



ART EXHIBITION BY 10 ARTISTS

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@ THE GERMAN DEVELOPMENT
COOPERATION OFFICE

ADDIS ABABA



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Finding innovative solutions to the challenges that the people living in the lowlands of Ethiopia face is key to our approach. Together with our partner institutions we pilot context-adapted technical solutions that enable individuals and groups to diversify and strengthen their livelihoods. The success of the solutions that we devise depends on how we communicate with each other. For example, easy access to information ensures that all involved people can quickly learn and internalise knowledge. This is where the artists featured in this catalogue come into play. We have been looking for artists with the ability to depict reality in a way which breaks down complex situations meaningfully. Art is a language, and the illustrations and paintings speak of the messages that we want to transmit. Having said this, art contributes more than just merely a message. Solutions of course need to be aesthetically appealing or they will not be sustainable. We hope that this competition is the beginning of a new link between development and art. Convincing communication is needed to spread messages widely so that we all speak the same language, from the pastoralist to the farmer, from the development partner to the governmental official.

Dr. Elisabeth van den Akker

Programme Manager

Strengthening Drought Resilience (SDR)

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

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The national flagship Sustainable Land Management Programme (SLMP) is one of the major initiatives of the Ethiopian government and its development partners for combating land degradation and restoring climate-resilient and productive landscapes. The German government has shown great solidarity in this regard providing technical support and financial investment in watershed rehabilitation for more than 20 years. The SLMP measures have reached approximately 1.3 million people across six regions in Ethiopia and has applied SLMP practices on 450,000 hectares of previously degraded land.

The German government's support to SLMP implemented by GIZ has been providing training and services to ensure the development of skills needed to implement SLMP technologies and to support community organisations and public institutions on all levels.

In working with communities we believe that it is particularly important that awareness-raising and behavioral change is achieved through culturally appropriate messages – through linking art and development. GIZ and partners have been using illustrated art work in its work globally for decades.

The GIZ programmes involved in this event are the Sustainable Land Management (SLM), Strengthening Drought Resilience (SDR) and their Agricultural Technical Vocational Education Training (ATVET) component. They jointly organized this art competition "Dare: Carry On:" and engaged Ethiopian artists on the topic of agriculture in the country's highlands and lowlands. Their work will enrich future publications of the SDR and SLM programmes to be used for capacity development of Ethiopian farmer and pastoralist communities. At the same time GIZ is proud to encourage and support the art scene in Ethiopia.

I would like to thank the curator, Mr. Mifta Zeleke, our GIZ coordination team and all participating artists to make this happen by addressing development cooperation in agriculture through art.

Michael Glueck

Programme Manager

Sustainable Land Management Programme

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

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“Agriculture not only gives riches to a nation, but the only riches she can call her own.” Most people involved in the field of Agriculture can probably relate to this quote by Samuel Johnson. Without Agriculture it is not possible to have food and fibre, markets and cities, schools and a stable economy.

But Agriculture is not only crop or livestock production. It is a universal language and living from the land makes you fluent in the language of the land.

Art is another universal language. In creating art, artists communicate at an emotional level to their audience, mostly to those within their own culture, but frequently even to those beyond their own culture.

In combining these two languages, the art exhibition "Dare: Carry on:: Art on Agriculture" provides a wonderful opportunity to open people's eyes to the many different facets of rural life in Ethiopia. Through their language - drawings and illustrations - Ethiopian artist will contribute to publications on sustainable land management and thus become part of rural development in their country. My special thanks to everyone who helped and contributed to making this exhibition happen.

André Hähnke

ATVET Support Component Team Leader
IAK-Ambero-Planco Consulting

Embraces of **Dare: Carry on::** *Art for Agriculture*

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The entirety of the program initiated by Sustainable Land Management (SLM) and Strengthening Drought Resilience (SDR) of the GIZ in Ethiopia constituted an art competition with contextualized branding, open call, selection of ten finalists by experienced jury members, field trips, responding to a curatorial challenge, developing concept notes, producing illustrations and artworks, exhibiting outcomes; and archiving the efforts made through the process using this catalog and other digital media.

