

# SEE + BE SEEN

CREATIVE ARTS AT PLAY AFRICA, POWERED BY RMB



## ABOUT SEE + BE SEEN

See + Be Seen, powered by RMB, is an exciting new platform at Play Africa for the professional development for emerging artists, while empowering them to give back to children in our community. Together we are creating employment and entrepreneurial opportunities for artists, while showcasing their work with and for children and families of South Africa.

Play Africa is a pioneering children's museum based at the iconic Constitution Hill in Johannesburg, South Africa. Play Africa sees every child as curious, capable, and creative. That's why we celebrate imagination, experimentation, innovation and problem-solving. We encourage children to test their independence and gain self confidence with unparalleled learning opportunities that promote creativity, critical thinking and personal expression.

## GOALS FOR CHILDREN

See + Be Seen invites children and families to play, learn and create together through facilitated engagement with artists, teaching artists, and artisans, with a focus on emerging and young artists.

### SUPPORT CHILDREN'S CONCEPT OF THEMSELVES AS ARTISTS

- Celebrate and nurture the arts in children and families;
- develop hands-on, playful artwork that invites children to experience themselves as designers, makers and creators.

### IGNITE CURIOSITY, IMAGINATION AND WONDER

- Enhance children's perspectives by introducing new materials, redefining traditional materials, or referencing traditional subject matters in new way;
- encourage children to discover new worlds through the arts.

### BRING CHILDREN AND FAMILIES TOGETHER THROUGH THE ARTS

- Create opportunities for young children and families to come together through art in public spaces and museum settings;
- create opportunities for parents and caregivers to create art alongside children and experiment with new media;
- nurture arts appreciation in families;
- contribute to local civic pride through the arts and bolster children's identity as global citizens.



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## GOALS FOR ARTISTS

See + Be Seen is an exciting platform and commissioner for local performing and visual artists, artisans and arts entrepreneurs, including young artists, to create and showcase their work with and for children and families of South Africa.

### COMMISSION ARTISTS TO SPARK A CREATIVE ECONOMY

- Play a key role in the creation of employment and entrepreneurial opportunities for artists practicing in the creative arts;
- Support programmes that enable young artists to produce work in the performing arts (music, dance, drama) and visual art for exposure and audience development.

### GAIN EXPERIENCE WORKING WITH CHILDREN AS CO-RESEARCHERS

- Gain first-hand experience in nurturing the arts in children and families through teaching, curating, research and practice;
- Develop hands-on, playful artwork and arts experiences that invite children to experience themselves as designers, makers and creators.

### FIND NEW AUDIENCES

- Conceptualise, prototype and build exhibits and materials for Play Africa and outreach programmes, including satellites in other institutions and communities;
- Show work at Constitution Hill and other venues, building awareness among families and professionals;
- Support the arts as an aspect of public engagement.



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