

LiN-ecel-secl-2e5

LINOS SIWEDI ART CONSULTANT
P.O.BOX 345
MEADOWLANDS 1852
PAGER : 011/648-1342 CODE 2127

Director : Linos Siwedi

LINOS SIWEDI ART CONSULTANT
P.O.BOX 345
MEADOWLANDS 1852
PAGER : 011/648-1342 CODE 2127

I am currently freelancing as an Art Consultant, organizing art shows for the artists, marketing artworks locally and internationally, co-ordinating between the artists and the buyers. My efforts are aimed at gaining exposure for the artists I represent with view to provide an income through the sales of their works. In the past this has included my involvement with the American International Women's Club, embassies, the Operation Hunger Campaign and self-help projects. In the past I have also operated an art gallery in Dube, Soweto.

I believe the co-operative community projects are the most appropriate method to mobilise and organize the people. However a number of problems are often encountered. Many self-help projects are run by people who are unskilled in business and management. Delays in providing the required goods due to the time lapse between receiving information, ordering raw materials, production

time and delivery. This applies particularly to large export orders. Lack of understanding of marketing, distribution, the management of capital, credit and many other problems.

However, it must be noted that the development of the informal sector is crucial in the creation of employment. In this regard, guidance provided to existing self-help projects producing handcrafts and artworks, can help increase job opportunities in the community. While the above factors have been acknowledged by many in the field of business development, there have been significant delays in creating opportunities to reinforce these initiatives through human resource intervention.

The solution to this problems, I believe, is the involvement of my Management and Entrepreneurial services which are designed to minimise the effects of some of the encountered problems. It should also lead to increased income and job creation.

Director : Linos Siwedi