

All the dates: A sneak peek into FAME Week Africa 2021

Johannesburg, 29 July 2021 ~ FAME Week Africa (FWA) has announced 3-5 October as the new event dates for 2021 and Suits and Sneakers front man Mark Sham, Message Architect Thami Nkadimeng and Television presenter and actor Jason Greer being added to the line-up.

As South Africa continues to comply with national lockdown regulations, difficult but necessary decisions were made to ensure a safe event for as many people as possible to attend and enjoy FAME Week Africa within Covid19 protocols.

"While we have moved back down to adjusted level 3 lockdown, we felt that it was important to give South Africa more time to be comfortable with live events again," says Judy Goddard, FAME Week Africa Event Director. "We are ready and look forward to hosting a safe event, but the industry's participation in this is critical. We have all been through a lot this year so sensitivity to timing is important in our 2021 rollout."

"As the City of Cape Town, we believe FAME is one of the platforms with the potential to not only provide a spark for the film industry but the entire creative space as these sectors navigate the impact of the COVID-19 pandemic. While the country and the province's vaccination rollouts are progressing well, we believe postponing the event in order to allow for more people to be vaccinated will improve the likelihood of a more safe physical event," said the City's Mayoral Committee Member for Safety and Security JP Smith.

The new dates allow for the FAME Reel Talent Showcase submissions to be extended to 14 August 2021 to provide the opportunity for more creatives to submit their works.

The FWA team has been hard at work curating a programme in an event set to become the continent's unrivalled cornerstone of business development for the Film, Arts, Media and Entertainment industries.

Says Carol Weaving, CEO of RX Africa: "The partnership between the Host City of Cape Town and RX Africa has created new solutions for the FAME sector, in particular, Pan-African market."

Join FAME Week Africa as we reinvigorate all sectors of the ultra-creative community in dire need of inspiration, and be an integral part of a melting pot of extraordinary experiences, including:

- **FILM Bus Experience | 3 October 2021**

Location, Location, Location: Explore some of Cape Town's unique scenes that have created a magnificent backdrop for local and international television and film productions, thereby contributing to the local cultural-tourism economy. Explore the landmark sets for acclaimed film and television moments, from Trackers (Woodstock), Homeland (Observatory) The Crown (The Castle of Good Hope); Safehouse (Lions Head); District 9 (District 6; Blood Diamonds (V&A Waterfront); and finally the iconic Mandela, (Pollsmoor Prison). Relive the hilarious moments in Tali's Diary while having lunch at the President Hotel.

- **ART Bus Experience | 3 October 2021**

Through the heritage lens: How art plays an important part of preserving cultures and sharing stories to promote inter-cultural understanding and advance social cohesion. Explore The Sculpture Garden at the Norval Foundation featuring three-dimensional installations by artists from South Africa and the rest of Africa. Enjoy a delicious lunch at the President Hotel, before

heading off to the Zietz Mocoa Museum which researches contemporary art from Africa and its diaspora. There can be no Art tour without a visit to the Goodman Gallery, which represents artists whose work confronts entrenched power structures and inspires social change.

- **Entertainment Experience @ Artscape | 3 October 2021**

The Magic of Theatre: How productions are brought to life through costumes, lighting, sound and performers to create magnificent theatre. Going behind the curtain can be an eye-opening experience and a backstage tour is a great opportunity to see the hidden world of costume departments, scene-building and technical magic. The Entertainment Experience takes you on a tour of the magical Artscape Building, the behind the scenes working of sound and lighting, a performance rehearsal and an opportunity to meet some of South Africa's best-known actors.

The above experiences are subject to change. Tickets for the above will be made available in September.

- **Conference Sessions: Gallery 44 and Theatre | 4 October 2021**

The FAME Week Africa conference sessions will comprise keynote panel discussions and seminars. The importance of supporting artists is key to returning to vibrant cultural life post-Covid-19, bringing your short film content ideas to life, and Women in FAME are among the topics to be discussed. The MC for the conference is CEO of Suits and Sneakers, Mark Sham.

Your BRAND - Your BUSINESS: A Masterclass with music legend Benjy Mudie. In this session, Mudie will share his experience on what makes a successful creative business executive. Drawing on his years of experience working with some of the world's top artists, he moves seamlessly between the creation, development, production and planning of new album releases though to conceptual marketing and brand establishment - all with a large dose of his legendary humour.

Hosted at Gallery44, the venue is a hub for the creative community in the Cape Town area and offers an inclusive atmosphere for businesses and organisations to grow and support the creative community.

Your opportunity to share and be heard. If you would like to be part of the content programme, please submit your CV and topics to martin.hiller@reedexpoafrika.co.za

- **FAME Reel Talent Showcase | 5 October 2021**

To conclude the spectacular culmination of events of FAME Week Africa 2021, GOLD Restaurant, The Bachelor's Jason Greer and Message Architect Thami Nkadimeng will host the FAME Reel Talent Showcase, where talent and creatives across Africa in Film, Arts, Media and Entertainment will be in the spotlight. This red-carpet gala extravaganza will present the best in African artists and creatives and form a platform for creatives in Africa to be seen and acknowledged by industry stakeholders, to showcase their work and to explore possible opportunities with industry leaders.

A WORLD AWAITS

The FWA programme is jam-packed with all things Film, Arts, Media and Entertainment ensuring that there is something for everyone involved or interested in the creative industries.