Though the two departments could easily recruit and hire illustrators to improve their training materials; their exemplary preferred approach that benefited the art community of Addis had greater mutual artistic significances. Among forty two applicants, the selected ten finalist artists have went through routes that familiarized themselves to the undertakings of SLM and SDR using the field trips to Chifra in Afar and Bako in Oromiya where they grasped the essences of SLM and SDR from their own observations and perceptions; interactions with the local community as well as from the guided tours by trainers. Expected to be apparent in their final production of illustrations and artworks, the finalists were further required to respond to a curatorial challenge. The challenge confronts their conceptions inquiring a matured concept that manifests predominant cultural, economic, environmental, climatic or other factors that concerns the living conditions as well as the societal values of the communities in relation to the roles that SLM and SDR dared to carry on. The finest of such realizations in line with the principally evident artistic skills has enabled SLM and SDR to obtain two proficient illustrators among other finalists though all deserve valued gratitude for their earnest efforts.

Apart from acquiring attested professionals that serve the purpose, the Dare: Carry on:: program achieved in contributing to one of the needs of Ethiopia's art scene that looks for grounds of engagement with other fields. It's my utmost belief that SLM and SDR, other departments as well as partners of GIZ would continue making similar ingenuity in the future!

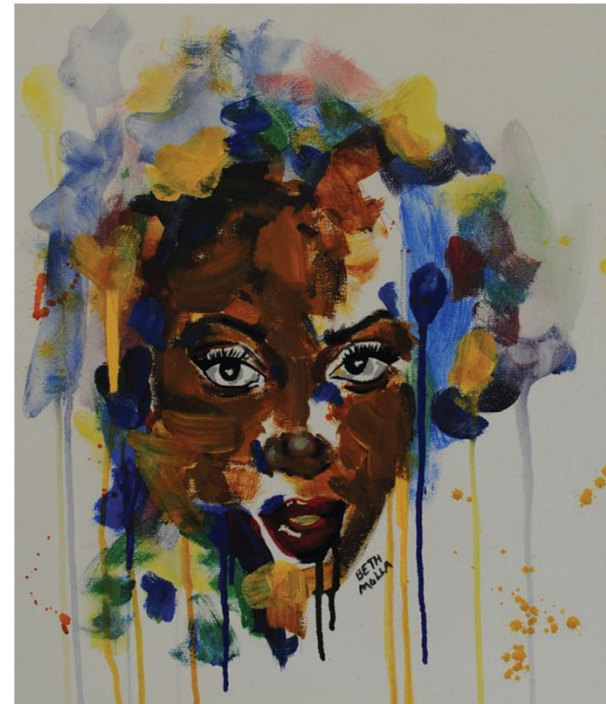
Mifta Zeleke

Curator: Guramayne Art Center

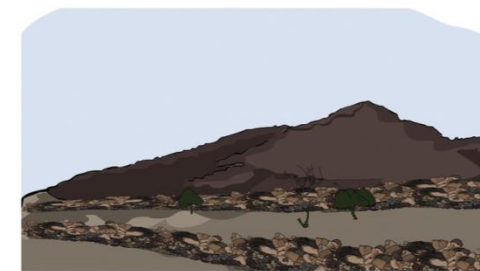
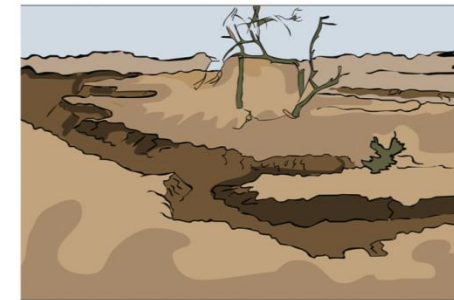


Bethelhem Molla

Bethelhem Molla was born in Addis Ababa, Ethiopia on September 25, 1992. She is a 2016 graduate of Addis Ababa University, Alle School of Fine Arts and Design from the department of Industrial Design. Bethelhem participated in different group art exhibitions and competitions. 'Inspired Women' in Laphto Art Gallery, 'International Women's Day' in the US Embassy Addis Ababa are some of the exhibitions she participated in 2016. She was the first prize winner in an illustration competition held by 'The Business Machine' (Switzerland). Bethelhem won fourth place in the United States of American embassy art contest in 2016. Currently, she is the creative director of DEDE Studio working as head animator for the animated sit-com 'MENDER' for adults. Bethelhem is also engaged in making children book illustrations.



