

2010 FINE *art.*



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“2010 African Fine Art Collection”

Exhibition venue: Kizo Art Gallery, Gateway (Upstairs Gallery)

Exhibition launch date: 2 July 2009 at 6:30p.m.

Exhibition closes: 2 August 2009

Exhibiting Artists Names: Keith Calder, Clint Strydom, Gavin Rain, Taju, Welcome Danca and Bheki Khambule.

The Kizo Art Gallery, in Gateway Umhlanga, will host the official KwaZulu Natal launch of the 2010 African Fine Art Collection opening to the public on 3 July, featuring the first artworks to have been approved for inclusion in the 2010 African Fine Art Collection.

The exhibition at Kizo will include Keith Calder's series of 11 exceptional bronzes entitled **Footballers**; Clint Strydom's series of powerful black and white photographs which successfully capture and document the passion for soccer that exists in rural South African communities entitled **The Real Heroes**; Gavin Rain has produced some amazing works of neo-pointillism with images hidden within other images; Welcome Danca's rich portraits of soccer in the streets; Bheki Khambule's paintings of the host stadiums and works by Kenyan artist Taju will be showcased.

Kenyan Josiah Waiguru Gitau, better known as the artist Taju, had this to say about the project: “It's a really big opportunity for African artists like myself – and it's a really great thing that this company has found a way to use the World Cup to benefit African art. For years we have heard how massive an opportunity the World Cup will be not just for South Africa but for all of Africa – we are really happy to be part of a project that is making that a reality.”

All of these works have been inspired by South Africa's hosting of the 2010 FIFA World Cup™ and they have all been recognised as Official Licensed Products of the 2010 FIFA World Cup™.

“It was Waldyr Pereira, the Brazilian midfielder better known as Didi, who first coined the term ‘Football – the Beautiful Game’. The launch of 2010 Fine Art breathes new life into that description,” said Rob Spaul, General Manager of 2010 Fine Art, speaking at the official South African launch of the 2010 Fine Art Collections in Cape Town.

“In its 80 year history the FIFA World Cup™ has evolved into so much more than simply the most-watched sporting event on Earth,” said Spaul, “It has become a global symbol of excellence, bridging divides and uniting people around the world in a shared passion for the event. In 2010 it becomes even greater – with the first African FIFA World Cup™. To celebrate the world returning to Africa we are launching 2010 Fine Art – one of the largest and most ambitious international art collaborations in history.”

2010 Fine Art is a South African company that has acquired from the Global Brands Group, FIFA’s Master Licensee, a global license to produce and distribute fine art related to the 2010 FIFA World Cup™. “Fine art on this scale has never before been licensed for a FIFA World Cup™”, said Craig Mark, Managing Director of 2010 Fine Art. “As South Africans we are extremely proud that 2010, our FIFA World Cup™, will break this new ground. 2010 Fine Art will uplift, inspire and unite, creating new platforms to bring the world to Africa and take Africa to the world through art.”

The 2010 African Fine Art Collection will be extended to include more artists and aggressively promoted both locally and internationally in the run up to and during the 2010 FIFA World Cup™. For more information contact Nathi on 031 566 4322 or nathig@kizo.co.za or see www.kizo.co.za.

Artists who are interested in finding out more about the collection and their possible inclusion are invited to attend the exhibition or to contact Yvette Dunn on Yvette@2010fineart.com.

Ends

Not for publication:

For more information:

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