

# Litha promotes the Mpumalanga Traditional Art Market for second year

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Last year, Litha Communications promoted the first ever Mpumalanga Traditional Art Market, or MTAM as it is widely known, which drew thousands of visitors from across the country and abroad to experience Southern Africa's unique art, cuisine, music and dance.

"We are delighted that MTAM again appointed us to handle the PR for this prestigious event, which promises to become a celebrated occasion on the international heritage calendar," says Teresa Jenkins, the COO at Litha.

This year, MTAM offered a rich cultural experience, with the most outstanding creative talents in the SADC region being showcased. Some of the selected art on display and for sale included Ndebele murals, mohair tapestries, basket weaving, beadwork, indigenous textile, wood carvings, pottery and wire art. Visitors also had the opportunity to taste local wines and try out traditional foods.

"MTAM is different from other markets in that it is underpinned by training and developing traditional artists in Southern Africa and aims to open sustainable revenue streams for them," she explains.

Furthermore, Museum Africa has become involved in MTAM by seconding a curator to this year's market.

"Last year's market was a resounding success and we are proud to say that this year the market drew even more local and international visitors," she says.

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