

LEONARD SHAPIRO: VISION AND OBJECTIVES

To support government and other initiatives for economic growth and development in the craft sector through my work as a product developer and crafts business developer.

To work as a product developer and business developer with historically disadvantaged individuals and communities in the South African craft sector and facilitate their contribution to the development of well designed, market relevant craft products.

To identify local and global opportunities and extend the frontiers for South African craft and design through liaison with local and international forums. This would entail designing appropriate projects as well as working within existing promotional and marketing frameworks.

To make craft and design more accessible by contributing my knowledge of project design, product development and project management. In addition, linking appropriate sponsors through offering innovative branding opportunities. An understanding of corporate branding requirements enables me to design a mutually beneficial link to a creative project, without compromising the integrity of the brand or the project.

Writing and journalistic skills play an important and influential role, notably in project promotion, public relations and fund raising. In addition, journalism about craft and design serves to inform and broaden awareness in the public audience.

PROJECT EXPERIENCE

July 2009

- Orchestrated art workshop for vulnerable children in Gugulethu, with Italian artist Andrea Mariconti. Artworks of children and Mariconti exhibited together at art gallery in Cape Town.

April 2009

- Curated South African designers and artists for Misael exhibition at Milan Furniture and Design Fair 2009, including national artist, Walter Oltmann.

February 2009

- Contracted by Cape Craft and Design Institute (CCDI) to conduct a series of creativity workshops for crafters.

January 2009

- Curated 48 square meter stand at Design Indaba showcasing South African design for Italian design company, Misael. The aim was to blur the boundaries between art, craft and design.

October 2008

- Select South Africa designers and artwork for Misael's design shop in Milan and attend opening. Hosted South African Consul

General and Economic Consul at the opening.

August 2008

- Designed and developed bronze trophies for Amarula awards ceremony for 10 best health spas in Africa.

August 2008

- Awarded tender by Cape Craft and Design Institute (CCDI) for 18 month mentorship of crafter in Western Cape. Mentoring in product development and business skills to facilitate the development of a sustainable craft enterprise.

July 2008

- Contracted by the Cape Craft and Design Institute (CCDI) to facilitate MAPPP-Seta learnership for Winterschool participants. Training given in NQF2 Module: “Interpret client specifications for production of craft product”.

May 2008

- Contracted by Aid-to-Artisans (ATA) to conduct product development workshops with 3 crafts groups in Eastern Cape. Products to be exhibited at Decorex and Design Indaba.

January 2008

- Contracted by Italian design company, “Misael” to curate and coordinate logistics for South African artists and designers for exhibition at Milan Furniture and Design Fair 2008, Italy. Hosted South African Consul General and Economic Consul.

December 2007

- Invited to participate in Thupelo Workshop held at the Frank Joubert Art School. Created a series of self-portrait etchings.

February 2007

- Contracted by Conservation International (CI) to develop a craft project in Kharkams, Northern Cape for historically disadvantaged individuals. Craft project established around the production of Memory Sticks made from alien vegetation.

March 2006- July 2007

- Contracted as General Manager for Community Creations, a project of Ikamva Labantu www.ikamva.com Community Creations employs people with disabilities who produce soft toys

and black dolls including a Mandela Doll.

October 2004-December 2005

- Five day product development workshop and business skills training in Warrenton, Northern Cape with 25 crafters.
- Product Development and business skills intervention for Council for Scientific and Industrial Research (CSIR) Qaka Mud Car Project, Port St Johns, Transkei.
- Commissioned by CSIR to develop packaging for Mud Car Project in Port St Johns, Transkei.
- Conceptualised and managed embroidered wall hanging commission for Constitutional Court of South Africa. This commission was sponsored by the Department of Environmental Affairs and Tourism (DEAT) and presented as a gift to the Constitutional Court of South Africa. The project involved 18 South African embroiderers. Eighteen hand crafted wall hangings were produced each measuring 2 meters x 1,5 meters. Official handover by DEAT National Minister, Martinus van Seckalkwyk.
- Test marketing of ceramic craft products for Council for Scientific and Industrial Research (CSIR).
- Assisted Human Sciences Research Council (HSRC) on national research project viz National Craft Audit.

May 2002 – October 2004

- Appointed Crafts Development Specialist for Northern Cape Arts and Culture Council (NCACC), a statutory body of Department of Sport, Arts and Culture. Funding through Department of Arts and Culture (DAC) from National Poverty Alleviation funds. Focus on product development, business skills training, marketing, trade shows. Worked closely with rural crafters. Managed budgets.
- Development of market relevant craft products based on local existing skills and materials.
- Participated in World Summit for Sustainable Development (WSSD) Craft Imbizo.
- Secured funding from Department of Arts and Culture (DAC) for 2 students to attend art school in Cape Town for full time studies.

