



I AM UNIVERSE

RUMI LABUSCHAGNE

UKIYO ART 2025



THE ARTIST

Reitumetse Rumi Labuschagne

Abstract Artist and Entrepreneur. Rumi is a multifaceted abstract artist and visionary entrepreneur with a dynamic presence in the fields of security, tourism and hospitality, construction, property, and renewable energy. Originally from Lesotho, Rumi has cultivated a unique blend of artistic expression and business acumen, establishing herself as a prominent figure in both the art world and the business community.

Art has been a profound force in Rumi's life, guiding her to discover her true purpose and inner peace. Through the vibrant strokes and emotive forms of her abstract creations, she conveys deep, introspective narratives that resonate with audiences worldwide. Her journey into art began as a personal refuge, a means to withdraw from the chaos and find a profound sense of meaning. Over time, this passion evolved into a powerful medium for self-expression and connection with others.



I AM UNIVERSE

“I Am Universe” marks my first solo exhibition—an intimate unveiling of both my art and my soul. Through this debut, I’m not only stepping into the world as an artist but offering a deeper narrative: one that honors the unseen, the overlooked, and the sacred in the ordinary. Growing up in Lesotho, I often saw herdboys—young men tending cattle on the hillsides, standing quietly on the margins of society. We pass them daily on the sides of roads, barely noticing them. In a world conditioned to measure worth by material success—designer labels, luxury cars, curated lifestyles—those who don’t fit the image are often rendered invisible. But this series is a reclamation. The Herd Boys are not just background figures—they are the soul of the land, the heartbeat of culture, the forgotten stargazers. They are, too, a perfect expression of God. In every tattered blanket, sun-worn face, and distant gaze, there is divinity. There is the Universe. With “I Am Universe,” I explore the idea that every human being—regardless of status, appearance, or position—is a mirror of the cosmos. This is not just about art; it’s about restoring dignity. It’s about remembering. It’s about seeing. This body of work is for the unseen. For those who have never been called beautiful. For those who carry the stars in silence.



































I'D LOVE TO HEAR FROM YOU

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