"Women are not only beautiful. They also possess amazingly inspirational thoughts and ideas. That is why I developed my concepts for the illustrations I made based on women"

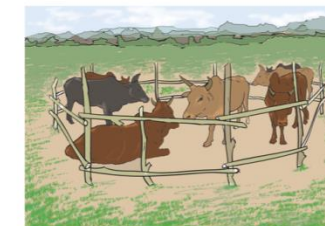




Enkusilassie Yesigat

Enkusilassie Yesigat was born in Gojam, Ethiopia in 1995. He is currently a 3rd year student attending his BFA degree at Addis Ababa University Alle School of Fine Arts and Design in the department of Industrial Design. He has participated in several art competitions that are based on digital art works. He has also attended several design related workshops. Though Enkusilassie is at the beginning stage of his artistic establishment, he aspires his works of art to mainly focus on portraits using digital illustrations as a medium of expression.

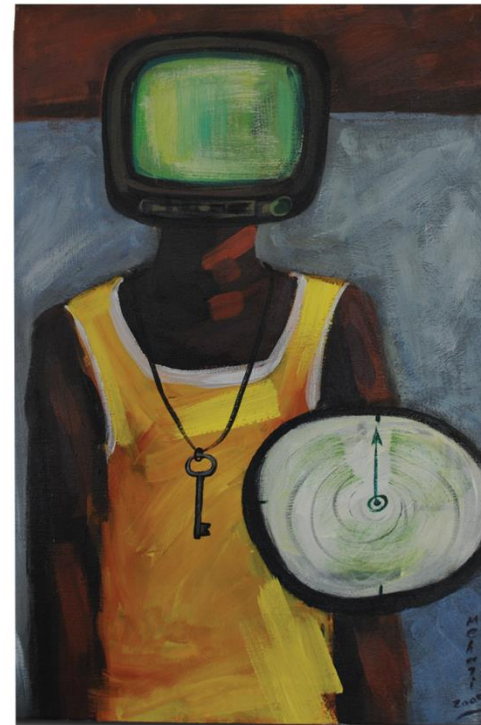
"My works of illustration focus on the problems that people in the specific areas face and the ways in which the undertakings of Sustainable Land Management and Strengthening Drought Resilience help to resolve the concerns"



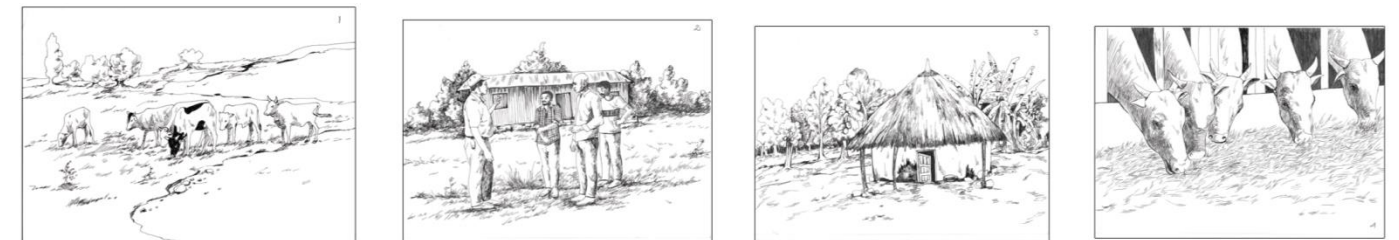
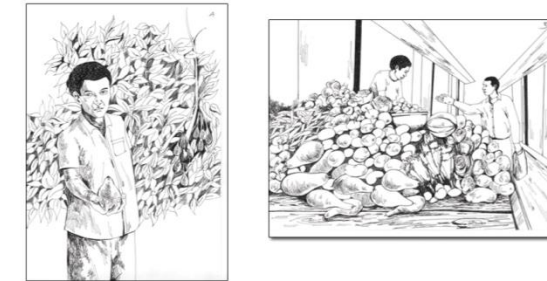
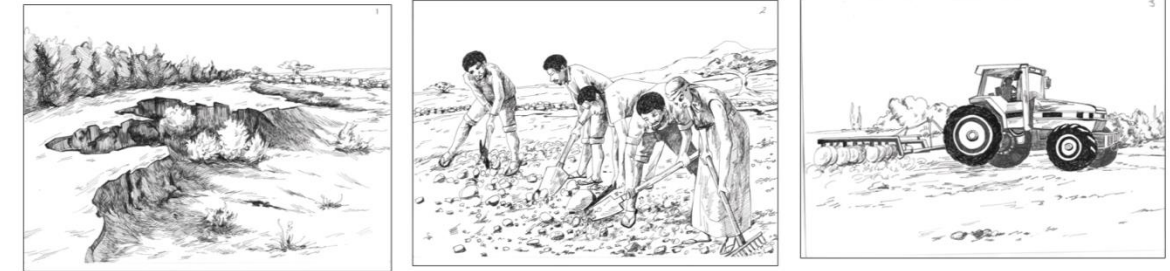


