

Alternative Kidz

a solo exhibition by **Musa Nxumalo**



© Musa Nxumalo, 2009

The Market Photo Workshop, in association with AngloGold Ashanti, would like to invite you to attend the opening of *Alternative Kidz*. Musa Nxumalo, the recipient of the 2008 Edward Ruiz Mentorship at the Market Photo Workshop, has produced this body of work over the course of a year, in consultation with his mentors John Fleetwood, Lester Adams, and Michelle Loukidis. Photographer Nontsikelelo Veleko also assisted in the development of the exhibition.

***Alternative Kidz* opens at The Photo Workshop Gallery on Wednesday 8 July at 6pm, and runs until Sunday 9 August 2009.**

About the exhibition

Musa Nxumalo's exhibition documents urban black youth who choose to identify with alternative culture. In doing so, Nxumalo re-presents and repositions not only mainstream South African youth culture, but also the ability of alternative counter-culture to react against social stereotyping. In this context, alternative culture is both culturally dissonant and individually liberating. It demonstrates how counter-culture can function as a mode of complex self-fashioning.

First popularised in predominately western capitalist societies in the 1970s and 1980s, punk

culture was characterised by a rejection of commercialism and political idealism. Today, however, alternative culture has largely been absorbed into mainstream society; it is no longer largely associated with anarchism, radical politics, and a rejection of social values and norms. Nxumalo's exhibition raises questions over the nature of (intentioned) cultural divergence, and the status of contemporary subjectivities, particularly in relation to the emergence of new urban cultures and dynamics. Nxumalo says that he hopes this project will 'encourage cultural exploration among young South Africans'.

The exhibition will be opened by Joanne Jones, the Corporate Affairs Manager of AngloGold Ashanti, who is the primary funder of the mentorship and exhibition. A supporting grant towards the exhibition has been made available by Business and Arts South Africa, and the National Arts Council of South Africa has also partly funded the exhibition.

About the Edward Ruiz Mentorship

The Edward Ruiz Mentorship, sponsored by AngloGold Ashanti, is a mentorship programme which has been established to help launch the career of a promising photographer. The mentorship awards the recipient with the financial and infrastructural support needed to develop a substantial body of photographic work over the course of a year. The body of work is exhibited as a solo exhibition at The Photo Workshop Gallery. The recipient also has the opportunity to work closely with a chosen mentor, who provides guidance and direction on the intended project.

Applications for the 2009 Edward Ruiz Mentorship close on 31 July 2009. For more information about the mentorship, and for details around the application process, please visit the Market Photo Workshop website or [click here](#)

For more information about the Market Photo Workshop please [click here](#)

For directions to The Photo Workshop Gallery please [click here](#)

