



THE LOCKDOWN COLLECTION

21 DAYS. 21 ARTISTS. 21 IMPACTS.

A LIFELINE TO ARTISTS DURING LOCKDOWN AND BEYOND

November 2022

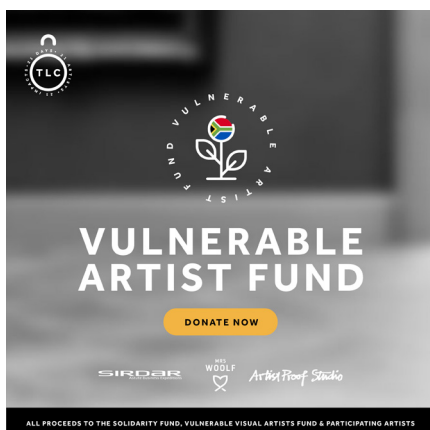
Conclusion of activities.

The Lockdown Collection (TLC), the intended three-week long initiative to raise funds for artists during South Africa's first and historic Covid-19 lockdown in March 2020, has announced that after over thirty-months of ongoing fundraising, the time has come to conclude the project.

Aligned with the general global cessation of enforced Lockdowns, the TLC Founders and Team concur that the relevance of Lockdowns has diminished and that whilst the unprecedented events of the past years of the pandemic should be remembered and artistically captured, it's unnecessary for the theme and project to persist beyond its time.

However, the ongoing urgency of artists requiring support has certainly not diminished and if anything, increased since those early Covid days. To that end, the Fund that TLC established, The Vulnerable Artist Fund (VAF), administered by Artist Proof Studio, will remain open and active.

It is the hope that this Fund continues to be replenished by any further sales from works related to the various Collections/editions of the TLC as well as ongoing independent grants and charitable donations. The intention of the Fund will be to continue assisting artists, providing grants for basic needs as well as to help students with education in the visual arts.





A 3 week to 3 year Project.

From inception to launch, The Lockdown Collection took just 48 hours to go public. Conceived and actioned by a remote team of volunteers with a vision to put in place a way of capturing history through visual arts and thereby finding a mechanism to fundraise for artists.

What was planned as a single Collection - a single live-online sale of works by 21 artists - received such overwhelming support and momentum through its ground-breaking format and lightning speed-to-market, that TLC was willing and able to continue its work throughout 2020 and beyond.

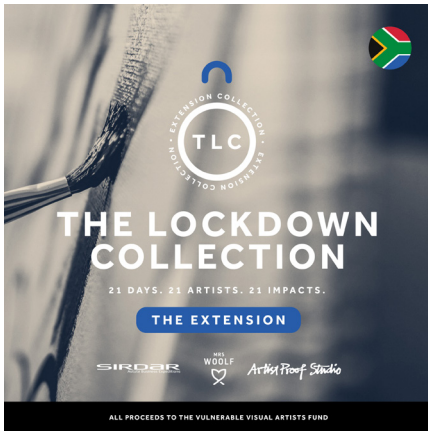


TLC is proud to share an overview of its activities and achievements from March 2020-August 2022:

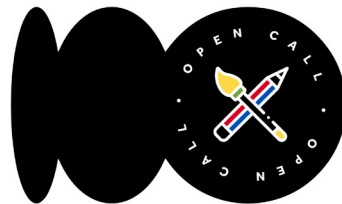
Collections, Projects and Editions:

The Lockdown Collection - 21 works, 21 days, 21 artists: The first South African COVID 19 lockdown was expected to last a total of 21 days so 21 art pieces were created by different South African artists. Each artist created or granted an art piece that reflected the thoughts, feelings, vision or captured moments of their COVID-19 experience.

Each day these artworks were communicated through various media channels to networks, communities and the public and formed part of the first collection. This historic Collection was then sold during an innovative online auction, at the end of the initial South African lockdown, at their market-related value. The TLC live-online auction was a white glove sale; everything sold and over R2 Million was raised for the newly formed Vulnerable Artist Fund (VAF), with R250 000 also donated to the President's Solidarity Fund, assisting all South Africans in need.



TLC Extension Collection: The Lockdown Extension Collection - a series of 21 extraordinary artworks curated by artist and academic Gordon Froud brought together incredible South African artists who shared artworks they had created during this period, to reflect on life during the COVID19 crisis and the subsequent national lockdown.



IN PARTNERSHIP WITH
**THE LOCKDOWN
COLLECTION**

TLC Open Call Collection: After the overwhelming response and interest in the 2020 collections, artists from around the country submitted works for potential inclusion in an Open Call Collection. From the many works received, Latitudes Online partnered with TLC and helped to curate a spectacular Collection of 21 artists and artworks to showcase and sell. This collaborative collection was auctioned in March 2021.

3 x Student Collections: Three student portfolios were compiled in 2020, responding to three themes: the Lockdown, Green Recovery and Gender-Based Violence (GBV). These works were sequentially posted on social media platforms accompanied by their personal recorded or written statements. The works sold and the funds raised by the campaign benefited each participating artist.