Mehari Teshome

Mehari Teshome was born in 1983 in Addis Ababa. He is a self taught artist. He cultivated his craze in various art lessons and workshops. Mehari subsisted as a full time studio artist since 1998. He participated in numerous group exhibitions in Ethiopia. "The relationship, essence and mutual existence of the body and the spirit in the soul is something that always fascinates me" says Mehari. With this regard, how material objects which are currently shaping and distorting the relations of the two has become his inspiration since recently. Hence, dealing with forces of the external like objects, technology...etc along with the notions of the body and the spirit remain to be the focus of Mehari's works.



"I used plain reality apparent in the daily lives of the places we visited. Consequently, the effective roles of SLM and SDR are portrayed in the illustrations I've made"



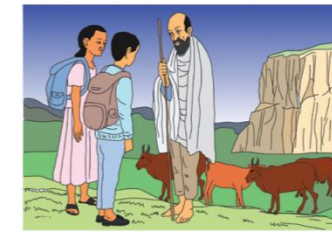
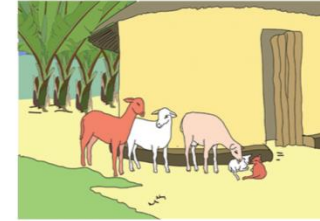


Milkiyas Abebe

Milkiyas Abebe was born in Addis Ababa in 1984. He graduated from Entoto Poly Technique College of Fine Arts in Graphic Art or Print Making in 2009. He taught himself the skills of computer graphics and worked for nine years in various capacities as animator and graphic designer in Moha Soft Drinks Company /Pepsi/; BT Digital Advertising; Yekatit Paper Converting PLC. At the same time, he pursued his artistic practices and participated in several group exhibitions in Ethiopia. He has also attended various workshops related to his spheres of interest. Milkiyas is now enrolled at the Alle School of Fine Arts & Design of the Addis Ababa University.



"The stories that I've attempted to reveal are meant to signify the values that Sustainable Land Management and Strengthening Drought Resilience are bringing to the life of the people living in the areas"



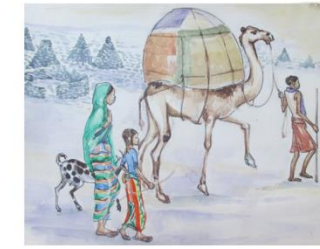
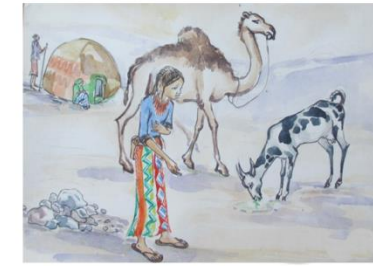


Senayit Worku

Senayit Worku was born in 1977 in Addis Ababa. She studied art in various private art academies as well as in the Alle School of Fine Arts and Design of Addis Ababa University in Painting in 1999. Senayit's vast experiences in illustration is evident in the school text books and in the stories written in six Ethiopian languages which make a total of fifty books. Senayit attended the International Children's Book Week in Stockholm, Sweden in the Guthenberg Book Fair for a workshop on children illustrations. Senayit is also a mentor of children art classes at the Abyssinia Fine Art and Modeling college.



