



For many, the name Zola Budd triggers memories of the barefooted record-breaking eighties Olympic runner from South Africa. It is also the song title of what became a popular song within Southern Africa by the late pop singer Brenda Fassie. Her song is dedicated to a fast-moving mini-bus taxi, which she renames Zola Budd. It is soon after this song's popularity that all minibus taxis during that period were referred to as Zola Budd. As a collective based in Johannesburg, we are very drawn to the city's history and its memories. We understand this history as a combination of real records as well as constructs, thus our involvement within the social thread of Johannesburg is a combination of inserting new memories through artistic intervention as well as making visible a selection of existing historical narratives, some of which may not have been told. Our project is to be located at the Noord Taxi Rank and the nearby Park Station, a railway station. The two locations form an imagined shifting economic centre of the city, a condensed magnetic point where thousands, if not millions of dreams from across the continent are concentrated. With the "central" locations mentioned above as starting points, we wish to stage a series of public interventions extending to the surrounding areas. These fictitious situations will provide those arriving and passing through these locations with an alternative understanding and sometimes a surreal experience of the city of Johannesburg. We will include the publication of a local inner city Johannesburg dictionary/city-guide. The dictionary lists, from A-Z, terms that are commonly used in the city as well as those that we will invent. This list will range between types of people, things, conditions, and behaviours that are commonly found and seen in Johannesburg. Throughout the project, we wish to collaborate with taxi drivers and commuters, street photographers working in the nearby Joubert Park, auto mechanics in the area, street musicians, hawkers, street beggars, schools, as well as the Keleketla Library located at the Drill Hall adjacent to the Noord Taxi rank. Interventions will take the form of "daily life" in Johannesburg. The nature of the interventions is both to momentarily shift the image and memory of the city, and to do this whilst providing "proof" of existence with the dictionary and city guide. The project is geared towards individuals and communities that live and occupy this area, thus, the distribution points of the dictionary/guide will compel those unfamiliar with the area to acquaint themselves in a way that requires engagement with the area and its occupants.

Project author or developer:
NON-NON Collective

Where:
ZA / South Africa / City of Johannesburg Metropolitan Municipality

Website:
www.visibleproject.org/projects/NON-NON_Collective.php

