

FOR IMMEDIATE RELEASE

Afrisam Proud Sponsor Of Concrete For The Museum Of Contemporary Art Africa

AfriSam is not about what its concrete makes, but all about what its concrete makes possible. This leading supplier of cement and concrete solutions has been building solid foundations throughout southern Africa for more than 80 years.

Richard Tomes, AfriSam's sales and marketing executive, says that the company is so much more than merely a producer of cement, concrete and aggregate products and related services. "We are the brand that helps create spaces that foster life, relationships, stories and growth. At AfriSam, we are about creating concrete possibilities."

"Making a difference extends far beyond AfriSam's products and what these products can create," Tomes says. "The ethos of creating concrete possibilities is deeply entrenched in the company's philosophy and values, and this is underpinned by many of the company's business practices which clearly demonstrate our commitment to a lasting legacy."

AfriSam established its first cement plant in 1934 in Roodepoort, Gauteng and has since grown into a formidable construction materials group with operations in four African countries.

The company is extremely proud of its African heritage and it is for this reason that it took the opportunity to play a role in the construction of the Zeitz Museum of Contemporary Art Africa (MOCAA). AfriSam has sponsored concrete for the construction of the Museum.

Once completed, the Zeitz MOCAA will be a cultural institution that will focus on collecting, preserving, researching, and exhibiting cutting edge contemporary art from Africa and its Diaspora. The museum's name honours the renowned Zeitz Collection, which will form the museum's founding collection.

Considered by many to be the leading collection of contemporary art from Africa and its Diaspora, Jochen Zeitz will commit his collection in perpetuity, underwrite the running costs of the Museum and provide a substantial acquisition budget to allow the Museum to acquire new important artworks over time to remain on the edge of contemporary cultural production.

“As a company with our roots firmly anchored in African soil, we are extremely proud of our association with the Zeitz MOCAA and the role we can play, through our concrete sponsorship, in conserving our African heritage for future generations,” concludes Tomes.

PROUD SPONSOR PIC 01 : AfriSam is the proud sponsor of concrete for the Zeitz Museum of Contemporary Art Africa.

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