

ITC-Alliances for Action at **MAISON & OBJET PARIS 2023**

Our programmes, our network, our projects

Pavilion Unique and Eclectic

Hall 5A | Stand Q119



International
Trade
Centre

ALLIANCES
FOR ACTION



Funded by the
European Union

THE INTERNATIONAL TRADE CENTRE



The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC is the only development agency that is fully dedicated to supporting the internationalization of micro, small and medium-sized enterprises (MSMEs).

At Maison & Objet Paris, we represent selected ITC programmes and their partners.

Alliances for Action:

ITC's Alliances for Action programme initiative leverages partnerships for sustainable food systems. It does this through partnerships that cultivate ethical, climate-smart, sustainable agricultural value chains.

We aim at achieving resilience and growth for farmers and MSMEs through more mindful and responsible trade, production and consumption systems and improved opportunities to compete on a global market.





ESWATINI:
PROMOTING
GROWTH THROUGH
COMPETITIVE
ALLIANCES



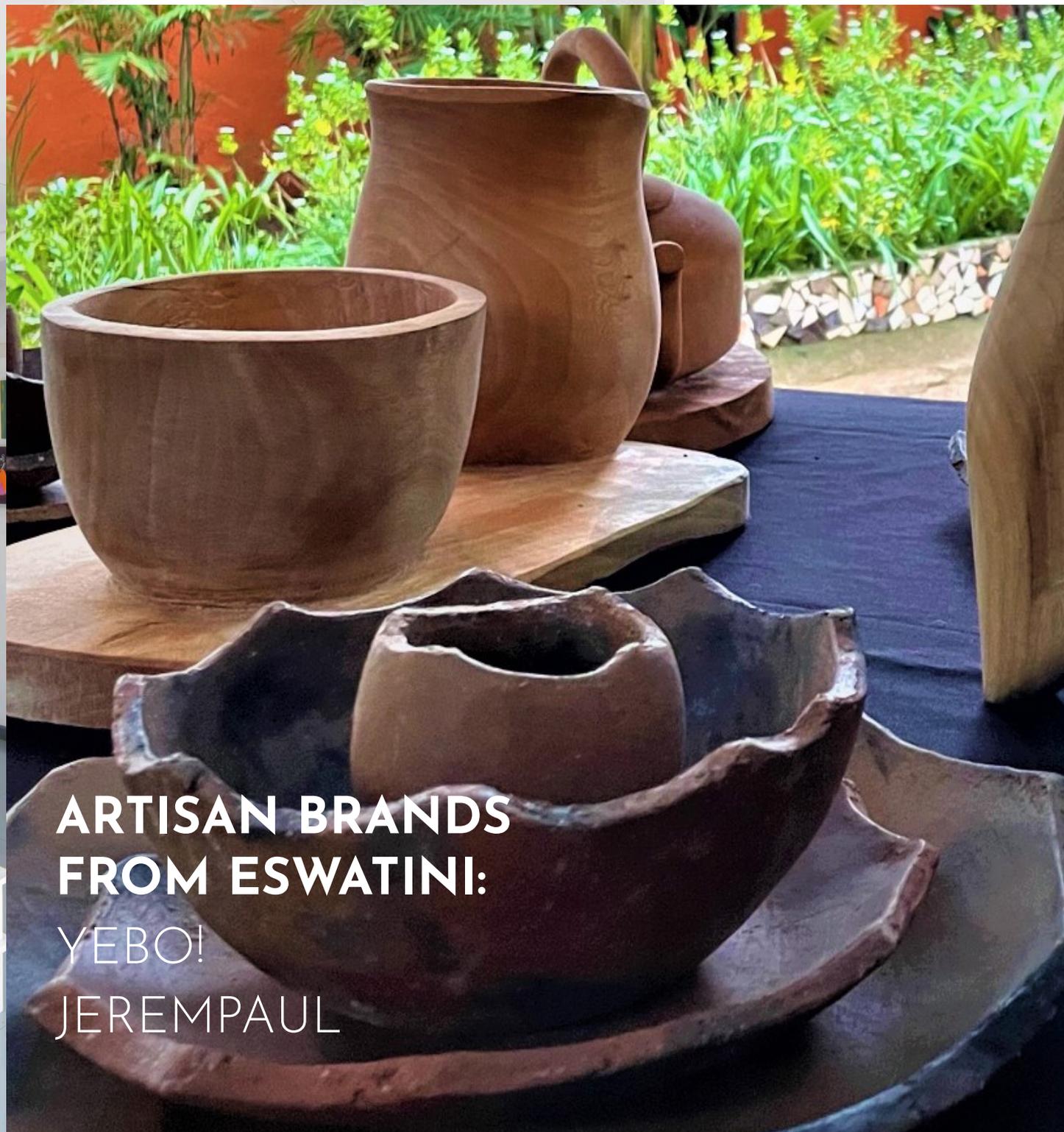
The ITC-Alliances for Action project 'Eswatini: Promoting growth through competitive alliances', funded by the European Union (EU), supports job creation for small farmers, entrepreneurs and artisans. Eswatini offers the global market unique organic produce, artisan roasted coffee, handmade cultural creations and gourmet condiment lines.



