PRESS KIT

Learn it. Print it. Sell it.

November 2026

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At a glance

Name	Makwande Art Prints
What it is	A student-owned print enterprise that helps fine art students exhibit and sell the hand-printed work they make during their studies
Slogan	Learn it. Print it. Sell it.
The name	Makwande is isiXhosa for “let them grow” or “may they multiply”
Started	Informally in 2022, established in 2023, at the University of the Free State
Founders	Linde Kriel (owner and co-founder) and Sebotse Selamulela (co-founder)
Based in	Johannesburg and Pretoria, Gauteng, South Africa
Works with	Fine art students and recent graduates from South African universities
Mediums	13 printmaking techniques, from woodblock and linocut to etching, lithography, silkscreen and cyanotype
Latest exhibition	Makwande l'Abondance, Alliance Française Pretoria, 8 October to 6 November 2026
Website	makwandeartprints.com
Instagram	@makwande_art_prints
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Boilerplate (short, 40 words)

Makwande Art Prints is a South African student-owned print enterprise that helps fine art students exhibit and sell the hand-printed work they make during their studies. Every print is made by a student, and every sale benefits that student directly.

Boilerplate (long, 100 words)

Makwande Art Prints is a South African student-owned print enterprise that helps fine art students exhibit and sell the hand-printed work they make during their studies. Started at the University of the Free State by Linde Kriel and Sebotse Selamulela, it curates by the quality of the work rather than reputation, and teaches students the professional side of being an artist: contracts, pricing, preparing work and marketing. Its slogan, “Learn it. Print it. Sell it.”, sums up the model. Makwande has grown from a weekly Saturday market stall into an annual exhibition at the Alliance Française in Pretoria.

The story

Fine art students in South Africa produce extraordinary hand-printed work: etchings, linocuts, silkscreens and lithographs that take weeks to make. Too often those prints end up stacked in portfolios at the back of a drawer. Not because the work is not good enough, but because there is no structure to help students sell it while they are still studying.

Makwande was built to close that gap. Linde Kriel and Sebotse Selamulela, both fine arts students at the University of the Free State at the time, started it informally in 2022 and established it in 2023. They began with a weekly Saturday stall at a local coffee shop, selling student prints from R300, and

produced their first catalogue, “One Print at a Time”. For some students, Makwande brokered their first ever sale.

Makwande does not curate by reputation; it curates by the work itself. Alongside selling, it teaches students the professional basics that are rarely part of a fine art degree: contracts, preparing and presenting work, pricing and marketing. It keeps its commission low by producing digital catalogues and keeping work in-house.

In 2026, Makwande held its first national open call and mounted its largest exhibition to date, Makwande l'Abondance, at the Alliance Française in Pretoria. The Alliance Française has since agreed to host a standing yearly Makwande exhibition.

The name

Makwande is an isiXhosa expression meaning “let them grow” or “may they multiply”, a word of blessing said in the spirit of increase and prosperity. For printmaking it carries a double meaning, because prints are themselves multiples.

Makwande l'Abondance (2026)

Venue	Alliance Française Cultural Centre, 99 Rivier Street, Sunnyside, Pretoria
Dates	8 October to 6 November 2026 (opening 8 October 2026)
Curator	Linde Kriel
Scale	94 prints by 42 student artists, selected from about 186 submitted prints
Techniques	13 printmaking techniques
Institutions	University of the Free State, University of Johannesburg, University of Pretoria, Tshwane University of Technology, Central University of Technology
Next	Extended display of selected works, January to March 2027 (dates to be confirmed)

Press release

Student printmakers take centre stage at the Alliance Française in Pretoria

Pretoria, October 2026. Makwande Art Prints, a South African student-owned print enterprise, presents Makwande l'Abondance, its largest exhibition to date, at the Alliance Française Cultural Centre in Pretoria from 8 October to 6 November 2026.

Selected from about 186 prints submitted through a national open call, the exhibition brings together 94 hand-pulled prints by 42 fine art students and recent graduates from the University of the Free State, the University of Johannesburg, the University of Pretoria, the Tshwane University of Technology and the Central University of Technology. The works span 13 printmaking techniques, from woodblock and reduction linocut to copper etching, mezzotint, stone lithography, silkscreen, gel plate monotype and cyanotype.

The title pairs isiXhosa and French. Makwande means “let them grow” or “may they multiply”, and l'Abondance means “abundance”: together, “let them grow in abundance”. The isiXhosa carries the founding intention of the business, while the French nods to the host venue.

