

# apexart Franchise

## Dar es Salaam, Tanzania

### ***Beauty Salons and the Beast***

Organized by: **Rehema Chachage and Jan Van Esch**

On view: **February 7 - March 7, 2015**

In beauty salons and barbershops in the Msasani area of Dar es Salaam.

Featuring work by:

Amani Abeid  
Delphine Buysse  
Rehema Chachage  
Cloud Chatanda  
Eneida Sanches  
Aika Kirei  
Vita Malulu  
Gadi Ramadhani  
Jan Van Esch



*Beauty Salons and the Beast\** introduces the Tanzanian public to new and experimental art and aims to increase public interest and dialogue in the happenings and role of the visual arts in Tanzania. The project carries the theme of 'multiple-choice' and will feature artworks and interventions from local Tanzanian and international artists.

The exhibition aims to explore the public sphere and questions the role of artists in society by using artistic media and creative expression to engage with communities to communicate, explore, and articulate issues of local significance. It employs the 'if they don't follow the art, we will bring the art to them' module by 'infecting the city' with activities like public performances, interventions, and public discussion as a way of bringing art to the community, and as a catalyst for dialogue.

Works of art will be exhibited in five small and large beauty salons and barbershops located in the streets of the Msasani area of Dar es Salaam.

\*Title adopted from Erick Mchome's 12-02-2011 article in *Mail and Guardian*.

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For more information please contact Lorissa Rinehart at [lorissa.rinehart@apexart.org](mailto:lorissa.rinehart@apexart.org) or visit [apexart.org/exhibitions/chachage-esch.php](http://apexart.org/exhibitions/chachage-esch.php)

**Rehema Chachage** is the Artistic Manager of programs for Nafasi Art Space, Dar es Salaam, and a mixed media artist working mostly in video and sculptural installations as well as performance. She graduated in 2009 from Michaelis School of Fine Art, University of Cape Town, where she received a Bachelors of Arts in Fine Art degree. Chachage has participated in solo and group shows throughout Africa and internationally.

**Jan Van Esch** is a Dutch cultural manager and visual artist. He holds a MA in anthropology from Radboud University in the Netherlands and a MS in public health from Harvard University. He has over 15 years experience in running organizations and is successful in strategizing, managing, and fundraising. Five years ago he changed his career towards the visual arts. In his own practice he uses recycled materials to make sculptures, drawings, and videos.

apexart's exhibitions and public programs are supported in part by the Affirmation Arts Fund, Andy Warhol Foundation for the Visual Arts, Bloomberg Philanthropies, The Greenwich Collection Ltd., Lambent Foundation Fund of Tides Foundation, and with public funds from the New York City Department of Cultural Affairs and the New York State Council on the Arts.

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