

Africa: Ancient birthplace of the arts

The Host City of Cape Town and Reed Exhibitions Africa are rolling out the red carpet for the continent's outstanding creatives in the Film, Arts, Media and Entertainment (FAME) industries.

The inaugural FAME Week Africa 2021 is set to take place from 12 – 14 September 2021, and become an annual showcase of Africa's unrivalled opportunities for business development across the FAME sectors.

Featuring FAME Reel Talent Showcase to provide a platform for creatives to be seen and acknowledged by industry stakeholders and to showcase their work to industry leaders, participants can explore opportunities unlike any other continent can offer.

Based on the motivation, category outline and criteria, a panel of industry stakeholders will select the submissions that will be profiled during the FAME Reel Talent Showcase. The closing date for showcase submissions is 31 July 2021.

The talent showcase in this sector focuses on outstanding African performance or creative work by African artist, performer and composer. The art category covers:

- Visual (drawing, graphic design, photography, painting)
- Performing (acting, choreography, music performance)
- Literature (script, poetry, short stories, speeches)
- Music (song writing, composition)

Creatives are urged to send their submissions soonest and participate in Africa's first-ever FAME Week Africa 2021, sharing their creativity with other African participants and stakeholders from around the world.

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