- Formed links with various non-governmental participants in developing crafts (e.g. Kumba Resources).
- Developed website for NCACC. See www.kalaharicrafts.co.za
- Continue as sub-editor and articles writer for *South African Art News* magazine.
- Writing of articles for national newspapers and magazines reflecting ongoing positive work of DAC, DEAT, Department of Trade and Industry (DTI) and NCACC re craft development.
- Contributed articles for *Craft News* (Craft Council of South Africa).
- Represented N.Cape crafts at South African pavilion at *Chicago Home and Gift Fair*, Illinois (DTI initiative).
- Represented N.Cape crafts at *Ludwig Beck In-Store Promotion*, Munich, Germany (DTI initiative).
- Designed and managed production of *Premier's Service Excellence Awards* trophies.
- Managed embroidered wall hanging for Department of Environmental Affairs and Tourism (DEAT) which was presented as a gift to the Speaker of Parliament by Minister Valli Moosa.
- Assisted *createsa* and *Ruteke* with learnership roll-out in N.Cape
- Present four day product development workshop to 60 crafters in Free State. Invited by Free State Department of Sport, Arts and Culture.
- Developed Community Craft Centre in Upington for manufacture and sale of local crafts.

April 1999 – April 2002

- Sub-editor and articles writer for *South African Art News* magazine.
- Continue writing art reviews for Cape Times
- Assisting with curation of exhibition for British photographer, Jennifer Gough-Cooper at Knysna Fine Art.
- Coordinator in South Africa for *Holland South Africa Line*, art exchange project, under auspices of Stichting AKKA in Amsterdam, The Netherlands. Total duration of project was 18 months. Worked in Amsterdam for 2 months as project coordinator.
- Promoted *Ulwazi Pottery Project* for cerebral palsied. Created product

awareness and broadened market through ceramic exhibitions and media exposure.

- Promoted *Streets Community Development*, place of safety for children and youth living on the streets. Media exposure followed by design of art project and securing donation of art materials.
- Promoted *We-Shop Employment Project* for physically challenged and partially sighted people. Provided product development training via a series of formal and informal lectures and matched product to appropriate outlets and ceramic exhibitions. Provided media visibility via article in Cape Times.
- Promoted wirework of reformed prisoner, Isaak Roules, through media exposure and marketing of his wire work.

June 1997 - February 1999

- Wrote editorial and edited volumes I, II & III, *A Directory of Southern African Contemporary Art Practices*, by Jean Campbell.
- Contract to set up specialist room housing original fine art prints, at Joao Ferreira Fine Art gallery. Involved cataloguing, conservation, inviting contributions from printmakers, educating visitors to gallery.
- Identified and curated exhibition of *Khuthele Reformatory School* artwork. Opened by Mongane Wally Serote, invited speaker.
- Friday night guest as art reviewer on Cape Talk Radio.
- Art reviewer for The Cape Times (local newspaper) for 4 years (1998-2002). Also wrote for Business Day on art and craft.
- Promotional product design and production for *South African National Gallery Shop*, *South African Museum Shop* and *District Six Museum*.

February 1995 – December 1997

- Customised design of point of sale items as well as mass production of promotional products for Seagram SA and Gilbeys. Worked extensively on below the line launch of *Absolut Vodka* in South Africa.
- Accessories design and product research for tourist clothing manufacturer, Bruce Gordon.

1991 – 1993

- Designed and manufactured resin light.
- Developed and patented painting technique on glass.
- Development of metal furniture to support glass tops, distributed in

retail outlets.

- Designed and produced cement wall plaques aimed at tourist market.
- Working relationship with master printmaker, Stephen Inngs, at University of Cape Town art school.
- Cape Town City Council mural painting project. Secured Council support, designed and managed 27 meter mural painting at indoor swimming baths.
- Art teaching. Taught printmaking at University of Cape Town and Barbara Pitt Art College.

EDUCATION

- **2001** South African Colledge of Applied Psychology. Basic Counselling Skills A.
- **2001** South African Colledge of Applied Psychology. Interpersonal Skills.
- **1988-1991** Michaelis School of Fine Art, University of Cape Town. Lithographic Printmaking I, II, III, IV; Drawing I, II, III; Sculpture I, II, III; Painting I, II.
- **1984** Psychosynthesis and Education Course, London.
- **1978-1980** Batchelor of Social Science Degree, University of Cape Town. Psychology I, II, III; Sociology I, II, III; Philosophy I; Political Science I; Religious Studies I.
- **1977** Matriculated at Herzlia High School, Cape Town.

INTERESTS

Appreciate and enjoy all forms of visual creativity.
Enjoy meeting people, networking and building business relationships.
Enjoy cooking.
Swim for exercise.

PERSONAL DETAILS

Name: Leonard Steven Shapiro
Contact Number: 082 553 0824 International: +27 82 553 0824
e-mail: leonard@craftsouthafrica.co.za
Residence: Cape Town, South Africa
Sex: Male
Date of Birth: 15 February 1960
ID Number: 6002155141088
Languages spoken: English, Afrikaans
Nationality: South African.
Drivers License: Code 08
