

Accidental Art #WDC522

As part of the World Design Capital 2014 celebrations Nando's launched their Accidental Art initiative (#WDC522). This project aims to make art accessible to everybody by taking it into the streets and onto the walls of the Mother City, turning the urban structures of Cape Town into a canvas and the streets into an art gallery.

Nando's started their Global Art Initiative in 2001. They have since been sourcing local artworks for their restaurant and offices to create beautiful and meaningful spaces for diners, guests and employees, and in turn supporting artists with a regular income and global exposure. Now Nando's has an impressive collection of over 7500 original pieces by South African artists in their restaurants and offices across the globe. The Accidental Art project is an extension of their ongoing support of local creativity.

The Accidental Art initiative now consists of two permanent large-scale site-specific public art installations outside the Nando's restaurants in the Cape Town CBD.

Nando's Long Street Accidental Art Mural

In July 2014 one of local artist Xolile Mtakatya's existing works was translated into a 7x9m acrylic mural outside Nando's Long Street by international muralists Colossal Media (US). Xolile has a long-standing relationship with Nando's and they currently have over 200 of his pieces in their collection. He was chosen for this project because his work is characterised by an urban vibrancy that suits both large-scale and public art formats. He uses bright colours and his work depicts the city bustle, which is ideal for this project and the location.

"I quite like working on this project because people will be seeing my work, this mural, outside. I could take my friends and my family and say, "This is my piece, you can see the signature". I quite like that a public mural is seen by people rather than having my piece hung inside an office." – Xolile Mtakatya, 2014.

See this piece on the facade of the Matador Building on the corner of Long Street and Waterkant Street, Cape Town.

Nando's Kloof Street Accidental Art Mural

For the empty wall outside Nando's Kloof Street, local artist Liza Grobler was commissioned to design a 20sqm Half Square ceramic panel which was produced and installed by the Yellowwoods Art Ceramic Studio in August 2014. Liza has a long-standing partnership with Nando's and over 85 of her pieces are exhibited in their restaurants and offices around the world.

The mountains that surround the CBD inspired this specific piece and Liza's design brings the silhouette of Signal Hill (which is blocked by the Earigo building) back into the city, visually connecting the urban foreground with the natural environment behind it. She also designed a bench and umbrella installation which is on the sidewalk in front of the mural. The benches invite passersby to take a break with the phrase "DON'T BE CHICKEN, SIT DOWN!".

See this piece on the facade of the Earigo Building on the corner of Kloof Street and Park Road, Cape Town.

The Nando's #artonfire Instawalk

On Friday September 12th Nando's, Yellowwoods Art and Between 10and5 celebrated the completion of both of the Accidental Art murals with an Instawalk through The Mother City.

The walk included 3 pop-up art installations along the route between the two permanent pieces:

Start: Nando's Long Street, corner Waterkant Street

Permanent Piece: A 7x9m acrylic mural by Xolile Mtakatya and Colossal Media.

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Pit Stop 1: 134 Long Street, in between Wale Street and Dorp Street.

Pop-up piece: A cross-stitched fence by Ana Nicole Rocha and Sharleen Hollick from Xx_CPT with images that represent South African pop-culture.

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Pit Stop 2: 150 Long Street, outside the #WDC008 Pop-up Space

Pop-up piece: An interactive LED Instagram-activated gif animation (1,3x1,4m) by designer/makers Thingking. The LED screen was in a static state and when someone used #artonfire or #wdc522 on Instagram, the screen lit up with a heritage-themed gif.

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Pit Stop 3: 23 Kloof Street, on the facade of the CityLife Cape Town Baptist Church

Pop-up piece: An anamorphic street art installation in a 'Zebrating' style by photographer Max Mogale titled Sisonke (meaning "We Are One"). This 2x1m mural was made from an image that has been split across pine planks. When viewed from just the right angle the stripes merged together to form a whole picture.

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Finish: Nando's Kloof Street, corner Park Road

Permanent Piece: A 20sqm ceramic mural by Liza Grobler and the Half Square team.

More information about Accidental Art:
<http://10and5.com/tag/nandos-accidental-art/>