

Not Such **Strange** **Bed**fellows

Farai Mpfunya, Director, Culture Fund of Zimbabwe Trust, 2011

Vision

A dynamic, diversified and sustainable culture sector imbued with Zimbabwean values and identity, which contributes towards **wealth** creation.



Operating within
Society

...where institutional forms are **distinct** from those of the state, family and market

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What *Bed* & which *Fellows*?

Art
Heritage
Cultural Product
Craft
Commodity

The basic aim of *business* is to gain **financial rewards**



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The primary purpose of *art* is to **communicate ideas**

“the basic purpose of development is to **enlarge people’s choices...** creating **enabling environments** for people to enjoy long, healthy and creative lives’.

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Reasons for *liaisons* between the *Fellows*?

influence

POWER



Market/Audience Reach



“I am not a businessman. I am an *artist!*”

American billionaire, Warren Buffett



Where is **Art & Culture** in the *triple* bottom line?

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world of **selling art** has vastly changed – and so has the collector.

- **300** years ago - simple person-to-person transaction
- **200** years ago - widened audience for art with advent of the printing press
- **50** years ago - popular definition of art still **limited** to bronze or marble or two dimensional work on paper or canvas.

The **value of art** was defined by critics and auction results.

Yesterday artists searched for places their work could be shown & people who would purchase it
Today collectors search for artists - marketplace is reversed!

Power in the hands of artists **who understand and take advantage of the enormous opportunity** that can be grasped.

Source: [/www.artsbusinessinstitute.org/blog/art-marketing-past-present-future/](http://www.artsbusinessinstitute.org/blog/art-marketing-past-present-future/)

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One Toyota Art - Aboriginal Art, Western Australia



Federation Square, Melbourne and **BMW**



Chibuku Road to
Fame Music Festival
Harare, Zimbabwe

Damien Hirst, English Artist
“Is He Ingenious Or A Creative Marketing Something-
Else?”



When Brands Go Toxic?



THE GREATEST MOVIE EVER **SOLD** (Morgan Spurlock, 2011)



“*The Greatest Movie Ever Sold* (officially titled *POM Wonderful Presents: The Greatest Movie Ever Sold* for sponsorship reasons) is a 2011 documentary film about **product placement**, marketing and advertising in movies and TV shows, directed by Morgan Spurlock. The film's slogan is "He's not selling out, he's buying in". Wikipedia

“ ubiquitous commercials have become in our lives--particularly the phenomenon of **product placement in films**. ..even tiny independent documentaries COULD pay for themselves if they, too, jumped on the **endorsement bandwagon**.

loss of control and other problems .. (Bradenton, Florida)

...Spurlock at pitch meetings [gets] rejected until Ban deodorant signs on and others follow, all willing to be part of the hip Spurlock brand that test marketing claims is both "mindful and playful." Rolling Stone Review

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Aesthetic Intelligence; **What Business Can Learn From the Arts,**

2008, Constance A. Goodwin Ed.D. and Rochelle T. Mucha Ph.D.

“ wanted to explore what business organizations could learn from theatre ensembles **to enhance alignment and performance**. I came to understand how the world of the arts embodied many of the cultural and behavioural attributes that most business organizations yearn for.”

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RAW MATERIAL COMPANY (Dakar Senegal)

Centre for art, knowledge and society established in Dakar since 2008

“The Art we promote is based on programmes. Production is an important part because artists have to make livelihoods. I am against the one-size-fits all approach to the business of Art.”

RAW MATERIAL COMPANY Founder and Artistic Director, Koyo Kouoh



Michael Spencer

Increasingly the arts are being considered as having **valuable lessons that can be transferred to a business context**. assumed gap between the two cultures can be bridged effectively.

Spencer was a member of the London Symphony Orchestra for 14 years, performing with a wide range of artists from Leonard Bernstein to Pierre Boulez, Paul McCartney to Elton John. He became Head of Education at the Royal Opera House and is currently advisor to the Association of Japanese Symphony Orchestras on arts education policy.

His company, Creative Arts Net, specializes in using the **arts as a learning tool** across a broad spectrum of **clients including Unilever, the British Museum and M&C Saatchi.**) Michael Spencer, (2005) "It takes two to tango", Journal of Business Strategy, Vol. 26 Iss: 5, pp.62 - 68

Romuald Hazoumè

Artist, Porto Novo, Benin



“The work of an African artist too quickly becomes grist to the mill of ethnological categorization or **development policy assessments**”..

Africa still seems to be the **counter-image of the advance of civilization**, the ideal projection surface for the very different; secret, exotic, paradise. Every aspect of Romuald Hazoumè’s work opposes such a reductive approach by making the Western transformation of his homeland its subject with its own particular artistic language.”

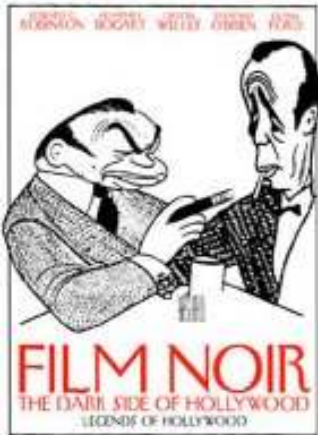


“However, according to the artist, the **petrol cans** in his work also represent the people of his country Benin, where they are ubiquitous everyday objects. Looked at in this light, the masks not only continue a cultural tradition. They are also documents **criticizing contemporary social development, a subtle play on the exclusive reception habits of the West in relation to the ‘dark continent’** and an appeal to his own people to have more cultural self-confidence, particularly under the conditions of the increasing pressure of a **uniform global culture.**” My Paradise – Made in Porto-
Novo By Martin Henatsch

Policy

California offers incentives to keep business by Mike Perrault

As much as **\$100 million** annually has been allocated for **Film and TV Product Tax incentives** that provide credit for new production in the state or production that returns to California from another state.



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BUSINESS AND ARTS SOUTH AFRICA



- a non profit company whose primary aim is to promote **mutually beneficial and sustainable business-arts partnership** that will benefit society as a whole.
- founded in 1997 as a joint initiative between the (then) Department of Arts, Culture, Science and Technology (now the **Department of Arts and Culture**) and the **private sector**. BASA has peer agencies in the UK and Australia. BASA has over **160 corporate members**.

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Thank You
Ndatenda



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