



The project is situated in Phalaborwa, Limpopo Province, South Africa. The discovery of a unique pattern own to the Phalaborwa area and the need for localised employment opportunities, lead to the establishment of the project in 1999.

ACHIEVEMENTS TO DATE INCLUDE:

- Recognised by Professor Peter Rich of the University of the Witwatersrand as being beautiful and special, **“You are doing what others are still dreaming about”** in 2001.
- Part of the **Art and Craft Heritage Exhibition of Northern Province** – *“we are people because of people”* at the Pietersburg Museum (2001/2).
- Sold out at the **Ubuntu Village Craft exhibition** (World Summit on Sustainable Development, August 2002).
- 25 pots handed out by **State President Mr. Thabo Mbeki** to dignitaries from all over the world (Fancourt George, August 2002).
- Use of wash hand basins in prestigious **Hans Merensky Golf Estate** development is seen as a major breakthrough into commercial markets (January 2003).
- Described as **“the most beautiful pots in the world”**, Myrta Sousa Poza – Phalaborwa Foundation (2003).
- Commission by the South African SPORTS Commission to design and supply new **Floating trophy for the annual Indigenous Games Festival** (August 2003).
- Selected to participate in the CSIR (Council for Scientific and Industrial Research) stall at the **Limpopo International Investment Conference** in Polokwane from 26th to 29th August 2003.
- Part of the Department of Trade and Industry sponsored exhibition at the **Fukuoka International Trade Fair in Japan** from 8th September to 21st September 2003.
- A pot is included in the design of a commemorative stamp issued to celebrate 10 years of diplomatic relations between South Africa and India - copy of which handed to the **Indian Prime Minister by South African State President Thabo Mbeki** (October 2003).
- At viewing opportunity with Australian Buying delegation, all large pots immediately bought at full price. **Import Africa – Brisbane Australia**. This buying group plans to buy art and craft to the value of R30m from Africa this year (March 2004).

MISSION STATEMENT

- To contribute to community development by developing 50 jobs within the next 5 years.
- Empower disadvantaged people through self-employment.
- Manufacturing local art and craft in Phalaborwa and surrounds, local in character
- To re-interpret and apply unique art elements selected from our rich cultural heritage.
- Develop awareness and appreciation of cultural heritage

THE TEAM – “34 YEARS EXPERIENCE”

TOM JOUBERT *31ST DECEMBER 1944

Experience include

- A successful career in general business management
- Varied involvements in small businesses
- Designing, patenting and marketing consumer products
- Experience in consumer products and Building Industry
- Varied involvements in community projects

Latest projects include

BED IN THE BUSH

A registered trademark and logo. By converting old cattle farm structures, three new holiday destinations for Phalaborwa – The Main House, Owl House and Bush Camp with a unique African character were created. Most of the work was carried out by local unskilled labour, trained on the job – all leaving with newly acquired skills. Set in a nature reserve outside Phalaborwa, tourists from across the globe have become ardent marketers and visitors of this sought after venue, for conferences, weddings and holiday making.

AKANANI CARE CENTER

Leading a process to establish organised community caring for children with problems. The centre originally opened as a shelter for street children but soon became a permanent home for a number of children, causing a shift in the services provided.

AFRIKANIA

Training and experience in pottery started in 1996 from where Afrikania, a job creation project originated in 1999. Recognised by some as a leading project in the use of heritage elements from art, culture and history – *“You are doing what others are still dreaming about”* (Prof. Peter Rich of Witwatersrand University).

SANNIE MHLONGO *8TH AUGUST 1955

Achievements and experience include

- Excellent experienced potter for the past 25 years.
- Wheelwork comparable to the best in hand crafted pottery.
- Selected by Foskor Development Trust in Phalaborwa as trainer for Pottery Training Programs.
- Can produce a wide variety of work including Dinner services, Teapots, Mugs and traditional pots in various sizes, (including hand-crafted work) on time, of accurate dimensions/specifications and of a highly acceptable standard and quality.

JOHN PUDIKABEKWA *6TH JULY 1956 & SHADRACK MALEPE *14TH FEB 1968

Achievements and experience include

- Entered for basic training course in pottery at Foskor Development Trust 1998.
- Trained at AFRIKANIA and now competent to manufacture and decorate items in the unique Phalaborwa Pattern.
- Undergoing continued development at AFRIKANIA.
- Both gentlemen have arrived “by accident” on the farm where they are now producing the product, proving that the technology is easily transferred to new incumbents.
- Product range of high standard mold making, hand wash basins, traditional pots in various sizes, decorating individual decorative pieces, lamp bases, a variety of individually hand crafted pieces, including large pots and sculptures.

AFRIKANIA

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