

Art Source South Africa

Vision, Mission and Values

VISION

Contributing to the cultural capital of
South Africa

MISSION

To support the visual art sector through activities, services and products which deliver professional development and build recognition

VALUES

- **Quality**

- We strive for consistent excellence in our work

- We work to promote artists of quality

- We facilitate others to achieve quality from their career choices in visual art

- **Reputation**

- We are committed to transparent, honest and ethical practice

- We practice with integrity and reliability in all we do and promote it in those with whom we work

- Our role should be understandable, communicable and hence add value

- We aim to deliver excellence through achievable goals

- **Professionalism**

- We are committed to best practice in our business dealings

- We are committed to professionalism and value it in our partners

- We aim to add value through our expertise to our clients and the arts sector