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ARTS AND CULTURE

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Reference :
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To Whom It May Concern

REFERENCE – MR. LEONARD SHAPIRO

I confirm that Leonard Shapiro worked on contract for the Northern Cape Arts & Culture Council, a statutory body under the auspices of this department, and has been under my supervision since mid-2002. His position was 'Craft Development Specialist' in our Upington office with responsibility for several craft projects in the Siyanda and Kgalagadi Districts. His duties concentrated on the use of poverty alleviation funds to create jobs through development of marketable products and implementation of the provincial crafts development strategy.

Leonard brought to this work an overwhelming enthusiasm and boundless ideas that he passed on to and used to inspire and motivate the crafters with whom he worked. He has been an excellent mentor particularly through studiously avoiding situations of dependency by from an early stage of interaction creating a climate of self-reliance and inducing a strong sense of the business side of the industry. He enjoys passing on business skills and in so doing ensures that crafters can be both independent and benefit economically from their artistic ability. He also has a keen sense of what the market wants and how craft production can accommodate current fashion and taste whilst remaining true to the traditions from which it springs.

We are extremely sorry to lose the passion and skill that Leonard brought to our projects and unreservedly recommend him to anyone wishing to develop craft programmes, whether around issues of product development, marketing initiatives, business skills, planning of projects, or generally the creation of new jobs through the crafts industry.

Yours faithfully

ANDREW HALL
Director



In service of communities against HIV/AIDS

