

CaliGraph Sprinkle Colour into Public Spaces

The youthful creative outfit - CaliGraph - co-creates impactful murals in public spaces, boldly reflecting lived experiences and pertinent social issues. Through their CreativeACTIONS project; Culture Fund of Zimbabwe Trust and the European Union supported CaliGraph's *Hanzvadzi/Umnawami* initiative. From their Mbare studios located within another CreativeACTIONS supported creative space, *Urban Cultural Heritage Initiative*, CaliGraph went through ideation and rolling out of 28 impressive murals located in Chitungwiza, Harare and Bulawayo. They created youth jobs, fostered public dialogues and sprinkling new colours into gloomy junctions of densely populated urban communities.



Montante Mlotshwa mural – Nketa

Several years after graduating from Chinhoyi University with arts degrees, the CaliGraph duo experimented with different mural-art styles. They painted music icon *Oliver Mtukudzi's* in his hometown – Highfields and worked on commissioned work from Baobab Media. The energetic CaliGraph duo - *Nyasha Tafadzwa Jeché* and *Kumbirai Marcus Zvinavashe* intended that their *Hanzvadzi/Umnawami* project included mentorship for young female creatives from their alma mater college. Emerging artists, *Wadzana Rukweza*, *Charlie Patronella* and *Mellissa Gumbo* benefitted from the unique creative experiences. The duo invited about 18 artists to co-create the project works. These include; *Joshua Chapata*, *Shanise*, *Fortune Makanaka*, *Tinashe Mashire*, *Spinx*, *Phar-i*, *terahmistics*, *Thoko Sibanda*, *Nonhlanhla Blessing*; fusing styles such as *the New York*, *Tribal* and *Stencil Art*.

Nearly 1000 community members participated in facilitated conversations that informed messaging and ideation of the 28 murals (12 in Harare, 4 in Chitungwiza and 12 in Bulawayo). The murals took space around bus termini, market places and high traffic thoroughfares; helping re-imagine and re-purpose human intersections and cultural expressions. Prominent artists honoured and memorialised through the artworks include; *Mantate Mlotshwa*, *Sandra Ndebele*, *Stella Nkomo*, *Busi Ncube*, *Mbo Mahocs*, *Sarah Mpofu*, *Soneni Gwizi* and *Berita Khumalo*. The project estimates that over 15,000 engage with their 28 murals every day at *Africa Unity Square*, *Glen Norah-Chitubu*, *Budiriro Shops*, *Mufakose-OK*, *Kambuzuma Section 5 Shopping Centre*, *Mabvuku Kamunhu Shopping Centre*, *Glen View-Area 8 traffic lights*, *Highfields Jabavu-Mastones*, *Makoni Shopping Centre*, *Nketa-Nkulumane Mayenziwe*, *Bulawayo CBD*, and *Matlive Hub Lobengula*.

Among others, the public value of CaliGraph's murals has been acknowledged by the Minister of Environment, Tourism and Hospitality Industry and Bulawayo City Deputy Mayor; both of whom visited mural locations in Bulawayo. The murals attest capacity to promote job creation, township tourism, creative nodes that other artists have used as [video background](#) props and contribute to social cohesion. CaliGraph talents, skills and social transformation capacities have been used in other commercial and development projects.



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