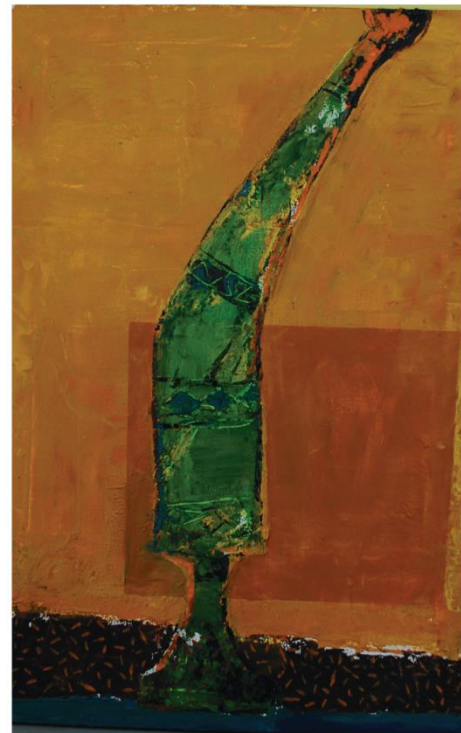
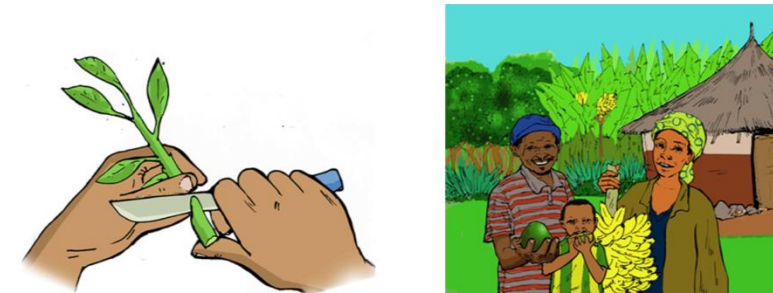
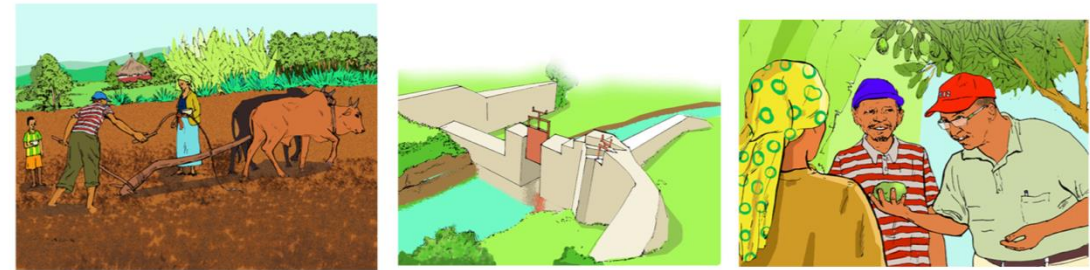
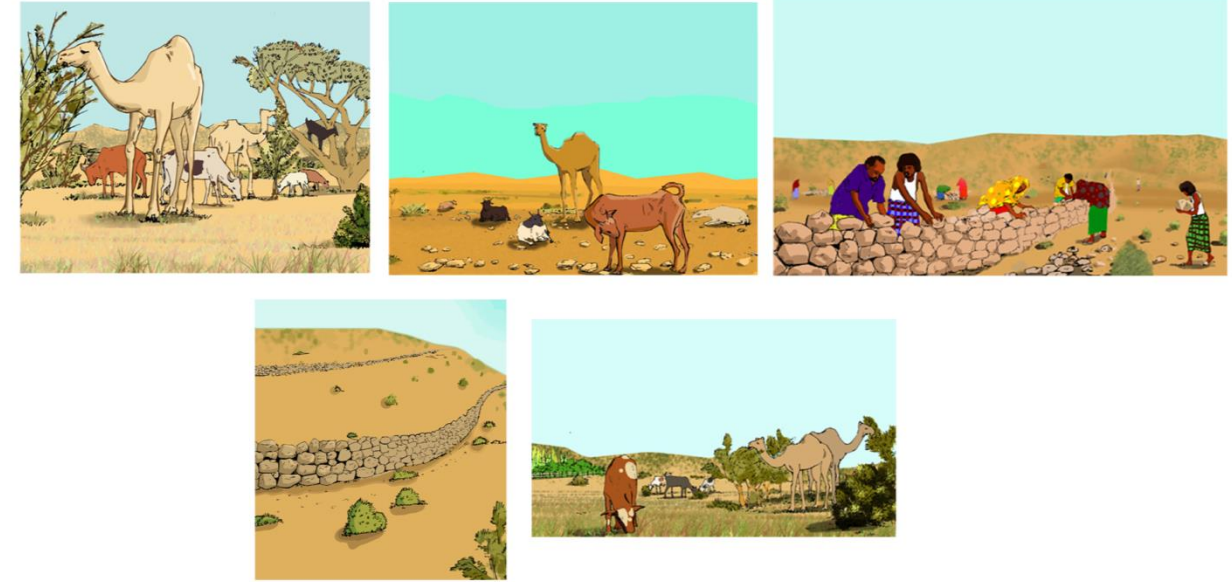
"Exemplar model families that are benefitting from the Sustainable Land Management and Strengthening Drought Resilience are the centers of my works. I built the themes of my works on those who also are capable of winning various challenges"





