



# LOOKOUT CERAMICS

*handpainted*

## Company Profile

### BACKGROUND OF THE COMPANY:

#### Lookout Ceramics by Lookout Sibanda

Lookout is the founder and Creative Director of LOOKOUT CERAMICS. His work has been exhibited in Pretoria, Port Elizabeth and Cape Town.

‘My work is mainly colourful and textured. I’m inspired by anything I see from nature to fashion especially patterns in fabric and nature. I also like textured handcraft and have used crocheted doilies in some of my work.’

Lookout was born in Beit-Bridge - a border town in the province of Matabeleland South, Zimbabwe. He did ‘a little bit of art’ at Founders High School that he attended. He says that he: ‘never took art seriously at this time and did it mainly for fun’. At that point in his life he was deciding whether he would become a Doctor, DJ or a professional Sportsman! Rugby was his favourite sport but he enjoyed playing cricket, soccer, tennis and table tennis. He also had a great interest in chess. Little did he know that those “surgeons” hands would be applied to ceramic art – a ceramics doctor!

Around 2007, Lookout decided to move permanently to South Africa where he joined his mother residing in Pretoria. And so his creative journey and adventure began.

He learned ceramic art from his friends and he really fell in love with the art form when he started working with Elsa van Dijk in Pretoria in 2009. From that point on, he never looked back. He later moved to Port Elizabeth, where he now resides.

While in Pretoria he was part of a Gauteng regional exhibition at the Pretoria University and he went on to exhibit in the Eastern Cape regional exhibition in 2017, at Art on Target (Port Elizabeth). The South African Ceramics Society hosted this exhibition. In 2017 he was awarded the Best Use of Colour Award from the South African Ceramics Society.

In 2018, he was then invited to join the SA Ceramics group exhibition at Nelson Mandela University Gallery (Port Elizabeth). The exhibition was titled: Black & White.

A further highlight in 2018 was the selection to the group exhibition Collection 2018 at the RK Contemporary Art Gallery in Cape Town. Here he exhibited with artists Anthony Harris, Anton Momber, Bretten-Ann Moolman, Donvè Branch, Lydia Holmes, Mike Spittal, Estelle Marais, Greg Kerr, Jaco Benade and Brünn Kramer.

One of Lookout's major selections was announced in 2018 after he had attended a workshop in Port Elizabeth. He was chosen as one of three artists nationally who would be mentored and be given a monetary prize to assist with business development.

Celebrated South African designer Laduma Ngxokolo of MAXHOSA BY LADUMA chose three upcoming designers from over 250 designers to personally mentor.

["I met these gentlemen in Joburg and Port Elizabeth. They came to my Chivas Regal talks in 2017. I hosted a day-long talk across all the major cities in South Africa. I invited 50 designers per city to apply, they had to send motivations and images of their products and these gentlemen were selected the best nationally"](#) Laduma Ngxokolo Fashion Designer & Creative Director MAXHOSA BY LADUMA

APRIL 2018                      COLLECTION 2018  
RK CONTEMPORARY ART GALLERY in RIEBEEK KASTEEL (Cape Town)

ARTISTS: Anthony Harris | Anton Momberg | Bretten-Ann Moolman| Donvè Branch | Lydia Holmes | Mike Spittal |Estelle Marais | Greg Kerr | Jaco Benade | Lookout Sibanda | Brünn Kramer.

APRIL 2018                      IRON MAN SOUTH AFRICA | International Event  
Selected by Nelson Mandela Bay Local Government to showcase at the craft tent.

MAY 2018                      PLATES  
ART ON TARGET Artists: Lisa Walker | Richard Pullen | Joe van der Linden | Jennifer Vlietstra Vlok | Sharon Boyd | Linnley Watson | Lookout Sibanda



## VISION:

Our vision is to create art pieces that will touch and change people's lives; creating unique handmade items and ranges that are useful to people as functional items (plates, mugs and bowls) and/or decorative pieces (vases, wall tiles and hanging plates).

We value high production standards; we work at creating high quality finish to our products - with an original style that reflects the influences of nature, the world we inhabit and our cultural heritage.

We aspire and are committed to creating a company that customers are proud to be associated with and we want to achieve this by interacting with our customers to find out how they like their chosen item uniquely customised - to their taste - without compromising the unique aesthetic of our original design.

## MISSION:

Our mission is to build our market presence locally, nationally and internationally. Our dream is that every household or home should own a Lookout Ceramics piece and that lovers of the brand can start creating and building on their personal collection.

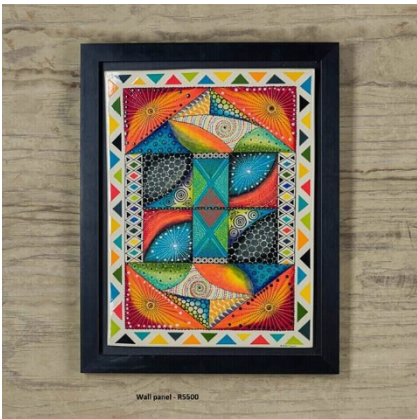
We aspire to expand our brand presence through involvement in more exhibitions for our bespoke art pieces and to enhance our presence by increasing our activity in local, national and international markets and outlets.

Part of our mission is also to pass on skills to the community and part of our strategy in building the brand is to present workshops, creating a forum for teaching art skills - mainly in the townships.

PRODUCTS: @lookout\_ceramics

Original handmade and Hand-painted ceramic items: Vases, Bowls, Platters, Plates, Mugs, Decorative Pieces, Artworks and Jewellery/Jewellery Holders.





**Contact Information**

**A:** Shop 3, No.2 Alabaster Rd, Lower Valley, PE

**C:** 076 634 7927

**E:** [mavula.sibanda@gmail.com](mailto:mavula.sibanda@gmail.com)

