



fame *week africa*

film | arts | media | entertainment

HOST CITY:



CITY OF CAPE TOWN

BUILT BY:



In the business of
building businesses

A SAFARI OF EVENTS INCORPORATING:



what's on *2021*

programme of events

art exhibition



**THURSDAY 23 SEPTEMBER
TO MONDAY 4 OCTOBER**

**The City of Cape Town's Emerging
Artists Programme**

Location: Luxury aisle at
V&A Waterfront
Time: 09h00 - 19h00

Showcasing the skill and artistry of our country, brought to you by the City's Arts and Culture Branch and proudly presented by FAME Week Africa, visit the Emerging Artists Art Exhibition at the V&A Waterfront.

fame experiences

SUNDAY 3 OCTOBER 2021

Join us and CitySightseeing as we explore why the Host City of Cape Town was named a UNESCO City of Design in 2017 and why it is home to various creative talent and a thriving film community.

Location: Various sites
Time: 09h00 - 17h00

FILM Experience

Explore some of Cape Town's locations that have made an appearance in both local and international TV and film productions.

ART Experience

Through the heritage lens see how art plays an important part of preserving cultures and sharing stories to promote inter-cultural understanding.

ENTERTAINMENT Experience

See how productions are brought to life through costumes, lighting, sound and of course the performers, to create a full on theatrical experience.

the welcome

SUNDAY 3 OCTOBER 2021

Welcome Function

Location: Kloof Street House
Time: 18h30 - 21h00

We have rolled out the red carpet to welcome our guests to the FAME Week Africa's welcome cocktail function. Set in a magnificent Victorian house, Kloof Street House is an experience as enigmatic as it is intimate. It is a collection of interesting rooms and spaces, each bursting with a character of its own.

In this setting, we come together to learn, to share, and make magic. Meet and reconnect with your industry friends and peers, as well as be entertained and inspired.



the conference

MONDAY 4 OCTOBER 2021

FAME Week Africa | The Conference

Location: Gallery 44 & Theatre
Time: 09h00 - 18h00

Keep your finger on the pulse of the ever-evolving cultural and creative industries. From new trends to strategic thinking and business models, the stage is set for the FAME Week Africa | The Conference. And if this is your world, you'd better be there.

the showcase

TUESDAY 5 OCTOBER 2021

FAME REEL TALENT SHOWCASE

Location: GOLD Restaurant
Time: 18h30 - 21h00

FAME Reel Talent Showcase provides a platform for emerging creatives in Africa to be seen and acknowledged by industry stakeholders, to showcase their work and to explore possible opportunities with industry leaders.

fame experiences

Sunday 3 October 2021

Join us and CitySightseeing as we explore why the Host City of Cape Town was named a UNESCO City of Design in 2017 and why it is home to various creative talent and a thriving film community.

FILM Experience

Location, Location, Location: Explore some of Cape Town's locations that have made an appearance in both local and international television and film productions; and in doing so contributed to the local cultural-tourism economy

Start: V&A Waterfront at 08h30
End: V&A Waterfront at 17h00
Pax: 40 pax
Profile: Media, VIPs, Key Stakeholders and Film / TV enthusiasts

Itinerary:

- AM: Tour of Roodebloem studios
- AM: Tour of Cape Town City Hall
- AM: Castle of Good Hope Film and History Tour (1.5 hours)
- LUNCH: President Hotel (1 hour)
- PM: The Labia - Screening of *Two Thirds A Man* (2.5 hours)

Included along route while on the bus

- Woodstock (*Trackers*)
- Observatory (*Homeland*)
- President Hotel (*Tali's Baby Diaries*)
- Camps Bay (*Lord of War*)
- District 6 (*District 9*)
- Lions Head (*Safehouse*)
- V&A Waterfront (*Blood Diamond*)

ART Experience

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.

Start: Waterfront at 09h00
End: Waterfront at 17h00
Pax: 40 pax
Profile: Media, VIPs, Key Stakeholders and Art lovers

Itinerary:

- AM: South African National Art Gallery (1.5 hours)
- AM: Zietz MOCAA with building tour (1.5 hours)
- LUNCH: Radisson Red (1 hour)
- PM: Norval Foundation with exhibition tour (1.5 hours)

ENTERTAINMENT Experience

See how productions are brought to life through costumes, lighting, sound and of course the performers, to create a full on theatrical experience.

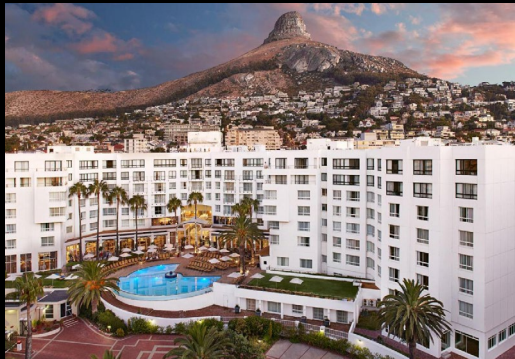
Start: Waterfront at 09h00
End: Waterfront at 17h00
Pax: 40 pax
Profile: Media, VIPs, Key Stakeholders and persons with an interest in Performing Arts / Production

