

Monalisa Molefe is an ARTreprenneur and owner of Artform Factory. She is a career woman with a decade of experience as a marketing professional who has worked in a variety of industries, with a distinct emphasis on luxury brand management.

In 2016, her practice in business and brand strategy led her to begin a journey to acquire Artform Factory, a framing business in its mature stage. By taking on this position as the new owner, she ushered in a new strategic repositioning during a critical stage of the business's life cycle. This resulted in a successful gain in market share and positional awareness in the industry as a custom boutique conservation framing and art restoration business in Johannesburg's north region.

"NORMAL
IS EXTINCT"



As an arts maven and member of MASA (Marketing Association of South Africa) and BCSEA (Brand Council of South Africa), Monalisa's passion lies in contributing to the value chain of the investment fine arts industry by being a human archive for information in the Fine Art space, extending her knowledge to others while also creating opportunities for collectors to deep dive into their own artistic passions.

Monalisa aspires to be a link between the artist, collectors, and the broader art world, fostering long-lasting connections via identifying key strategic partners in the industry and collaborating to bring the best showcases of African artists' visual representation.

Monalisa pursues independent art services in collector curatorship and art advisory for art purveyors and connoisseurs. She is also a South African Ambassador to the Pan African Council. In 2018 she was recognised as one of Entrepreneur magazine's top 50 black African women entrepreneurs to watch. She holds qualifications in Brand building and management from Vega School, a PGDIP in Business Management in Marketing from UCT and a Finance certificate from UCT.

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