

| David Madlabane

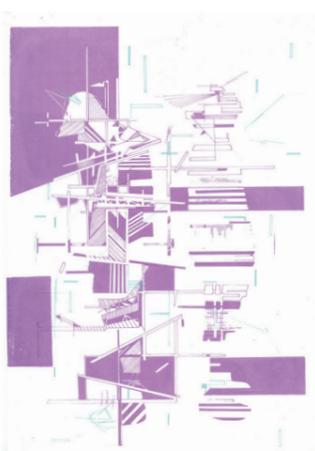
Originally from the East Rand of Johannesburg, David enrolled to study at Artist Proof Studio in 2016. Now, he is in his 4th year as an intern for the Marketing and Graphic Designer Assistant.

The project gave him insight into how a company like Hollard works, as we help people by insuring them for a safe and secure future. Plus, he believes that the fact that it will be featured in our calendar is a great opportunity for his art to be seen by many.

Titled Constructive Conversation, David's artwork is inspired by architecture, and deconstructing and reconstructing the past and present, to create his own identity and understand it better.

Through the process, he looked at how many parents help their children get educated, so that they can reach new heights. He looked at how parents guide the next generation to make better decisions, by sharing their knowledge. The connections between human beings is a significant feature of the work. Interpreting it in a way that contributes to Hollard's 40th anniversary was part of the excitement.

He says that Artist Proof Studio has done a great deal for him, in developing his talent and skills as a visual artist, introducing him to other artists and a community of creatives. They have helped expose him to the industry and share his work with big brands and art fairs.



David Madlabane
Constructive Conversation (2019)
Screenprint - 42x29.5cm



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