



DESTINATION DEVELOPMENT . EXPERIENCES

CONTEXT

The Maboneng Township Arts Experience is a non profit destination development initiative. The organisation turns homes in townships into attractions and communities into creative districts. We train and upskill homeowners and families to create a warm intimate creative environment between townships, rural areas and cities; for locals and international visitors alike.

In the past 2 decades, Maboneng Township Arts Experience has created experiences in South African communities that have led a multitude of visitors from all over the world to these new centres of culture.

The name Maboneng is a Sesotho word for a place of lights. After being called Dark City because it had no electricity, Alexandra Township residents nicknamed their township to Alexandra Maboneng meaning Alexandra - A Place of Lights. A good fit to be the birth place of The Maboneng Township Arts Experience & its founder Siphiwe Ngwenya



MILESTONES ACHIEVED





Siphiwe Ngwenya
The Founder

“After struggling to exhibit my own works earlier on in my career, I ended up exhibiting in the streets and homes of my own community. And now, we’ve created experiences that solve the problem of artists looking for space, families looking for work and the township looking for its place in the world. Join me in my journey of turning townships into towns and exploring new frontiers of my creative career.”

The organisation’s programmes contribute substantially towards training, women and youth empowerment, income generation, as well as the advancement of inclusive and responsible tourism in South Africa. The ongoing programmes impact the cultural, social, economic and environmental conditions of all participants. They transform the local tourism economy and improve the quality of life for the long run. We do not just do poverty tourism, we do development tourism. When you book your tour, we build our South African Townships at the same time. We are the first African black owned tourism and community development non profit with such impact accolades. Our community members that are partners in the experiences earn a living from your gracious bookings. Their children are inspired on every tour to follow a career in the arts and in tourism. Our goal of turning townships into towns through the arts comes even closer with people that want their travel experiences to be a building experience.



Project Leader
**SIPHIWE
NGWENYA**



IN MATRIC WAS THE CHAIRPERSON OF THE ALEXANDRA CHAMBER OF COMMERCE - YOUTH DEPARTMENT

FOUNDED MABONENG TOWNSHIP ARTS EXPERIENCE IN 2001

LAUNCHED ANTARCTIC / SOUTH AFRICA ART-SCIENCE PROJECT LEADER IN ANTARCTICA

FACILITATOR OF SOCIAL DESIGN LECTURES AT THE SALZBURG GLOBAL SEMINAR IN AUSTRIA AND
MARYLAND INSTITUTE OF CONTEMPORARY ART IN BALTIMORE

YOUNG AFRICN LEADERS INITIATIVE ENTREPRENEURSHIP AND LEADERSHIP COURSES IN WASHINGTON AND CHICAGO

CREATED AND LEADS ONE OF THE TOP 32 PUBLIC ART PROJECTS OF THE WORLD - AWARDED IN CHINA

WINNER OF THE GLOBAL FINE ART AWARDS IN MIAMI

LEADER OF CUTTING EDGE TRAVEL RESEARCH INTO TOWNSHIP COMMUNITIES GLOBALLY WITH A FOCUS ON NEW ORLEANS, BALTIMORE AND DETROIT

CURATOR OF THE WORLD DESIGN CAPITAL IN CAPE TOWN

AFRICA RESEARCH HEAD FOR PUBLIC ARTS IN SHANGHAI

100 TRAVEL DESTINATIONS FORMED FROM PEOPLE'S HOMES IN 3 PROVINCES AROUND SOUTH AFRICA INCREASING AVERAGE HOME INCOME BY 30%

CREATED A GLOBAL NETWORK OF CURRENT AND FUTURE CLIENTS WITH HIGH FOREIGN CURRENCY CAPABILITIES AND APPETITE TO SPEND

INTEGRATING PRODUCT MANUFACTURING THROUGH AN INDUSTRIALISATION CAMPAIGN FOR ARTS PRODUCTS
THROUGH TEXTILES, HOME DECORE AND ACCESSORIES