Curator Linde Kriel says the exhibition is about recognising students as artists in their own right: “It is not about presenting student artists as future artists. It is about recognising them as artists now.”

All works are for sale, and every sale benefits the student artist directly. Opening-week sales exceeded those of previous years, and the exhibition includes artists showing their work for the first time. The Alliance Française has agreed to host a standing yearly Makwande exhibition.

Visit: Alliance Française Cultural Centre, 99 Rivier Street, Sunnyside, Pretoria. Monday to Thursday 09:00 to 17:30, Friday and Saturday 09:00 to 12:00, closed on Sundays.

Media enquiries: info.makwandeartprints@gmail.com

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People

Linde Kriel, owner, curator and co-founder

Linde Kriel is a South African fine artist, printmaker and curator based in Johannesburg. He is completing a Master of Visual Arts at the University of Johannesburg under Professor Brenda Schmahmann, SARChI Chair in South African Art and Visual Culture, with research centred on water-based practices and papermaking. He holds a BA in Fine Arts with distinction from the University of the Free State, where he received the Dot Vermeulen Prize. He has been a Sasol New Signatures finalist four times, receiving a Merit Award in 2022, and was runner-up and the first winner of the Digital Category Award at the Phatshoane Henney New Breed competition in 2023. He has exhibited at the Pretoria Art Museum, the Oliewenhuis Art Museum and the Turbine Art Fair, among others. Makwande l’Abondance is his largest curatorial project to date.

Sebotse Selamulela, co-founder

Sebotse Selamulela is a printmaker and co-founder of Makwande Art Prints, and gave the enterprise its name. Her lithographs, etchings, linocuts and silkscreens draw on cultural identity, spirituality and her township upbringing, and appear throughout the Makwande collection.

Quotes

> *“It is not about presenting student artists as future artists. It is about recognising them as artists now.”*
>
> **Linde Kriel, curator, opening speech, 2026**

> *“If a print can multiply, perhaps opportunity can multiply too.”*
>
> **Linde Kriel, curator, opening speech, 2026**

> *“A print is made to move. It can be held, collected, exchanged, exhibited, reproduced and encountered by someone who was never present when it was made.”*
>
> **Linde Kriel, curator, opening speech, 2026**

> *“Printmaking is not just a process of reproduction, for me it is a form of expression. It provides me with a form of creative expression that verbalises more than I can ever say.”*
>
> **Sebotse Selamulela, co-founder**

How Makwande works

- Students submit hand-printed work made during their studies through open calls.
- Makwande selects by the quality and potential of the work, not by reputation.
- Selected artists sign a contract and keep the copyright in their work; they set their own prices, guided by a pricing method Makwande teaches.
- Makwande mounts every print, produces the catalogue, exhibits the work and handles sales.
- Every sale benefits the student artist directly, and students learn contracts, pricing, preparing work and marketing along the way.

Images

High-resolution images are available in the press kit image folder. Please use the caption and credit given below.

File	Caption and credit
logo_makwande-prints_full-colour.png	Makwande Art Prints logo (also in ink black and white versions)
portrait_linde-kriel.jpg	Linde Kriel, owner, curator and co-founder of Makwande Art Prints. Courtesy of Makwande Art Prints
exhibition_01 to 10	Installation views of Makwande l'Abondance, Alliance Française Pretoria, 2026. Courtesy of Makwande Art Prints
poster_makwande-labondance.jpg	Makwande l'Abondance opening poster, 2026. Design: Linde Kriel
figure_silhouette_1 to 4	Silhouette collages made from fragments of prints exhibited in Makwande l'Abondance, 2026. Design: Linde Kriel
venue_alliance-francaise-pretoria.jpg	Alliance Française Cultural Centre, Pretoria
stall_*.jpg	The Makwande market stall, 2023 to 2024. Courtesy of Makwande Art Prints
curator-interview_poster-frame.jpg	Still from the curator interview with Linde Kriel, 2026

Using images of artworks

Copyright in every artwork stays with the artist. Images of individual artworks may be used for editorial coverage of Makwande only, uncropped and unaltered, with the credit: "[Title] by [Artist], [medium], [year]. Courtesy of the artist and Makwande Art Prints." For other uses, or for images of specific works, please contact us.

Brand

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Roller red	#B92316
Marigold (accent)	#E8A33D
Paper cream	#F4EDE1

Colour	HEX
Ink black	#26221F

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Interviews with the curator and selected artists can be arranged on request.