

Justice Mukheli

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Justice Mukheli is a self-taught film maker and photographer that lives and works in Johannesburg, South Africa. He started his career in advertising. During this time, him and his two brothers formed the highly successful photography collective, I See A Different You – a collective focused on conveying distinctly South African and African stories through a local lens.

In his personal work, Justice focuses on telling familiar stories that are relatable. His work still strives to allow South Africa and Africa to tell its own stories.

“My childhood and upbringing have a huge influence on my work. On the one hand, growing up in Soweto was magical and gave me a sense of the richness and beauty of the small daily victories and challenges that made my community.

So this understanding that every person has a story and that story is worth capturing has shaped my work. Interacting with people through my lens gives me a new language through which to express my emotions - pain, joy, sadness, forgiveness - without having to necessarily articulate those emotions in words.

I am drawn to unearthing the soulfulness in the stories I get an opportunity to tell. I love to create work that has a nostalgic feeling, a relatable feeling, a sense of newness and familiarity. I strive to create work that allows the viewer/audience to relive moments they have shared with friends, loved ones, and their community.”

His clients has included; , Old Mutual, British American Tobacco, South African Tourism, Fader Magazine, Diesel, Levis, Google, Jeep, Nikon, Colgate, Adidas, Lotto, Simon&Marry, Art Comes First and more.

