

BUSINESS SUCCESS *despite challenges*

IN CONVERSATION WITH MARITHA VAN AMERON

For our special August issue for Women's Day, we had the great pleasure of chatting to Maritha, an inspiring artist and psychologist, who has Dutch heritage and calls herself a "child of Africa." Any mention of these two nationalities conjures up images of a strong, sedulous person! This steely resolve has stood Maritha in great stead to firmly establish herself in both local and international markets. She works with several art galleries in South Africa (in Gauteng and the Cape Province), and currently has a gallery in Germany presenting her work. With the Covid situation and the challenges she and other artists have faced as a result, she launched a digital offering to sell some of her work online and via social media platforms to keep the wheels turning and her art out there.

Maritha's art is a communication point that makes people think. Her preferred medium at the moment is ink. She likes the uncontrolled, spontaneous element of it, and relays the most wonderful analogy comparing an unplanned ink blot that just falls on the surface she is working on, to life in general. Sometimes things in life just happen, and although they may not be part of our big picture, we must weave them into our lives. Sometimes she does not incorporate the blot marks instead letting the viewer link them up in their own mind's eye to see the form, substance, lines, and shapes produced in her artwork that truly resonates.

Maritha is a psychologist too and uses her artwork as her own form of therapy. She finds that her art and psychology strengthen each other, and often refers her clients to the medium of art to find solutions to their problems in the meditative, focused state of "flow" one finds oneself in when being wholly immersed in this creative space.

Last year, Maritha completed a whole body of works on the "human condition.". She says that apart from the outer beauty and marvellous creation of the human body and what it embodies, so much of the fragility of the human condition happens on the inside. With the heightened awareness of domestic violence in our country, she is in awe of those women with the vigour and passion to rise up, be strong, and choose to be the victor, not the victim, and wants to see them celebrated, have their stories told, and have the sisterhood around them strengthened.

We hope that Maritha stays true to her word and that for as long as she can hold her paintbrush or pen, she will keep creating and storytelling for many years to come...

www.maritha.net

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***It's not what you look at,
it's what you see.***

~ Thoreau

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