

Just

do

it!

***Creative
Strategies
of Survival**

Support the community!
Get your cigarette, sweets & soft drink at a local Spaza Shop!

Just do it! Creative strategies of survival

curated by:
Katharina Rohde

Opening on Saturday, February 4, 2012 at 12pm on 13th Avenue in Alexandra.

Alexandra Township
Johannesburg, South Africa

Featuring works by artists including:

Sipho Charles Gwala
Keabetswe Mokwena & Reatile Mokwena
Claire Rousell
Buhlebezwe Siwani

Exhibition on view February 4 - March 3, 2012, in Alexandra, Johannesburg.

The exhibition *Just do it! Creative strategies of Survival* shows site-specific interventions that deal with the phenomena of local small scale enterprises like Spaza shops, highlighting the challenges, struggles & opportunities that come with informal entrepreneurship. Five emerging South African Artists have been engaging with Spaza Shops in Alexandra in order to learn more about this small scale entrepreneurship. Investigating daily activities, marketing strategies, social interaction & alternative business models the artists in collaboration with shop owners, customers & the greater community have developed creative outcomes for the show.

Art works will be presented in & around the participating Spaza Shops! Bring any item you don't need anymore & would like to exchange for something else at the *Bansela Free Shop!*

For the fourth year, apexart's Franchise will present exhibitions somewhere else. Through an open call, two exhibitions were selected by a jury, and apexart will provide financing, advice, and an accompanying brochure to the two winners. The first exhibition, Just do it!, will be presented in South Africa this February, and the second winner, Flesh and Concrete, will be presented in Mexico this spring.

2012 apexart Franchise winner:
Katharina Rohde, architect/ artist/ activist from Berlin, Germany. www.katharina-rohde.com

Bring sun protection for the opening!!!

Special thanks to the community of 13th Av. in Alexandra, Puleng Plessie, the jozi art:lab & the SAPS Alexandra.