

# Past Experiences





- Specialized Johannesburg Inner City Walking Tours
- Political, Art and Historical Tours
- Urban Art Guru (Graffiti)
- Educational Experiences (Virtual talks available)
- Johannesburg Content Writing

Past Experiences was started in 2009 by Jo Buitendach, specializing in Johannesburg Inner Walking Tours and Private Johannesburg and Soweto driven tours.

Our thematic focus is the city, its history, future and present, local communities, architecture, urban planning and studies, political past, fashion and fabric, shopping.

We are known for our Urban Art Tours (graffiti and street art experiences done in conjunction with the local graffiti community) and contemporary art tours.

Past Experiences is a small female owned business that aims to be ethical, kind and for our tours to benefit local communities and businesses (specifically small female owned businesses).

We are a small company, aiming to stay small and personalized, creating tailor-made experiences for discerning clients and educational institutions.

Tours are primarily done by company owner Jo Buitendach but we do call in other experts when needed: artists, architects and fellow Inner City Guides.

SATSA members, fully insured and Jo is a registered guide.

# Jo Buitendach

## Specialist Guide and Company Owner

Studied archaeology and history at the University of Witwatersrand . Masters Degree from UCT (2015), Focus on Political graffiti at Constitution Hill No 4 Prison. Trained and registered as a tour guide and started Past Experiences (guiding professionally since 2009)

In October 2015 Jo was featured in the Guardian Newspapers "10 Of the World's Best Tour Guides"

In 2016 she was chosen as one of the "Mail and Guardian's 200 Young South Africans of 2016".

In March 2017, the Gauteng Government awarded Jo a "Special Recognition Certificate" at the "Premiers Youth Excellence and Service Awards", in recognition of her continued work in the Joburg City Centre.



Jo is hugely passionate about the Johannesburg CBD, graffiti, contemporary art, public art, city communities, culture, buildings and history.



In 2019 Jo travelled to London to receive the inaugural 'Vanity Fair Changing Your Mind Award'. "These awards salute brave, brilliant individuals who are the ones literally changing our minds when we think about travel"

In July 2019, Jo was selected by a South African online news source, News24, as one of the '100 Young Mandelas of the Future', which is awarded to those 'who truly embody the spirit of what Mandela stood for and who make us all proud to be South Africans with leadership, creativity, resilience and compassion'.

# A Mini Tour of Johannesburg



- Political History
- A walk through the city
- Street Art/Graffiti
- Contemporary Art
- Soweto
- Shopping Experience

# Political History



Image: City of Johannesburg



Image: Joburg.co.za



Image: City of Johannesburg

- Apartheid Museum
- Liliesleaf Farm
- Constitution Hill
- Chancellor House
- Mandela, Sisulu, Tambo, Gandhi etc.

# A Walk through the City



- Architecture
- Public Art
- History
- Regeneration
- Markets (weekend)
- Galleries and Museums



# Graffiti and Street Art



- Graffiti capital of Africa
- Lots of artistic freedom
- Major local and international artists
- Painted city
- Most popular tour

# Contemporary Art and Galleries



Image: Rooms for Africa

Galleries: Circa, Everard Read, Southern Guild, MOMO, David Krut Press, August House, WAM, Constitutional Court Collection, Goodman Gallery, Hazard, Agog etc

# Soweto



Focus is Political History  
Sites visited: Hector Pieterse  
Memorial, Mandela House,  
Freedom Square/Kliptown,  
Regina Mundi Catholic Church,  
Orlando Cooling Towers

# Retail Therapy



Image: Boyin PR



- Traditional fabrics and blankets
- Jewellery and clothing by local designers
- High-end Craft
- Local art
- Ceramics, wall hangings etc



Image: Amatuli



Image: Piece

# Educational Tours and Virtual Talks

Major Focus of the Company is:

-Educational Tours for South African schools. Popular with Grade 10 to 12. Done according to the school curriculum, specifically geography, art and history. Graffiti and street art tours for younger grades popular too.

-Local and international University tours and lectures (Past and regular clients: Wits, University of Johannesburg, UNISA, Yale University, London School of Business, GIBS Business School)

-Virtual Talks also popular with corporate groups.

# Itinerary Suggestions

- Multiple Days, Full day, Half Day or a Couple of Hours
- I suggest either follow a theme like Politics or Art...or why not a little bit of everything!
- Relaxed, chat to clients on morning

Time	Activity
09h00	Meet Clients at hotel/Chat about days plans and if they have any particular interests or requirements
09h30-10h30	Constitution Hill Visit and Intro to Johannesburg's history , while looking out over the city, visit to court
10h30-12h30	City walk focusing on regeneration, history, public art, street art and traditional fabric
13h00-14h00	Lunch at trendy city cafe
14h00 to 16h00	Afternoon spent at the Apartheid Museum or Soweto or Art Galleries or Shopping
16h30/17h00	Drop clients off at hotel

# Business Focus During Covid and Post-Covid

-I have moved my focus to educational tours and experiences. This has always been my plan, but because these can be done virtually I have seen Covid as the push I needed. I am currently working on a more standardized product for this.

-Of course, I am still available for private tours.

-Content writing-specifically focusing on Johannesburg.

# Contact Details

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