Surafel Amare

Surafel Amare was born in 1987 in Gondar, Ethiopia. He graduated from Addis Ababa University, Alle School of Fine Arts and Design in 2010 with BFA in Graphic Art. He participated in several group shows in Ethiopia and Kenya; and a solo show in Ethiopia. Surafel says; "I attempt to breathe life on the mechanically arranged nature of our world. My works are about revealing the hidden or what seems to be obvious in our daily life. They unveil the notions of reality as a result of our understanding, perception, outlook and above all our experience". Temporality, consumerism, the choice one makes, redundancy and rhythm are some of the consequent subjects that Surafel tries to address in his artistic works. Surafel has significant experiences in illustration working at the Self Help Educational Children Books in collaboration with Mega Publishing; Ayay Publishing; Spotlight Publishers; and at Midaqo Publisher on a project with USAID.

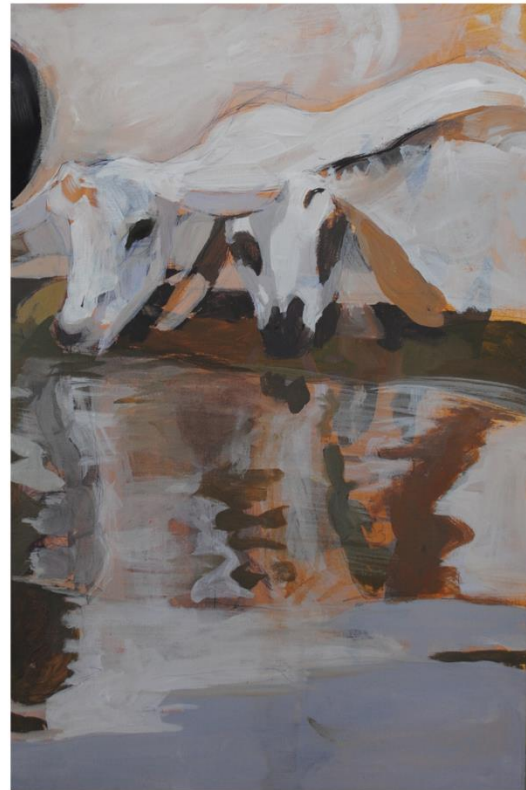


"As agriculture is significantly related to the laws of nature, I've tried to apply such a framework to my works in order to represent the accomplishments of Sustainable Land Management and Strengthening Drought Resilience"