Micro, small and medium-sized enterprises are leading the way for value addition in country, and creating jobs for their communities in the process. ITC is working with the EU and the local government to support them and facilitate an enabling business climate. ITC also works closely with smallholder farmers, agro-processors and artisans in Eswatini to support them in ways that are sustainable and benefit both people and the planet. In this way, ITC fosters and preserves cultural heritage, and draws on artisan skills and concepts of green growth.



Meet artisans and designers from Eswatini under this programme at Hall 5A | Stand Q119 in the Pavilion Unique and Eclectic.



**ARTISAN BRANDS
FROM ESWATINI:**
YEBO!
JEREMPAUL



YEBO !



Founded in 2010 by Aleta, Peter and Dane Armstrong, Yebo! is a contemporary art gallery that creates a professional environment for aspiring and professional artists and artisans from Eswatini and Southern Africa.

To date, Yebo! Art Gallery counts more than 50 exhibitions showcasing a wide variety of artwork in traditional and digital mediums, as well as handcraft works such as screen-printed textiles and woven baskets.

Yebo! Art Gallery connects Eswatini's most promising emerging talent and most prolific professional artists with broader local and international audiences, providing them with the tools to develop their practices professionally within Eswatini's growing creative economy and function as professional artists in the global art market.

Moreover, Yebo! Works closely with the handicraft sector in Eswatini to help empower women in rural areas with entrepreneurial and design skills so that they may become well-recognized artisans and contributors to Eswatini's handicraft environment.

Through exhibitions and creative workshops, Yebo! Art Gallery promotes art as a tool for change that can be used to address pertinent social and environmental issues on individual and community levels.

EKHAYA BY YEBO! | THE SPIRIT OF THE HOME

In the face of a complex and ever-shifting reality, we struggle to walk the line between individuality and shared cultural experience. As we seek to sustain the tenuous hold we have on the concept of home, the objects we fill it with become signifiers of not just our personal tastes and personalities, but of our beliefs, our habits and our concerns. The home (eKhaya) is a place of comfort.

Though aspects of dominant cultures have historically pervaded and wiped away the cultures of many; though we are threatened by the spectre of cultural homogeneity as a result of colonialism, the internet and the media, our cultural practices persevere, our art and crafts live on and our individuality shines through. The home is a place of resistance.

We live in a time of unprecedented communication and interconnectedness; but can find ourselves more isolated than ever. We look to the physical spaces we inhabit for a sense of belonging and peace. The home is a place of renewal and rest, where we can heal ourselves from the uncertainty of life. With renewed energy we go out into the world again so we can continue to give back to those around us, to our families, to our friends and to our neighbours.

Our homes are not just for the individual but are culminations of those before us and those with us, serving as physical representations of the continuous support we give and receive from our family, friends and communities. The objects we surround ourselves with hold the memories of the people we have met, the places we have travelled and the times we have lived through. The home is a place of history.



THE COLLECTION EKHAYA BY YEBO!



COFFEE CUPS



Love & Peace' by Aleta



Open your eyes' by Aleta



Feet' by Aleta

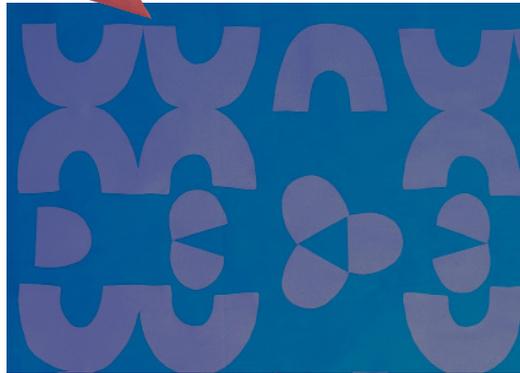


Listen' by Aleta

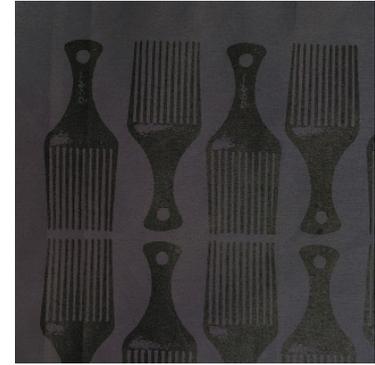
CUSHION COVERS



2.



