

ZEITZ MOCAA

A MUSEUM CENTRED ON ACCESS FOR ALL

Cape Town (22 February 2016) – This past Saturday, the 2016 Zeitz MOCAA Gala, presented by Standard Bank Wealth and Investment, attracted a prestigious line-up of VIP and celebrity guests on its red carpet.

Now in its second year, the Gala is fundamental in raising funds to ensure access for all, and programming for exhibitions and other activities at the museum, including at the museum's impending Costume Institute. The night honoured patrons for their generous support and contribution to the creation of what will be Africa's most significant museum in more than 100 years. The 2016 Zeitz MOCAA Gala was presented by Standard Bank Wealth and Investment with major support by Gucci, Elle South Africa and Perrier-Jouët.

Chief Executive of Standard Bank Wealth and Investment, Margaret Nienaber, commented on the institution's support for Zeitz MOCAA: "We are passionate about Africa, and her growth story and potential. Throughout our more than 150-year history and our involvement in the arts, we have been fortunate to share in the stories of some extraordinary individuals, some of whom will also contribute to the success of Zeitz MOCAA. Our clients have always shown an interest in, and a passion for, the arts, and we believe that Zeitz MOCAA is a celebration of Africa's rich cultural heritage and a wonderful platform for shaping the next generation of leaders".

The exquisite fusion of fashion on the red carpet, combined with the distinctly African atmosphere and flair, left no doubt that this event is the pre-eminent art and design social event in Africa.

The museum will have its home in the ambitiously reimagined historic grain silo complex at the V&A Waterfront, Cape Town. The process to setting up museum structures is underway, running parallel to the physical construction. As a not-for-profit institution, fundraising is critical to building the necessary endowments that will fund not only operations but also museum advancement.

Ticket sales for the Gala raised R2.5-million for the Access for All campaign. This will ensure that no one is ever turned away from Zeitz MOCAA due to the inability to afford admission. Thanks to Access for All, the museum will have free days of admission for those unable to afford a ticket.

Two big announcements were made on the night, including the official opening date and the Museum's Board of Trustees, which includes Suzanne Ackerman, David Green, Isaac Julien, Wangechi Mutu, Gasant Orrie, Albie Sachs and Jochen Zeitz.

NOTES TO THE EDITOR

Creating a contemporary art museum for Africa

The 2016 Zeitz MOCAA Gala, presented by Standard Bank Wealth and Investment, follows the 2013 announcement of the unique partnership between the V&A Waterfront and German entrepreneur Jochen Zeitz. Together, the V&A Waterfront and Jochen Zeitz are creating a one-of-a-kind space that will be home to a cutting-edge, design-conscious museum of contemporary art from Africa and its Diaspora.

The V&A Waterfront has invested R500-million in the development of Zeitz MOCAA while the Zeitz Collection—considered to be one of the most extensive and representative collections of contemporary art from across Africa—will be on long-term loan as part of the museum's founding collection. Jochen Zeitz will also contribute a portion of the opening operating costs of the museum. The collection will be housed and displayed in the redeveloped grain silo, scheduled to open on 22 September 2017. Zeitz MOCAA is a registered not-for-profit institution.

Built in 1921, the 57-metre-tall reimagined historic grain silo will itself be a work of art upon completion, with internationally acclaimed architectural design studio Heatherwick Studio, helmed by Thomas Heatherwick, breathing new life into the 95-year-old industrial structure that will become the art museum.

A permanent home for the Zeitz Collection

South African-born Mark Coetzee is the Executive Director and Chief Curator of Zeitz MOCAA, and comes with an international track record for directing cultural institutions that define best practice. These

include the “Miami Model” with the Rubell Family Collection and a new ground-breaking corporate responsibility model through PUMAVision.

Zeitz MOCAA is the first major museum in Africa dedicated to contemporary art from Africa and its Diaspora, and also the first African institution to acknowledge new mediums through the establishment of different centres and institutes within the overall museum.

Following the announcement at last year’s gala fundraiser of the establishment of a Costume Institute, other centres that will be housed at Zeitz MOCAA include Centres for Photography, Curatorial Excellence, the Moving Image, Performative Practice and Art Education.

A project as visionary and ambitious as this would never have been realised without the generous support of companies and individuals. Monies raised through fundraising events, such as the Gala, will be invested in the Zeitz MOCAA Endowment for the purpose of ensuring free entry to anyone wishing to see this vast, culturally valuable one-of-a-kind collection.

On its completion, Zeitz MOCAA will be spread over nine floors, of which 6,000 square metres (65,000 square feet) will be dedicated to exhibition space. Through an entire floor dedicated to education, the museum will develop a new art-loving, museum-going audience.

Gala Hosts

The annual fundraising gala dinner was hosted by David Green and Jochen Zeitz (Co-chairs of Zeitz MOCAA), Mark Coetzee (Executive Director and Chief Curator of Zeitz MOCAA), Sim Tshabalala (Chief Executive of Standard Bank Group), Emilie Gambade (Editor of Elle South Africa) and the 2016 Gala Host Committee.

Gala Host Committee

Denise Dogon, Eku Edewor, Marianne Fassler, Nina Kovensky, Wendy Luhabe, Anina Malherbe-Lan, Annicia Manyapelolo, Swaady Martin, Lee Mokoena, Rosette Ncwana, Rapelang Rabana, Hanneli Rupert, Tham-Tham Tshiki, Marlene van der Westhuizen and Clare Wiese.

About the Standard Bank Group

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Standard Bank Wealth and Investment is the high net worth wealth management division of the group, and services clients with the potential for net investable assets in excess of USD1-million. With offices throughout South Africa as well as in Kenya, Nigeria, Mauritius, London and Jersey, the division offshores a seamless solution for clients' on- and offshore financial planning needs. For more information, visit standardbank.com/wealthandinvestment.