

My Alex

YOUTH PERCEPTIONS OF PLACE

The **#MyAlex – Youth Perceptions of Place** project is an exciting initiative developed by the JDA (Johannesburg Development Agency) to engage with youth aged 18-25 on their views of Alex. In this process the youth will receive one month of skills development and mentorship relating to the creative sector.

On 10 April 2016 an open day was held at the San Kopano Library for youth of Alex to show what Alex is to them. Forty two youth auditioned demonstrating a range of amazing skills, among these were: BMX'ing, drumming, scriptwriting, poetry, rap, marimba, dance and visual arts.

The fifteen participants have been selected and will be publicised on **22 April 2016** via the My Alex Facebook page. The adjudication process was headed up by four creative entrepreneurs who will also be facilitating the workshops within their respective fields. UNDRGRND Creative will be responsible for branding and graphic design; Red_Q for social media strategy and implementation; Platinum Sketch for photography and youth mentorship; Anthea Moys for cognitive mapping and performance skills and The Coloured Cube for virtual reality applications and 360° photos. **The workshops are aimed at providing the 15 participants with tools to assist in identifying their own, their peers and family perceptions of Alex.**

Workshops will run from **7 – 28 May** and will include outings to The Newtown Cultural Precinct where the youth will visit The Bag Factory, Assemblage, The Market Theatre, The Market Photo workshop and Artist Proof Studio. They will also receive AutoDesk 360 Fusion training at the Diepsloot Arts and Culture Precinct. All the training and work created by the participants on their perceptions of Alex, will culminate in the form of an exhibition and booklet which will open on **Youth day, 16 June 2016.**

From 7 May, the 15 participants will be running the My Alex Facebook page and sharing with everyone their perceptions of Alex. The youth participants will use the facebook post to record and reflect on their learning process, sharing images, photos, interviews and ideas relating to Alex.

**Join us as we learn more about Alex through the eyes of its youth.
For more information like My Alex on Facebook and follow #My Alex**

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