3.



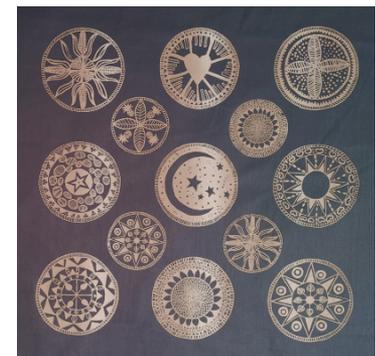
1.



4.



5.



6.

1. 'Emakomo' cushion cover by Siyaphambili
2. 'Gucasithantaze' cushion cover by Indzaba Yami
3. 'Gucasithantaze II' cushion cover by Indzaba Yami
4. 'Mantenga Rythym' cushion cover by Peter Armstrong
5. 'Mantenga Rythym II' cushion cover by Peter Armstrong
6. 'Swazi Baskets' cushion cover by Indzaba Yami



**WOODEN
SPOONS**

7. 'Timbali' cushion cover by Peter Armstrong
 8. 'Timbali II' cushion cover by Peter Armstrong
 9. 'Timbali III' cushion cover by Peter Armstrong
 10. 'Trance' cushion cover by Aleta Armstrong

PAINTINGS

5. 'Dialogue' by Phindile Mamba

6. 'Look after the insects' by Phindile Mamba

7. 'Ingadze Yami (My Garden)' by Aleta Armstrong

8. 'Trance' textile wall hanging by Aleta Armstrong



7.



8.



6.



5.



'GOODNIGHT'
DUVET
COVER



**PAPER
BAGS**



NOTEBOOKS | A5



3.

2.

1.

4.

BASKETS

1. 'Cabbage' by Indzaba Yami
2. 'Calabash' by Siyaphambili
3. 'Gemsquash' by Indzaba Yami
4. 'Milk pail' by Indzaba Yami



3.



1.

4.



5.



ART CARDS



2.

1. 'Silence I' by Khulekani Msweli
2. 'The Perplexed Farmer' by Celimpilo Dlamini
3. 'The Posse' by Mbongeni Dlamini
4. 'Visions II' by Dane Armstrong
5. 'Yebo Postcard Climate Change'

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Facebook: yebodesigns | **Instagram:** Yeboartdesign



JEREMPAUL



JEREMPAUL

JEREMPAUL is a multiple award winning, high-end lifestyle design brand founded and directed by Khulekani Msweli. It was established in 2010 and is based in Vuvulane, Eswatini, with a focus on innovative high quality craftsmanship that is driven by the love of contemporary art, resulting in avant-garde designs in women and men's fashion, interiors and art. The JEREMPAUL company also owns Vuvulane Food Market, a café that is focused on organic food that is produced locally.

Designer and artist Khulekani Msweli designs objects and implements projects that revive artisan's skills, to entice young generations to take part and pride in the value and meaning of design craftwork.

The name JEREMPAUL is a combination of two names, JEREMIAH + PAUL. Jeremiah is Khulekani's middle name which he was named by his late grandfather, who was also Jeremiah Msweli. Paul is Khulekani's late father's name. Khulekani specifically chose such a name as it combines three generations of the Msweli family but most importantly, his grandfather and father were exceptional leaders in the Msweli family and the Vuvulane community, doing everything with utmost love and dedication.

A JEREMPAUL piece is experienced by one generation to another, telling our story and preserving our heritage.

Khulekani Msweli - Artist | Designer | Social Entrepreneur | Community Activist

Khulekani Msweli was born in Vuvulane, Swaziland, in 1984. He spent most of his early years of primary and high school education in Swaziland, then lived and acquired higher education in England. To further enhance his knowledge in the arts, Khulekani has travelled extensively within Europe, USA, The Middle East, West and Southern Africa.