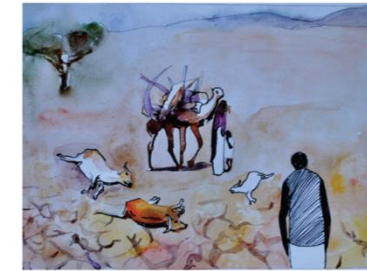


Tizita Birhanu

Tizita Berhanu was born in 1991 in Addis Ababa. She graduated with Bachelor of Fine Arts from Addis Ababa University, Alle School of Fine Arts and Design in painting in 2013. She participated in a number of group exhibitions in Ethiopia and one in France as well as a solo show at Lela Ethiopian Contemporary Art Gallery in 2016. "I develop the concepts of my works by juxtaposing emotions as allegory of the contemporary life. With such a view, my works mainly focus on individuals' sensitivity towards personal attachments by paying attention to the influences of external impressions of the contemporary life as a crucial element in determining the tonal values of the general aura of my works" says Tizita.



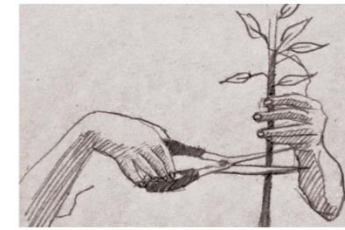
"I concentrated on the notions of collectivity to tackle environmental, climatic and other problems. Disclosing such common cultural grounds could add value to the works of Sustainable Land Management and Strengthening Drought Resilience: I believe"



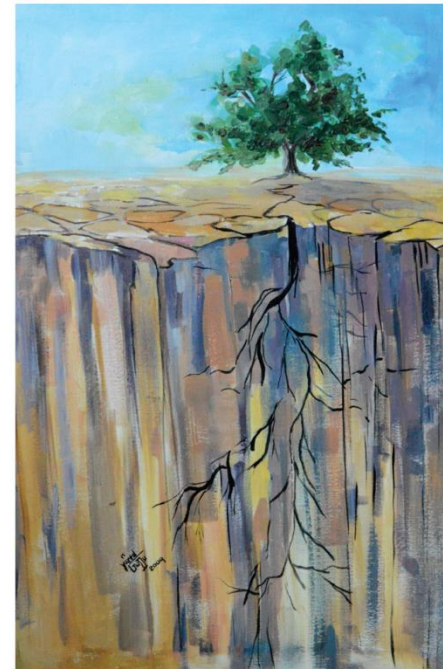


Yared Sileshi

Yared was born in 1985 in Dessie. He graduated from Entoto Poly Technique College of Fine Arts in Graphics Art in 2010. Yared worked in various artistic positions at Zoma Fashion Magazine, The Sub-Saharan Informer news paper, NahooTv, Ethiopian National Association Of the Deaf and Blind /ENADB/, Ledeta First Federal Court, African Child Policy Forum, Ethiopian Anti-Corruption Commission. Additionally, he further develops his interest in the arts using Computer Graphics, Illustrations and Cartoons. He showcased his works at the National Museum of Ethiopia, Back Yard Gallery and Addis Art Fair. Yared Sileshi is currently studying a BFA at the Addis Ababa University Alle School of Fine Arts and Design.



"The role of women in the two regions we visited are of greater significance. Therefore, I materialized their essence to their family and community to augment my concept for illustrations"