IN THE PAST 20 YEARS WE HAVE BEEN POSITIONING OURSELVES GLOBALLY AS A LEADER IN COMMUNITY TOURISM AND INCOME GENERATION

FOUNDING MEMBER, EX WRITER AND PERFORMER OF SKWATTA KAMP - A SOUTH AFRICAN AWARD WINNING HIP HOP PHENOMENA





PROGRAMS

ARTS LEADERSHIP

PUBLIC PARTICIPATION

SUSTAINABLE TRAVEL

PRODUCT DEVELOPMENT

SOCIAL ENTREPRENEURSHIP

BENEFICIARIES

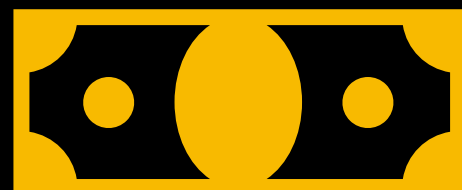
YOUTH

ELDERLY

UNEMPLOYED

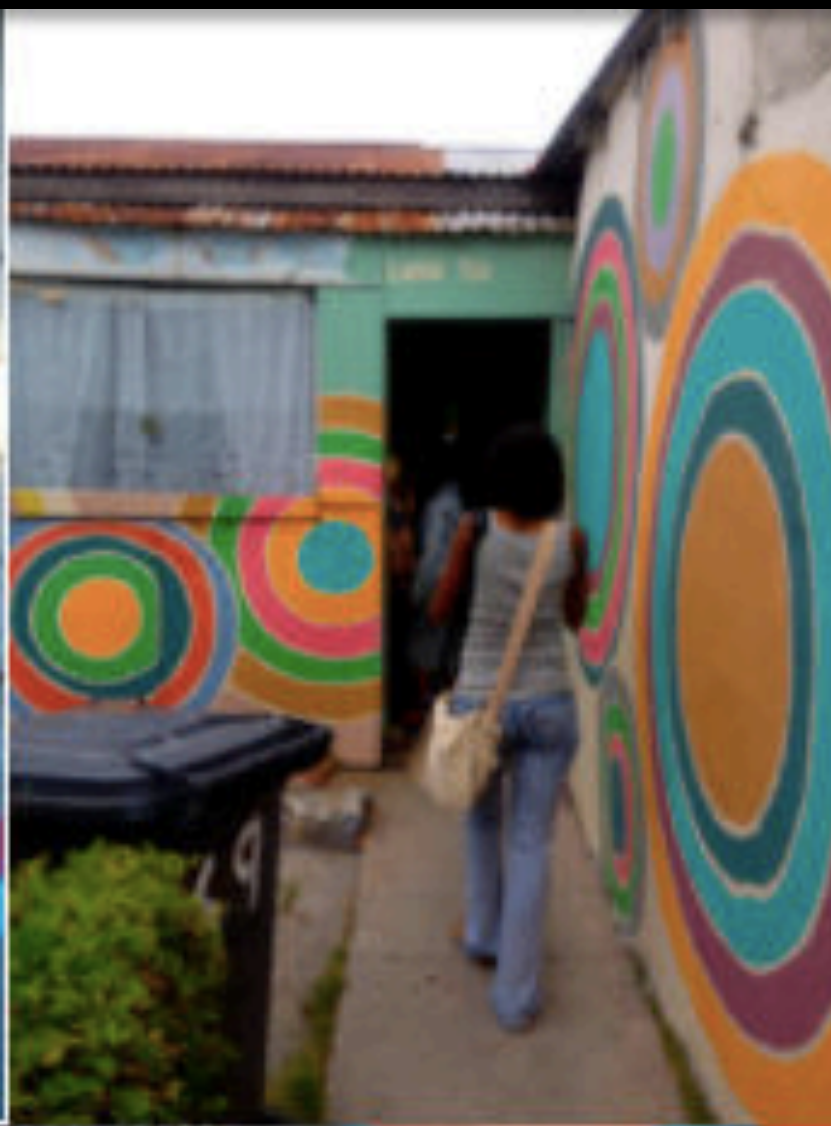
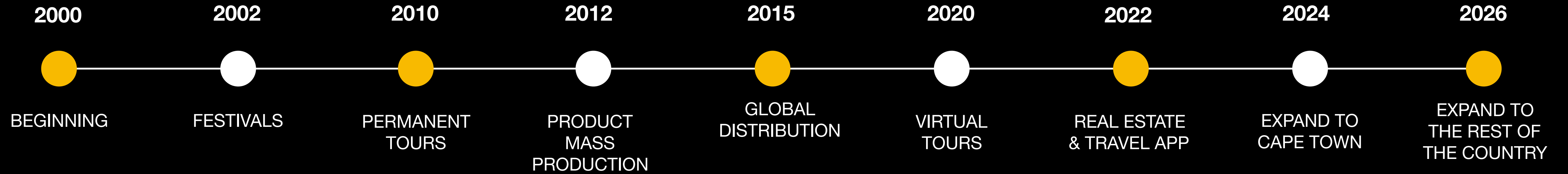
WOMEN HEADED HOMES

PREVIOUSLY DISADVANTAGED



GRANT NEEDED TO CONTINUE A REACH TO 1000 BENEFICIARIES

THE PROJECT JOURNEY



**CREATING JOBS, ENTREPRENEURSHIP, SUSTAINABILITY
FOR THE TOWNSHIP ECONOMY THROUGH
MANUFACTURING AND ACCESS TO INTERNATIONAL MARKETS
SINCE 2000**

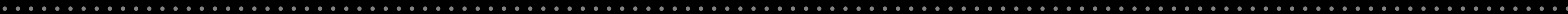


ALEXANDRA TOWNSHIP
THE ORIGINAL MABONENG

TRAINING BENEFICIARIES TO IMPLEMENT PROGRAMS
THAT CREATE **PERI URBAN** NODES FOR LOCAL TRAVEL AND STAY DESTINATIONS.

TIMELINE





2024 OUTCOMES



DEVELOPING PEOPLE AND PLACES

#TownshipsIntoTowns



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