

# Turning art into business

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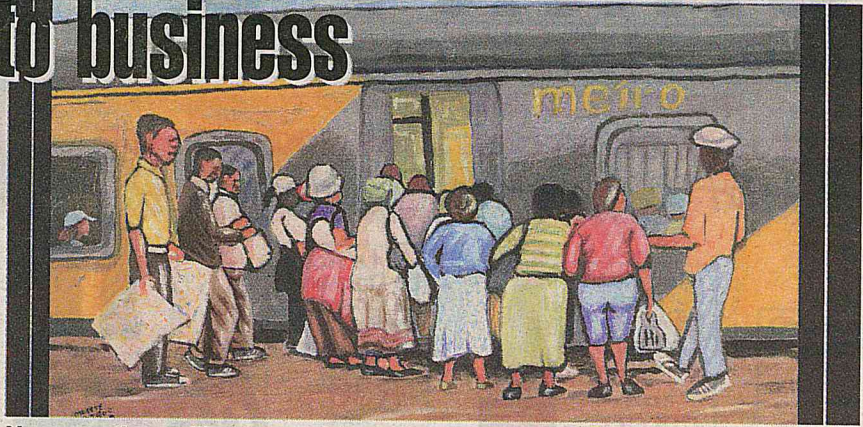
ARTISTS who can express themselves have the opportunity to train further and learn how to use business skills to help make money.

This Creative Hands art incubator project has been launched at the Molofo Art Centre in Soweto.

Started by the Ifa Lethu, Mzansi's heritage repatriation and creative development organisation, it is aimed at training artists to become professional business people.

Ifa Lethu CEO Dr Narissa Ramdhani said: "We started our development work in Soweto some time ago.

"We found 12 talented young people who showed real promise with their creativity."



Young artists will now be able to produce market-ready products like this one.

She said the project was working together with the University of Pretoria's School of Entrepreneurship which includes lessons in entrepre-

neurial and business skills.

Their Mamelodi branch is currently training 12 artists - more than 2 000 have been trained nationwide.