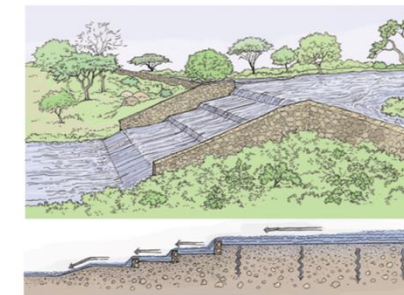
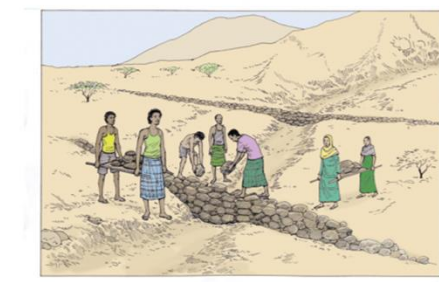
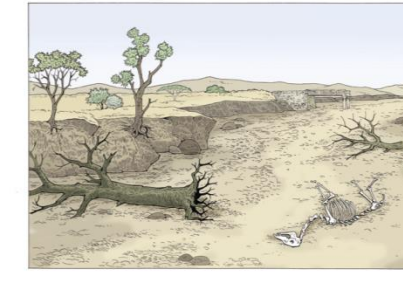
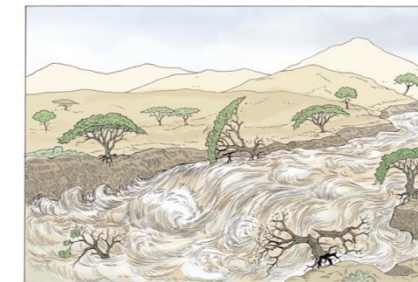
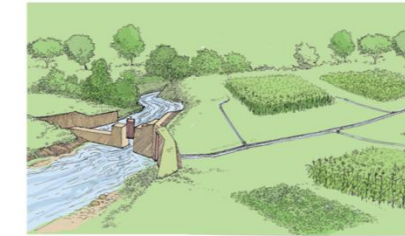
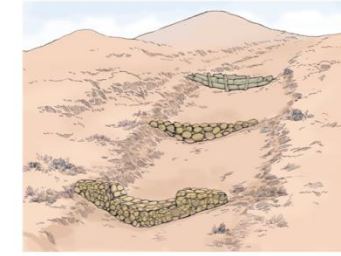




Yihenew Worku

Yihenew Worku was born in 1978 in Debreworkos. He graduated from the Alle School of Fine Arts and Design of Addis Ababa University in Painting in 1999. Yihenew has relevant experiences in cartoon, illustration and graphic design. He worked at the AIDS Resource Center (ARC) as well as on different newspapers and several children books. As part of his participations in many international cartoon and illustration competitions, some his works are published. Yihenew was one of the six African illustrators who participated in the children illustrations workshop in Johannesburg in February, 2017. On the recent "Freedom of Expression" international cartoon contest held in Norway; Yihenew is among the ten finalists who received the Honorable Mention Award in June 2017.

"Since water is the most crucial element affecting the living conditions of the people we visited in Afar and Bako; I used it in relation to tree in order to illustrate the significances of the two by juxtaposition"



The Jury



Tadesse Mesfin

The legendary artist, Tadesse Mesfin, is a favored mentor at the Addis Ababa University Alle School of Fine Arts and Design since 1985. He presented his works in many countries of Africa, Europe, Asia and North America. The Ethiopian Fine Arts and Mass Media National Prize for Painting, The Mid-American Arts Alliance Prestigious Fellowship and Residence to the U.S both in 1998 are some of the honors that Tadesse received for his enduring endeavor. His perseverance as a studio artist apparent throughout his life is a remarkable individuality of Tadesse.



Tamirat Gezahegn

Tamrat persisted as a studio artist for more than 17 years. He is the founding member of Netsa Art Village which was the most dynamic venue for the flourishing of contemporary art in Ethiopia. In addition to the numerous group and solo shows in Ethiopia, Tamrat has shown his works in Egypt, Kenya, Germany, Spain, USA, UAE, Norway and Sweden. Tamrat's practice as an artist ranges from being a painter, installation and performance artist to his relentless researches and experimentations predominantly on the essence of indigenous people and their lifestyle.



Desta Mahdere

Committed to the professional undertakings of Graphic Design since 2000, Desta Mahdere accomplished in establishing Designlab which is one of the successful and leading companies in the field. Beyond leading the firm, he is renowned for his innovative designs that profoundly advanced the quintessence of clients' craves. Desta's critical approaches to the various aspects of his career are by far determined to promoting the ethical and professional specialties of Graphic Design, Advertising and Communication. GIZ, BGI-Ethiopia, Raya Beer, are some of the companies that he has been providing services.

The Working Team



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Mifta Zeleke
Curator
Guramayne Art Center



Dare: Carry on
Art for Agriculture



Open Call
for
Art Competition

Submission begins
April 17
Submission Deadline
April 30
023 021 709

20 short listed artists
10 Finalists
3 Prize Winners
2 Illustrators



Programme Curation and
Consultancy by:



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