

| Duduzile More

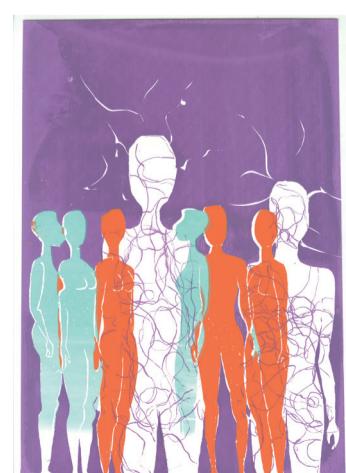
Duduzile, known by DuduBloom, is a visual artist from Soweto. Currently, she is a 4th year student at Artist Proof Studio.

She was inspired by the central thought of Hollard's brief: looking backwards to move forward. She personally thinks it is important to reflect and to see how far one has come, to foster motivation about how far one still can go.

In Duduzile's work, she speaks about her anxious nature and cyclic habits and how they often restrict her from pursuing what she wants and needs. Her process is always cathartic in order to overcome challenges that she has to face. In other words, she looks back in order to move forward, just like Hollard. The figures represent not only herself, but also all the people Hollard has stood up for and taken care of. The solid orange colour represents Hollard's consistency of care for 40 years and the faded turquoise is for those who have been affected by that care. Using string, she connects what was 40 years ago to what is now (40 years later) - a reminder of why Hollard was started and why it still strives to be that way.

Over the years, she has observed that Hollard's heart belongs to helping people. The arts and supporting artists are also a priority to us. Duduzile believes that these values make the world a better place, making her excited to work with a company to which she feels aligned.

Speaking of Artist Proof Studio, she says she found her community there, though she thought she'd never find one. She explains, "It's one of the only places where I can be my authentic self."



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By and By (2019)
Screenprint 42 x 29.5cm



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