TLC Portfolio: The TLC commemorative portfolio was created as a unique collectors piece, boxing 21 photographed and digitally reproduced prints of the initial Collection. It included artist summaries and statements as well as additional prints donated by William Kentridge.

The edition of 25 Portfolios sold out almost immediately.



TLC Commemorative Poster 2020,

William Kentridge - 'Weigh All Tears':

Edition of 75

TLC Print 2021

William Kentridge - 'Oh to Believe in another World':

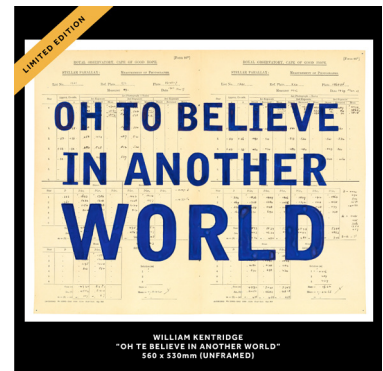
Edition of 70 (50 made available to TLC)

TLC Prints 2022, William Kentridge

'15 minutes on the Soft Shoulder' and

'It is not ENOUGH (but it is not NOTHING)':

Edition of 50 each (30 of each print edition made available to TLC)

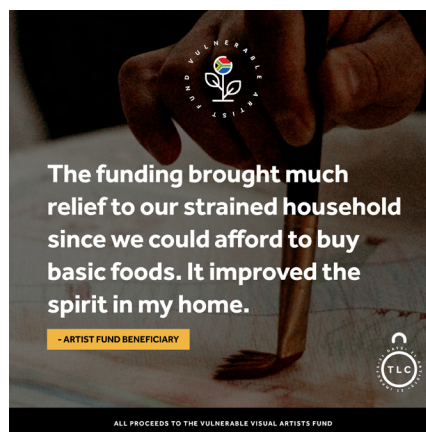


Dissemination of Funds:

- Since inception, and through the above projects and initiatives, TLC has paid out **over 636 grants** – an amount of almost **R3 000 000 to date** - from its Vulnerable Artists Fund (VAF) to recipients across South Africa.
- The initial flow of funds was used to send **530 grants to artists** who applied and where it was clear that the pandemic had had an instant and major impact on earnings and therefore living and working conditions. **R1 590 000,00 was paid out in grant support**. These grants were to help artists buy basic essentials and assist them to keep working on their craft, hopefully securing them future revenue when lockdowns ceased.
- **A total of 128 bursaries from sales of the William Kentridge prints totalling R1 334 000,00 were paid** in later phases of fundraising (2021 & 2022) to visual arts students to assist them to keep up their tuition fees at multiple art institutions around the country, as government aid was not easily - or at all - on hand.
- The **initiative also donated R250 000** immediately after the initial Collection was auctioned in April 2020 to the official President's SA Solidarity Fund, for the benefit of all South Africans in need.
- **R295 000,00 has been paid out directly to participating artists** who sold works through various Collections, assisting them generate income at a time so difficult to do so.



- By working with various suppliers for printing, framing, packaging and logistics, TLC was able to also support the greater art ecosystem, which also battled to make ends meet during and in the early days post-pandemic.
- Numerous artists also received direct commissions as a result of their works being featured in The Lockdown Collections.
- The exposure that artists received over these three years due to the widespread media coverage received by TLC has without a doubt assisted artists with increased visibility and anecdotally, increased interest and sales.



Innovation through Constraints

The Lockdown Collection pioneered new ways to supporting the arts.

- At the time, the event format was the first live-virtual auction of its kind. The auction event was online via the then brand-new Zoom webinar streaming technology and integrated the practices and platform of the Auctioneers as well as involving all participants - whether bidding, presenting or on discussion panels - from the comfort and safety of their homes.
- TLC were the first art initiative globally to formally 'capture the moment in history' through a body of collected fine artworks.
- The founders and team never met face-to-face until July 2022, demonstrating the impact and possibility of remote global networks and modern working practice.
- The artworks launched each day of the 21-day lockdown were 'underwritten' with a reserve price from featured, and sometimes anonymous, sponsors without many of them even knowing who the artist would be or what the work would look like, but wanting to support something worthwhile.
- Artists who received grants, where possible, were required to send in an artwork they had created that could be sold by TLC, thus creating an artists-supporting-artists virtuous circle of reciprocity, continually assisting to replenish the fund.



The Lockdown Collection legacy of impact, exposure and agency.

The Vulnerable Artist Fund not only provided immediate financial support to artists and their families, it allowed them to continue their creative output.

- “The funding that I received made a huge difference. It allowed me to buy food and pay for electricity and data. This in turn allowed me to continue marketing my works online for possible sales. The response and support to this project is remarkable. This would not have been possible had I not had the support from VAF to pay for electricity and data,” said one VAF beneficiary.

