



MOCAA ON THE MOVE

**Art has the power to transform lives.
Everyone deserves access.**

For many children and families across South Africa, visiting a museum is simply not possible. Distance, cost and limited access to cultural spaces mean that countless young people are denied the opportunity to experience the transformative power of art to spark curiosity, build confidence and inspire new ways of thinking.

Art is far more than a creative outlet. It nurtures imagination, visual literacy, strengthens critical thinking, while building emotional resilience and encourages empathy, confidence and self-expression. These are essential skills that empower young people to become innovators, problem-solvers and active citizens.

Yet in many under-resourced schools, visual arts are among the first subjects to be reduced or removed due to limited funding, insufficient resources and a shortage of trained educators. As a result, thousands of children are excluded from opportunities that foster creativity, cultural understanding and lifelong learning.

At Zeitz MOCAA, we believe that access to art should never be determined by geography, infrastructure or circumstance. Everyone deserves the opportunity to engage with the creativity, stories and perspectives that contemporary-art from Africa and its diaspora has to offer.

MOCAA on the MOVE was created to change that.

Access to art should not depend on geography.

WHY IT MATTERS

Art nurtures imagination, visual literacy, critical thinking, emotional resilience, empathy, confidence and self-expression—skills that empower young people to become innovators, problem-solvers and active citizens.

OUR SOLUTION

MOCAA on the MOVE is a purpose-built mobile art classroom delivering curriculum-linked, exhibition-inspired learning through workshops, storytelling and participatory experiences.



A clear, fundable delivery model.

WHAT THE PROGRAMME BUILDS

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| 01 | ARTS EDUCATION | Museum-inspired learning in schools and communities. |
| 02 | EDUCATOR CAPACITY | Arts-based classroom methodologies for teachers. |
| 03 | CREATIVE LEARNING | Literacy, storytelling and critical thinking through art. |
| 04 | COMMUNITY CONNECTION | Inclusive spaces for participation, dialogue and exchange. |

ANNUAL REACH
6,000

Target participants each year

PER CYCLE
250

Learners per delivery cycle

COMMUNITY GROUPS
16

Alongside each delivery cycle

EDUCATORS
20–25

Teachers equipped each year





FUNDING THE FUTURE BECOME A PARTNER

We invite visionary donors, foundations and corporate partners to help take art education beyond the museum walls and to the many under-served communities in the greater Cape Town area and beyond.

Approximately R4.8 million has already been invested in the initial build of the mobile facility. The opportunity now is to unlock its full potential.

THE INVESTMENT

YEAR 1 2026/27	R2,600,000	Vehicle fit-out, branding, pilot, launch and symposium
YEAR 2 2027/28	R2,100,000	Four community visits, one provincial visit and operational costs
YEAR 3 2028/29	R2,600,000	Four community visits, one provincial visit, a national visit and operational costs

An annual investment enables year-round programme delivery in under-resourced schools and communities across the Western Cape. Multi-year partnerships provide the sustainability needed to expand reach, deepen relationships and deliver measurable educational and social impact.

GET IN TOUCH

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