Lime Tree, Serenade Restaurant as well as Cactus Communications.

Additionally, Yasser regularly organises art events to promote the visual arts sector in Ethiopia such as the big art sales annually and private artists' studio viewings, which takes interested individuals to see artists within their own working creative spaces thus connecting these artists with new audiences. Moreover, Yasser and his team also sourced and curated the arts in Zemen Bank's Bole and Cazachin branches. Once the design was finished in the Bole branch, Zemen bank saw an increase in the number of new business bank accounts that were opened there.

As avid collector of Contemporary Ethiopian art Yasser has amassed an impressive collection some pieces are showcased in the Cactus Communications headquarters. Finally, What's Out Addis a monthly free arts focused magazine provide the much needed platform for the sector to showcase and share information with a wider audience in the capital city.



Case Study 8: Tomoca Coffee is a family owned and run coffee roaster and coffee shops established in 1935. The company's first shop in Piassa is regarded as an important landmark and a place to visit for both locals and international tourists. In the past few years, Tomoca coffee shops have been springing up bringing its unique coffee drinking experience to a wider audience including a branch in Tokyo, Japan.

As an organisation, Tomoca is regarded as one of the most valuable contributors to Addis Ababa's art scene. The organisation supports the Ethiopia's image sector by offering free showcasing spaces of artworks at their Old Airport coffee shop and gallery, sponsoring various arts events, as well as providing free printing services to artists.



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Case Study 9: Flanagan and Gerard, property developers, contracted the exhibition specialists' group 'The Coloured Cube' to install artworks throughout their mall located in the city of Ekurhuleni, South Africa. Instead of producing the artworks internally, the group proposed the idea of commissioning local Ekurhuleni artists to undertake the work which would in turn highlight the skills and talents of local artists as well as providing them a platform for exposure and a means of income. The mall now has 55 artworks installed for the public to enjoy.

This partnership formed a win/win situation where this new development connected with the community and offered them an opportunity to get involved, creating great media and PR for

them - whilst the arts community got a platform to present and receive pay for their work. It was businesses paying for the skills of artists - a very exciting move away from the pure sponsorship model.

All parties came out of this project having benefited. The property developers got excellent PR and Marketing as well as word-of-mouth exposure. The Coloured Cube received payments for managing the whole project and the artists were paid for their work. The general public got the opportunity to see the talent of Ekurhuleni within their mall, taking art out of traditional spaces and allowing a larger sector within society to experience it.