



POPArt STUDIOS: COMPANY PROFILE : 2025

VISION

“POPArt specialises in the creation, development, showcasing and promotion of new South African entertainment works and cultural products. Through the nurturing of quality work, we aim to elevate the global reputation and the economic standing of South African entertainment and entertainers.”

MISSION

POPArt provides an essential container and support structure for performing artists to access both the industry and new audiences at large. POPArt incubates and fosters emerging talents and aims to educate performing artists in aspects of business by sharing knowledge that will help artists create their own sustainable careers.

We believe that there is no competition in a developing industry, and thus all successful individuals, spaces and projects will contribute to growing the Arts and Culture Industry in South Africa. Through the showcasing of new works, and a growing online platform and diversification into multimedia, artistic project management and corporate streams, POPArt is actively engaged with the South African entertainment audience and their interests and preferences, as well as the impact of the conversation between artists and audiences.

VALUES

- Inclusive
- Collaborative
- Non Competitive
- Integrous
- Nurturing
- Involved
- Passionate
- People centric
- Risk Taking
- Dynamic
- Innovative
- Fun



EXECUTIVE SUMMARY

POPART Studios is a production company and performing arts centre that engages mostly live performances. POPART stands for People of Performing Art, and that is the key aim of the company: to provide a platform and support structure for realising fresh new work and ideas in the performing arts realm in South Africa.

POPART began in 2012 with the vision to create a new and accessible space for performing arts in Johannesburg: a space where established and emerging creatives could come together, network, develop and share skills and ideas, as well as perform. Years later, POPART has established itself as a premiere performance and development space and company that is known for nurturing productions and a new audience base by changing the way that the general public perceives live and South African entertainment.

In 2020, POPART made the call to move spaces - foregoing a permanent space to become a production hub (online and POPUps) while working toward building a new space. From 2020 - 2024, we set up specialised artistic project management and corporate training avenues of the business, as well as partnerships with institutional creative spaces, which have largely made it more sustainable.

2025 has seen the re-establishment of a physical performing arts centre in Parkwood, Johannesburg : a hub from which all POPART and collaborator projects can be realised and run.

THE TEAM:

POPART is a female owned enterprise. The POPART management team consists of:

Hayleigh Evans : Creative & Operations Director

One of the founding members of POPART Studios, Hayleigh graduated with a BA Hon from AFDA in 2007. In addition to her achievements at POPART, she has major experience in promotion of arts and culture through her work as brand manager of Johannesburg's Maboneng Precinct from 2010 - 2014. She was recognised as one of Mail & Guardian's top 200 Young South Africans in 2015.

Samkelisiwe Khuzwayo : Marketing Manager

Samkelisiwe is a graduate of AFDA Durban, 2019. She joined the POPART team in 2022. Samkelisiwe is a highly accomplished professional, holding a Bachelor of Arts degree in Motion Picture from AFDA, with a specialization in Television Writing & Producing. Her



journey in the industry began to flourish as an Audio Description Writer, Editor, and Voicer at ShazaCin Accessible Media post-graduation, providing her with a profound understanding of accessible media and diverse storytelling.

Thabiso Chrisophocus Seboka : Producer - In House Productions

Chrisophocus joined the POPART team through the Yes4Youth Programme in 2023. He is a dynamic performer and a graduate from the prestigious Market Theatre Laboratory. With a career that spans several decades, Christophocus has showcased his versatility and skill in various capacities. Notably, he served as a presenter on the popular youth television show "Craze" on ETV, capturing audiences with his charisma and engaging personality. His exceptional contributions were further recognized as he became a pivotal part of the outstanding ensemble cast of "KiDDING," a production that earned a coveted Standard Bank Ovation award at the National Arts Festival in 2023.

POPART's full time team consists of interns from the Yes4Youth and Cathseta programs, and ad hoc team members is made up of 'family' members from our youth engagement as well as previous interns.

IMPACT

POPART has staged over 500 new live productions at their theatre space from 2012 - 2018. As such, they have been part of the narratives of many successful productions and have created strong relationships with key writers, directors and performers in the South African entertainment industry. Every major player in the industry from Pieter Dirk Uys to Trevor Noah has performed on the POPART stage.

POPART has produced multiple touring productions since the launch of the production company in 2015. These include "We Didn't Come to Hell for the Croissants", "Unfair Lady" and Samuel Becketts "Not I".

POPART also has significant long term partnerships with spaces like The Market Theatre Foundation and William Kentridge's The Centre for the Less Good Idea.

POPART's "family" of shows, employees and interns have gone on to create successful careers and businesses in the arts as well as successful touring productions.

AWARDS



2012

- Cosmopolitan Fun Fearless Females : Hayleigh Evans and Orly Shapiro

2015

- Mail & Guardian's top 200 Young South Africans: Hayleigh Evans
- Arts and Culture Trust ImpACT award : POPArt

2016

- Nominee, Best Cutting Edge Production, Naledi Theatre Awards : We Didn't Come to Hell for the Croissants
- Nominee, BASA, Sponsorship in Kind Award : POPArt

2017

- Executive Directors Award, Naledi Theatre Awards