Itinerary:

- AM: Artscape (2 hours):
 - Tour of the Building (0.5 hours)
 - Sound & Lighting demonstration (0.5 hour)
 - Performance Rehearsal (1 hour)
- AM: Bridges Academy in Langa (1 hour)
- LUNCH: Pop-up experience (1 hour)
- PM: Guga Sthebe Theatre in Langa (1 hour)
- PM: Baxter Theatre (1.5 hours)



FILM Experience



President Hotel



Woodstock



Lion's Head

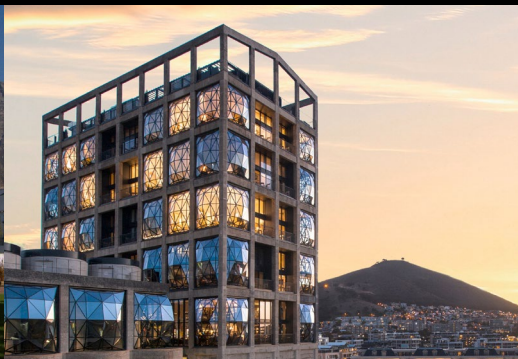


V&A Waterfront

ART Experience



Iziko National Gallery



Zeitz MOCAA Museum



Radisson Red



Norval Foundation

ENTERTAINMENT Experience



Artscape Theatre



Baxter Theatre



Guga Sthebe Theatre



Bridges Academy

09h00-09h15	Welcome	
09h15 - 10h15	<p>A vibrant cultural economy post-Covid is key to sustaining artist's livelihoods and supporting other industries allied to the arts.</p> <p><i>Cultural and creative sectors are important in terms of their economic footprint and employment. They also spur innovation across the economy, as well as contribute to numerous other channels for positive social impact (well-being and health, education, inclusion, urban regeneration, etc.). They are among the hardest hit by the pandemic, with large cities often containing the greatest share of jobs at risk. The dynamics vary across sub-sectors, with venue-based activities and the related supply chains most affected. As economies start to rebuild, this panel will explore ways how both private and public sectors can include the creative industries in their growth strategies.</i></p>	<p>MODERATOR TBC</p> <p>PANEL</p> <ul style="list-style-type: none"> • Manuela Dias de Deus, Director: One-eyed Jack • Sarah Kozlowski, actress and producer • Tumi Mogapi, Women In Music South Africa: Chapter Chair; Director of Culture Coins Agency • Brian Nitzkin, SVP: Business Affairs and International Operations: Myriad Pictures
10h15- 11h15	<p>CASE STUDY: 2 Thirds a Man Bringing your film to life and identifying opportunities in the ecosystem</p> <p><i>During this session, the writer and director, music scorer and the protagonists of 2 Thirds a Man, will share how the need to tell a story resulted in the making of this feature film. You will be taken on the journey of creating the movie – from choosing locations, creating a soundtrack, and ensuring that the right cast was selected. We will also delve the importance of having more inclusive stories.</i></p>	<ul style="list-style-type: none"> • Earl Kopeledi, Director and Writer • Lester Walbrugh, Producer • Dale Fortune, Director of photography and Editor • O’Ryan Winter, Score • Bronté Snell, Actor • Mario Ogle, Actor • Van Lee Johnson, Actor
11h15 - 12h15	<p>Women in FAME: Challenges, Opportunities & how women leadership can impact on a changing landscape</p> <p><i>The creative and cultural industries are rife with their own well-known challenges, but an added burden for many women is the prevalence of several barriers to entry. The main gaps women in our industry centre around three key factors: funding, mentoring and training. Join our trailblazers as they tell their stories and share actionable ways to remove obstacles that prevent women from participating in the Cultural economy.</i></p>	<p>MODERATOR Thami Nkadimeng, Message Architect</p> <p>PANEL</p> <ul style="list-style-type: none"> • Tshepo Moche, Creator and Writer: Play Nice Pictures • Esther Pearl, Founder and Executive Director: Camp Reel Stories • Samantha de Bruin, Founder of The SAManagement Agency • Dr Lwazi Mzani, Director: Spier Films South Africa • Erica Elk, Group CEO: Craft Design Institute
12h15 - 13h15	Lunch	