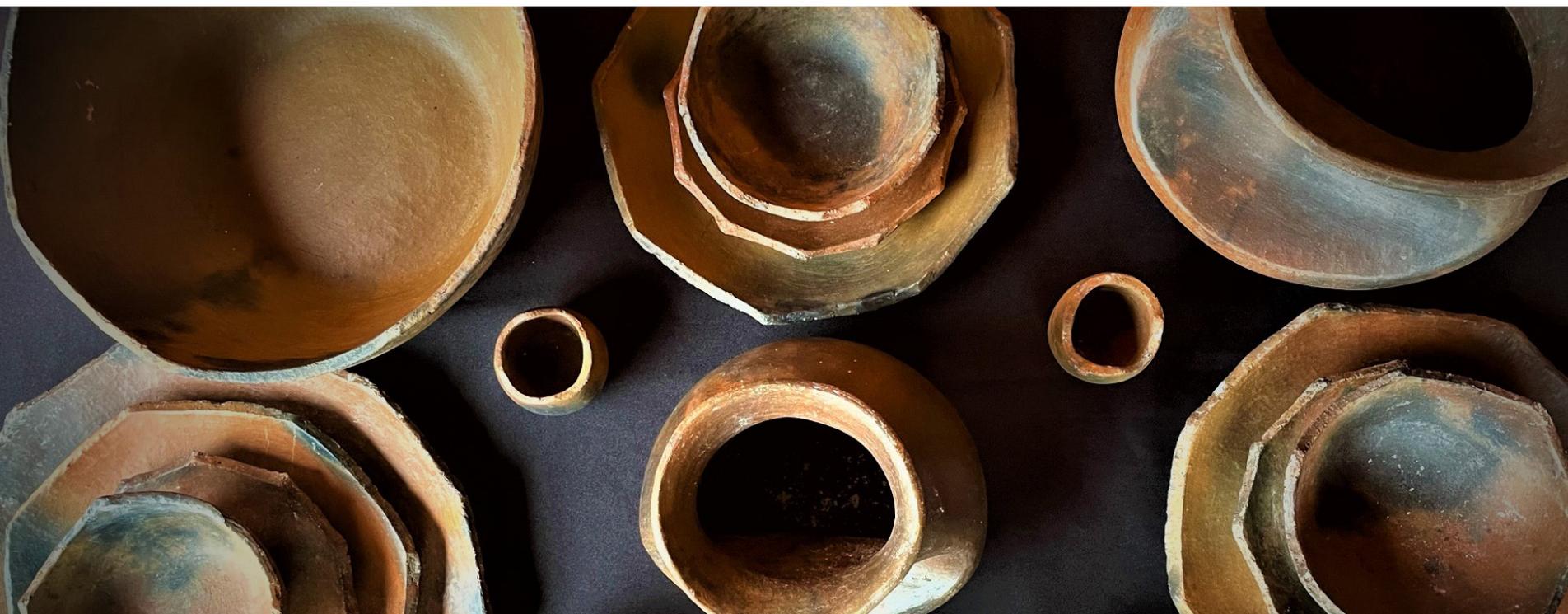
CAPSULE COLLECTION

JEREMPAUL

Breaking Bread - A Union of
Togetherness & Compassion.

This capsule collection consists of sculptural wooden candle holders, wooden serving bowls/jugs and earth fired clay dinner set, all handmade.

The colour of the collection follows the natural tones of the materials, to retain a sense of simplicity with honesty to the material.



THE WOOD COLLECTION



1. Likhandlela Lemlente Munye wooden candle holders made from Jacaranda wood
2. Lignedlela wooden kettle on 3-legged table made from Jacaranda wood
3. Lijeke Nesigubudvu wooden platter made from Jacaranda wood
4. Lijeke Nenkomishi wooden platter made from Jacaranda wood
5. Inkomishi Nesibugbudu wooden platter made from Jacaranda wood



THE CLAY COLLECTION

1. Livasi large clay vase
2. Livasi small clay vase
3. Lipleiti clay serving platter
4. Sigubudvu clay serving bowl
5. Sigubudvu clay plates
6. Lisoso clay side plates
7. Leghubile clay bowls
8. Inkomishi clay teacups

Contact: Khulekani Msweli

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Website: www.jerempaul.com

Facebook : JEREMPAUL | **Instagram:** @jerempaulofficial



CONNECT WITH US

ITC is pleased to enable Eswatini artisans attend Maison & Objet Paris 2023, and to help pave the way for new sustainable partnerships in the home design sector.

If you wish to learn more about ITC-Alliances for Action's inclusive agribusiness projects and understand how to collaborate with us, please reach out to:

Cristina Reni

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