Key exposure:

- TLC main focus of The prestigious MIT African Arts Journal, Volume 54, Issue 2, Summer 2021
- Chronicled in another international academic Paper SOTL, A journal dedicated to the scholarship of teaching and learning in the ‘global south’, Volume 6, issue 2, August 2022.
- The works of The Lockdown Extension Collection were used (and artists paid for) in the past 2 years Triologue Business in Society Handbook (23rd & 24th edition). and recently as the cover for the Art Times.
- Prof. Kim Berman presented the campaign at two on-line academic conferences; College Art Association (CAA) in the USA and the Green Renewal portfolio at the University of British Columbia (UBC) in Canada. The student portfolios was showcased at the prestigious exhibition of the World Health Organisation (WHO) in Geneva in June 2021. This venue situated the TLC and South African young artists responses to the COVID-19 pandemic on the world stage.
- In addition to these international presentations of the work of the TLC, the Visual Arts Network of SA (VANSA) hosted a panel discussion as well as Zeitz Museum of Contemporary Art in Cape Town.
- In 2021, the TLC partnership walked away with 2 BASA awards, the winner in the SMME category for MRS WOOLF and in the NEW SPONSOR category for the Sirdar Group, in partnership with ARTIST PROOF STUDIO.

A small idea with enormous impact

“During lockdown, we were all forced to examine what is essential and what isn’t. I believe that creativity and art is absolutely essential. Some of our favourite and most loved things – be they tech products, TV shows, music or food – were created and packaged by artists.

The Lockdown Collection is built around a love for creativity, for art, for its ability to document, to inspire, to motivate and to uplift,” says Lauren Woolf.



TLC raised the attention and applause of the arts community around the globe.

Professors Mark Auslander (Research Fellow, Radcliffe Institute of Advanced Studies, Harvard University, USA) and Pamela Allara (Associate Professor emerita, contemporary art and visual culture, Brandeis University, USA) followed the work of TLC closely, providing regular commentary on the TLC artworks on their blog, **Art Beyond Quarantine**.

“This is a formidable legacy, considering that when we initiated The Lockdown Collection, we had one portfolio of artworks and our goal was simply to sell or auction those 21 artworks. We had no idea that the Collection would grow – but the extension of the lockdown gave us the opportunity to broaden our scope, and to view the initiative as an institution.

We realised that the Vulnerable Artists Fund can become a permanent source of funding and financial support for visual artists.” says Carl Bates.

“The lessons of the TLC art campaign and the students’ voices can be shared as a hopeful vision for engaging greater social justice in our communities.” - Kim Berman

While we are ceasing activities as TLC, donations and support welcomed through VAF. For more information or to donate to the Vulnerable Artist Fund, visit our website or social pages:

 [@thelockdowncollection](https://www.instagram.com/thelockdowncollection)

 [@thelockdowncol](https://twitter.com/thelockdowncol)

 [The Lockdown Collection](https://www.facebook.com/TheLockdownCollection)



More information about The Lockdown Collection:

The Lockdown Collection (TLC) was founded by **Carl Bates** (Founding Partner of the Sirdar Group), **Lauren Woolf** (Founder and Owner, MRS WOOLF) and **Kim Berman** (Founding Director, Artist Proof Studio. Professor, Visual Arts, UJ).

TLC is a project that was built on an idea, driven by volunteers:

- Head of Extension and Open Call Curation: **Gordon Froud** (artist and Senior Lecturer at the University of Johannesburg)
- Design and Marketing: **Tanya de Jongh** (Design & Content Partner, MRS WOOLF)
- Communications & Social Media: **Silindile Seape** (Marketing Specialist) & **Alexandra Parry** (The Vision Board)
- Vulnerable Artist Fund Management and Logistics by Artist Proof Studio: **Shannin Antonopoulo**, **Nathi Simelane**, **Renelwe Mathibe** and **Heidi Mielke**
- PR and Media: **Fulvia Stoltz** (Glass Slipper Communications)
- Admin and Governance: **Jenny Scheffers** (Marketing Specialist, Sirdar) and **Elinor Hitchcock** (IT and Governance specialist)
- Printing and artwork reproduction: Lightfarm: **Amichai Tahor**, **Andreas Vlachakis**
- Financial Management and Accounts: **Bridget Wiles Dick**

The Lockdown Collection and Extension Collection campaigns would not be possible without the support of donors, as well as its partners and friends:

- Artist Proof Studio
- Sirdar
- MRS WOOLF
- William Kentridge and the team at WK Studio
- Tamar Liptz
- Ferdie Bester
- Jacquie Myburgh-Chemaly
- VANSAs, (Refilwe Nkomo)
- ITOO (Gail Bosch, Mandie van der Spuy)
- Lucy McGarry & Roberta Coci at Latitudes
- Ruarc & Jacqui Peffers at Aspire Art

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