<p>13h15 - 14h00</p>	<p>In conversation with Dan Mace</p> <p><i>Dan Mace is a young creative and visionary Film Director, Youtuber and the founder of JOE Films in Cape Town. Over his 10-year career behind the camera, he has directed over 100 commercials, music videos, documentaries and short films spanning across four continents. Join Suits & Sneakers CEO, Mark Sham, as we learn how Dan went from an award-winning young director to an internet superstar.</i></p>	<ul style="list-style-type: none"> • Dan Mace, Founder JOE Films • Mark Sham, CEO: Suits & Sneakers
<p>14h00 - 14h45</p>	<p>Your Brand, Your Business, Your profits How to invest for success and prosperity</p> <p><i>Presented by music industry legend Benjy Mudie, the class will focus not only on how to create a brand but also to maintain it in an ever-changing media and marketing landscape. Drawing on his 40 years of experience, Mudie will illustrate through two artist case studies from his lengthy career, just how important a brand is in developing a success story, irrespective of product or industry.</i></p>	<ul style="list-style-type: none"> • Benjy Mudie, Creative Consultant and music industry stalwart
<p>14h15 - 15h00</p>	<p>Coffee break</p>	
<p>15h00 - 15h45</p>	<p>In conversation with DJ Fosta</p> <p><i>From ex-convict to role model, Thulani Headman, aka DJ Fosta, has an interesting story to tell. Join Ivan Turanjanin as we learn how music helped DJ Fosta turn his life around and continues to have a positive impact on his whole community, Langa, an informal settlement outside of Cape Town.</i></p>	<ul style="list-style-type: none"> • DJ Fosta, Community Leader in Langa • Ivan Turanjanin, Insights: Active Imagination
<p>15h45 - 16h45</p>	<p>The Future of Film Arts Media + Entertainment - Building sustainability for the future of the creative industries</p> <p><i>There is no denying that COVID-19 has upended the creative and cultural industries. Even before the pandemic, however, technology was having a huge impact on the industry. The pandemic is accelerating the ongoing transformation in content production, distribution and consumption. In this session, our panel will gaze into the proverbial crystal ball and share their thoughts on what the creative industry will look like in the future.</i></p>	<p>MODERATOR</p> <ul style="list-style-type: none"> • Sisanda Henna, Producer, Director, and Actor <p>PANEL</p> <ul style="list-style-type: none"> • Antos Stella, CEO: Content Connect Africa • Manaileng Maphike, Women In Music South Africa: Vice Chair of Development and Partnerships Founder and attorney: Yateletata Services • Monica Rorvik, Head Film and Media Promotion: Wesgro • Lyaal Ramsden, CEO: Phly Media • Fahiem Stellenboom, Marketing Manager: The Baxter Theatre
<p>16h45 - 17h00</p>	<p>Closing</p>	

HOST CITY:



CITY OF CAPE TOWN

BUILT BY:



GALLERY44
AND THEATRE





fame
week africa
film | arts | media | entertainment

the conference



Tshepo

Samantha

Manuela

Lyall

Mark

Sarah

Thami

Lwazi

Tumi

Manaileng

Esther

Benjy

Dan



BUILT BY:



In the business of building businesses

the showcase

film | arts | media | entertainment
fame
reel talent Showcase

Tuesday 5 October 2021 | Radisson Red (day) | GOLD Restaurant (night)

Day function:

For FAME Reel Talent Showcase participants



Time: 09h00 - 14h00

Venue: Radisson Red

- Pre-briefing / meeting
- Photo Shoot at Radisson Red rooftop
- Masterclass: Your Brand, Your Business (Radisson Red)
Presented by music industry legend Benjy Mudie, the class will focus not only on how to create a brand but also to maintain it in an ever-changing media and marketing landscape. Drawing on his 40 years of experience, Mudie will illustrate through two artist case studies from his lengthy career, just how important a brand is in developing a success story, irrespective of product or industry.
- Masterclass: Network Mentoring (Radisson Red)



Evening function:

Time: 18h30 - 21h00

Venue: GOLD Restaurant

Hosts: Jason Greer and Thami Nkadimeng



As part of the inaugural event, FAME Week Africa will feature the FAME Reel Talent Showcase – a red carpet gala extravaganza, presenting emerging African artists in the creative industries.

The aim of the FAME Reel Talent Showcase is to provide 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.

Based on the motivation, category outline and criteria, a talent booking agency, Elegant Entertainment will select the submissions that will be profiled during the FAME Reel Talent Showcase and other FAME Week Africa official events.



why cape town?

A city of more than 4 million inhabitants, the Host Cape Town is endowed with abundant creative talent.

In 2017, Cape Town was the first city in Africa to be named a **UNESCO City of Design**, joining a total of 180 cities in UNESCO's global Creative Cities Network. The honour recognises a city's design status and commitment to promoting and developing the cultural and creative industries.

The City of Cape Town recognises that creativity and culture are critical components in shaping Cape Town as a thriving and resilient city.

The City in partnership with the local design sector aims to develop and nurture international partnerships; collaborate on projects and events linked to sustainable urban development; build better communities; and enhance and develop a more robust local design sector.

The City of Cape Town also has a thriving film community.

Film Cape Town is a joint initiative between the City of Cape Town and the Cape Town film industry. It's a focused project, designed to make the most of the City's **amazing locations, diverse talent pool and world-class infrastructure to create a thriving and sustainable industry that's the crown jewel of the continent.**

What defines Cape Town as a premium film and media destination is the best "can do" attitude in the business. **Beyond world-class skills and infrastructure, it's their ability to innovate and creatively solve problems that sets the city apart.**

It also has the best light in the world.

From crimson sunrises to twilight sunsets, Cape Town is blessed with some of the best light in the world. It's also **one of the few places on the planet where you can watch the sun both rise and set over the ocean.**

Add favourable weather conditions to this for most of the year and long hours of twilight in summer and it's easy to see why The City of Cape Town claims to have the best light in the world.

Welcome to creativity. Welcome to City of Cape Town.

