

Ifa Lethu Foundation Welcomes Robert Devereux to their Global Advisory Council

Pretoria 7 October, 2013: Ifa Lethu Foundation, the country's largest art heritage repatriation and creative entrepreneur development organization, has welcomed Mr Robert Devereux to its Global Advisory Council.

The Advisory Council consists of luminaries with strong connections to South Africa and the Arts and currently consists of Ambassador Princeton N Lyman from the USA, former Australian Prime Minister the Rt Hon Malcolm Fraser AC and Lord Renwick of Clifton from the UK, Lynda Chalker (Baroness Chalker of Wallasey), and Tor Sellstrom.

"We are delighted to welcome Robert to our Advisory Council," says Dr Narissa Ramdhani, CEO of Ifa Lethu Foundation. "His vast experience and knowledge of the art world, along with his passion for African art, is a perfect fit for us and we look forward to working with him."

Robert Devereux

Biography



After graduating from Cambridge University, Robert Devereux worked with Amnesty International and Macmillan Publishers before joining Virgin in 1980 as Richard Branson's partner. He established the entertainment division of the company of which he was Chairman, which included the creation of Virgin Vision, in its day Europe's leading film and video producer and distributor, the launching of Virgin Radio, Virgin Net, Virgin Interactive Entertainment and masterminding the purchase of Virgin Cinemas.

In 1996 Robert sold his interests in Virgin in order to concentrate on his family, leisure investments and his charitable activities. He has been Chairman of Soho House plc and The Big Sleep Hotels Ltd.

He is currently the Chairman of New Forest Holdings Ltd, a sustainable and commercial African Forestry company with operations in Uganda, Rwanda, Tanzania and Mozambique. He is also Chairman of Frieze Events & Magazines Ltd, the London based art fair & publishing business. He is also a member of the supervisory board of Catalyst Partners, a Nairobi based East African private equity firm.

His non-commercial interests include the Portobello Trust, Save the Rhino International, Westside School and Kuona Trust. He has established The African Arts Trust, which through its grant making will support professional practicing artists trying to make a livelihood out of art in Africa. He is Chairman of the Tate's African Acquisitions Committee and on the advisory board of the Cambridge Conservation Initiative. Robert has recently joined the Global Advisory Council Board of Ifa Lethu, a Tshwane based non-profit foundation. He has been a Governor of The South Bank Centre, a Founding Director of the

Central London Training and Enterprise Council and a Founding Director of North Kensington City Challenge.

Robert spends a significant amount of time in East Africa, where he owns a house in Lamu in Northern Kenya, and is involved in a number of community and commercial projects. He is also a passionate



collector of modern and contemporary British art and African art and has formed, in partnership with friends, the Daraja collection.

Ifa Lethu held a Luncheon in Johannesburg to welcome Mr Devereux:

I-r: Raymond Louw, Ifa Lethu Board; Michael Judin, Ifa Lethu Board; Dr Narissa Ramdhani, CEO Ifa Lethu; Robert Devereux; Kusani Dlamini, Ifa Lethu Board



L-r: Thembi Malao, Deputy Director Corporate Governance, Dept. Arts & Culture; Laura Clarke, British High Commission -Political Counsellor; Kuseni Dlamini, Graeme Wilson, Australian High Commissioner; Virginia Palmer, Embassy of the United States of America - Deputy Chief of Mission; Dr Ramdhani