

AFRICA YOUTH BEAT DESIGN CHALLENGE

Empowering Africa's Future, One Heartbeat at a Time



Awards Process



5 of the best designs from the 3 age categories will be chosen. These top 15 artists will be awarded prizes for their designs.



Designs will be chosen to be printed/ crafted on an item (runner/ bag, etc.) produced by marginalized and disadvantaged communities for resale purposes.



Credit will be given to artists by means of a card or label accompanying the item being sold via a global marketing opportunity.



Top 3 artists (one from each age category) will receive an additional reward.

Additional:



The top 15 finalists will be required to submit a video about their artwork/ design. Maximum length: 2 minutes.

- Sample script: "Hello, my name is [Name and Surname]. I am [xx] years old and I'm from [Country Name]. My design was inspired by [xxx] and the message/ symbol behind it is [xxx]."



Judges Profiles



Vanessa Hartley

I have a background in Fashion Design, was Picture Editor at Cosmopolitan Magazine, worked as a Stylist in Film and Print Media, in the Advertising Industry and, am currently honoured to be a Creative Arts Teacher to junior high school students. I am also an Art of Living, Happiness Program and Yes! for Schools Teacher. I moved back to South Africa after teaching English in Taiwan for six years because I recognized how 'wealthy' we are as a continent, and believe that we possess the potential to create happy, peaceful, prosperous societies. Creativity is life...



Anuradha Appasamy

Anuradha is a retired Art Educator from Mauritius with 46 years of service. She holds a degree in Education in Visual Arts (First Class Honors). Anuradha has acted as an art organiser for SC exams, has been actively involved in Art activities organised by the Ministry of Youth and Sports (e.g. carnivals). She has also participated in several exhibitions including the Salon de Mai exhibitions. She was a jury member for the National Poster Exhibition and is a Registered Artist at the National Art Gallery. Anuradha is a member of Carpe Diem ONG Art Therapy, working with autistic people at APEIM in Mauritius.



Bongani Luthuli

Bongani is a Durban based mix-media creative, and a fashion artist. He was born in Matatiele next to Basotho land. Luthuli was raised in Mount Fletcher where he detected his talent in the arts. He then moved to Durban in 2004 to further his studies in art at the Durban University of Technology, in the department of Fine Art and Jewellery Design. DUT was after five years of working in a sugar factory. Bongani was additionally introduced to textile design, which then led him to eventually establishing his clothing brand named "Nattydread Clothing". He draws his inspiration mainly from African livity and different traditions. Both his art and the Nattydread Clothing brand has been featured in Selimathunzi and the first fashion catalogue in Isolezwe. Luthuli has also worked with artists like Zamani Makhanya, Sfiso KaMkame, Themba Shibase, and John Roome. He is now a member of a Durban based creative organization known as "Amasosha Art Movement".



Marie Paule Joelle Rosalie Baya

Joelle is a Mauritius based Educator in Art and Design. She has worked at the Loreto College of Quartres Bornes and has participated in several international exhibitions. She is a printmaker of various facets, whose artistic practice is deeply rooted in her multicultural environment, and her artistic production depicts and reflects her emotional affinity to her motherland Mauritius. She considers herself to be made up of links. Links derived from her culture, religion, profession, gender, family background and values. These links are twisted, intertwined and weaved together to make her who she is. These beliefs reflects in her artistic practice, where she makes use of mixed media, different printmaking techniques are combined with weaving, stitching, painting and collage.

Disclaimer: AOL/IAHV reserves the right to include additional judges that are suitably qualified and experienced if required.