



# Multi-Ethnical Crafts

*Pride in Diversity*



## INTRODUCTION

Multiethnic Crafts is a non-profit organization that celebrates and preserves the rich cultural heritage of diverse ethnic communities in South Africa. We believe in promoting cross-cultural understanding, appreciation, and unity through various forms of artistic expression.

## OUR VISION

Our vision is to be a leading platform for showcasing and preserving South Africa's diverse cultural heritage, while promoting social cohesion, creativity, and innovation.

## OUR MISSION

- Promote and preserve cultural heritage through performing arts, fashion, crafts, and textiles.
- Develop and showcase indigenous games and sports.
- Foster cross-cultural understanding and appreciation among diverse communities.

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- Provide a platform for artists, designers, and craftspeople to showcase their talents.

## KEY FOCUS AREAS

- **Performing Arts:** Music, dance, theater, and other forms of performance that showcase South Africa's rich cultural heritage.
- **Fashion:** Promoting traditional and contemporary fashion that reflects South Africa's diverse cultural identity.
- **Crafts and Textiles:** Showcasing traditional and contemporary crafts and textiles that reflect South Africa's rich cultural heritage.
- **Cultural Heritage:** Preserving and promoting South Africa's cultural heritage through various forms of artistic expression.
- **Sports and Indigenous Games:** Promoting and developing indigenous games and sports that reflect South Africa's cultural diversity.

*By focusing on these areas, we aim to create a platform that celebrates and preserves South Africa's cultural heritage, while promoting social cohesion, creativity, and innovation.*

# OBJECTIVES

- 1 Preserve Traditional Arts:** Document, preserve, and promote traditional music, dance, theater, and other performing arts from diverse ethnic communities.
- 2 Empower Artists:** Provide training, resources, and performance opportunities to artists, enabling them to sustain their craft and improve their livelihoods.
- 3 Promote Cultural Exchange:** Organize performances, workshops, and festivals that showcase multi-ethnic performing arts, fostering cross-cultural understanding and appreciation.
- 4 Support Community Development:** Collaborate with local communities to develop sustainable arts-based initiatives, contributing to social and economic development.



# VALUES

# PROGRAMS

**Cultural Diversity:** We celebrate and respect the unique cultural heritage of diverse ethnic communities.

**Artistic Excellence:** We strive for excellence in artistic expression and presentation.

**Inclusivity:** We create opportunities for artists from all backgrounds to share their work and stories.

**Community Engagement:** We prioritize community involvement and participation in our programs.

**Performance Series:** Showcasing traditional and contemporary performing arts from diverse ethnic communities.

**Artist Residencies:** Providing training, mentorship, and performance opportunities for emerging artists.

**Community Workshops:** Offering workshops and classes in traditional performing arts for community members.

**Festivals and Events:** Organizing festivals, concerts, and events that celebrate multi-ethnic performing.

# TARGET AUDIENCE

- 1 Artists:** Traditional and contemporary performers from diverse ethnic communities.
- 2 Arts Enthusiasts:** Individuals interested in experiencing and learning about multi-ethnic performing arts.
- 3 Communities:** Local communities interested in preserving and promoting their cultural heritage.
- 4 Educational Institutions:** Schools and universities interested in incorporating diverse cultural arts into their curricula.





## OUR GOALS

- **Cultural Education:** Include African history, customs, and values in school curricula to teach youth about their heritage.
- **Community Events:** Host festivals and workshops showcasing traditional music, dance, art, and crafts.
- **Digital Access:** Use apps, websites, and social media to share African culture and stories
- **Mentorship:** Connect youth with elders and cultural experts for knowledge-sharing.
- **Intergenerational Dialogue:** Encourage different age groups to discuss and celebrate African traditions together.

*By implementing these initiatives, we can help South African youth and children develop a deeper understanding and appreciation of their cultural heritage, fostering a stronger sense of identity and belonging.*



# MEET THE TEAM



## DESIREE KARABO REDDY

Desiree is a South African media personality, singer, entrepreneur, and Executive Director of Multiethnic Crafts. A cultural custodian and visionary, she leads with the belief that “we don’t just showcase culture, we uplift it.” As CEO of Dezrykay Trading and host of The Round Table Talk, she blends heritage and innovation, empowering communities through global collaboration. Her work spans music, youth leadership, social development, and charitable outreach, all driven by a passion to inspire change and celebrate culture.





# LERATO PATRICIA MILENI

Lerato Patricia Mtileni, fellow Director and the heart of Multiethnic Crafts's outreach, embodies both grace and grit. As a choreographer, actress, and mentor, her career spans youth programs, television, and philanthropy. Her community-first approach ensures that the NPO doesn't just perform for people, it performs with them. "If the youth can't see themselves in their own culture, we risk losing it," she says. "Our job is to make tradition relatable again."





## BONOLO MADUNA

Bonolo Maduna, Director of Multiethnic Crafts, is no stranger to the spotlight. With a background in acting, modeling, and dance, her artistic portfolio boasts roles in uThando neDiski, Generations, and Netflix's How to Ruin Christmas. But it's her role as a cultural storyteller that fuels her deepest purpose. Her creative direction infuses Multiethnic Crafts's programs with authenticity and boldness. "Culture is not static, it dances, it breathes, it performs," Bonolo shares.



## CONCLUSION

Multiethnic Crafts is committed to preserving and promoting the rich cultural heritage of diverse ethnic communities through the performing arts. By providing a platform for artists to share their talents and stories, we aim to foster cross-cultural understanding, appreciation, and exchange. Join us in our mission to celebrate the beauty and diversity of traditional performing arts, and together, let's create a more harmonious and culturally rich world.

As African youth gradually lose touch with their heritage, we aim to reignite their sense of belonging and connection to their roots. Our goal is to create platforms that showcase and celebrate cultural heritage practices, allowing South African youth and children to experience and appreciate their rich traditions.



# GET INVOLVED

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- Website -

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- Registration Number -

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