



BASHA
UHURU

— FREEDOM FEST —

FIRED UP BY

Nando's

25 -29 OCTOBER 2022

CONSTITUTION HILL

Creative Week



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DIY + CO-CREATE YOUR BUSINESS

11:00

Digital Tools to Grow your Brand

MASTER CLASS: Rifumo Mdaka explores the intersection between creativity and marketing. A Master Class on how to get your work featured in the press, while building an audience and a sustainable career using digital platforms.

12:30

Commercialising Your Brand

PANEL DISCUSSION: A BrandSA curated session facilitated by Dr Brett - Forbes 30 Under 30 Top Entrepreneurs Business Guru with influencers and entrepreneurs - Bulelani Balabala; Aurelia Nxumalo and Dr Samke Mhlongo.

14:00

The Power of Creative Entrepreneurship

PANEL DISCUSSION: Adopt and embrace a creative mindset and find more ways to access and enhance your business journey. Curated by Business Partners.

15:30

Social Media Storytelling

MASTER CLASS: Storytelling is central to connecting with your consumers. Thokozani Malaza takes us through the case studies that leverage content to create social media campaigns to connect and grow audiences.

TUESDAY 25.10.22

The Idea's Tank

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WEDNESDAY 26.10.22

ART & DESIGN

The Idea's Tank

11:00

The Future of Art

PANEL DISCUSSION: Founders of new & innovative visual arts models impacting the art ecosystems - Banele Khoza (Founder of BKHZ Gallery); Minenkulu Ngoyi (Founder of Alphabet Zoo) & Lara Koseff (co-founder of INCCA) explore the future of Visual Arts in South Africa with Londi Modiko

12:30

The language of Pattern: What's all the fuss?

PANAL DISCUSSION: CloutSA's Mali Tyilo & Tracy Lynch explore opportunities for the use of pattern in design with guests Glorinah Mabaso and Sifiso Shange.

14:00

Material's and the choices Designers make

PANEL DISCUSSION: Malibongwe Tyilo from Clout(SA) moderates this session with Candice Laurence ; Thabisa Mjo and Tracy Lynch sharing their experience, talking of how choosing different materials to work with can make a difference as well as personal choices and decisions that will affect

15:30

Guided Exhibition Walkabouts

Join the Creative Hub curators Londi Modiko and Lesole Tauatswalato on an immersive tour Conhills Creative Hub including the state of the art Flame Studio's. It includes a walkabout of the iconic "Dying and rising as the moon does" exhibition - Celebrating two decades of the Keiskamma Art Project.

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THURSDAY 27.10.22

ART & DESIGN

11:00

Artists Work Identity

PANEL DISCUSSION: The desire to know who we truly are could take us on unpredictable and difficult journeys across time and space. Boitumelo Tummy Motsoatsoe; Mbali Tshabalala; Khaya Sineyile; Nkosinathi Quwe; Vivian Kholer invite the audience to become witnesses to their personal stories and histories, making themselves vulnerable to an outsider's view

12:30

Growing beyond Borders

PANAL DISCUSSION: Mary Corrigan moderates this session with Asanda Kupa; Nkoali Nawa; Kagiso "Pat" Mautloa and Adolf Tafadzwa Tegahave. These artists have sought opportunities to learn, to grow their practices, to connect with new audiences, & to contribute their unique insights into the world we all share. In this session they allow the audience a glimpse into their lives and inner worlds.

14:00

Opportunities in SA's Design Industry

PANEL DISCUSSION: Malibongwe Tyilo (Moderator, /Clout/SA); Warrick (Sol); Siyanda Mbele (Pinda Design) and Tracy Lynch (Clout/SA) share their experience, talking of how the Design Industry has moved forward over the years as well as opportunities gained.

15:30

Exhibition Openings

Join the launch of not one but two new exhibitions

Vanessa Tembane guest curated by Bulumko Mbete & Refiloe Namise guest curated by Tseleng Tshabalala at the Number 4 Men's Prison.

Use the opportunity to catch "Dying and rising as the moon does" - Celebrating two decades of the Keiskamma Art Project whilst you are here.

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ART & TECHNOLOGY

10:00

Look left & right before crossing the road

MASTERCLASS: In life we are taught that we either use the left or right side of the brain, depending on the person. What if you used both? Join Mitchan Adams Co-founder of fintech platform Ozow, and the new Aion Creative Technologies Incubator to explore the opportunity.

11:00

From Art to Experience

MASTERCLASS: Join artist, Robyn Pretorius and learn how she uses AR to bridge the gap between the physical, and augmented reality. How far can technology be integrated into creating something more?

12:00

Motion Capture as a tool

MASTERCLASS: Join Isaac Chokwe, animator and game developer from Animation SA as he explores how motion capture combined with gaming engines and free software like blender can increase productivity and reduce your budget

14:00

What is NFT Art?

MASTER CLASS: Artist, Fhatuwani Mukheli shares, how he uses The Tree, an online market for SA artists to share and sell their art as non-fungible tokens, or NFTs. But what exactly are they? And why do you, as a creative entrepreneur, need to know about them?

15:00

The Metaverse is Real!

MASTERCLASS: Since Facebook rebranded as Meta in late October 2021, you hear about "the Metaverse" everywhere. So... What is the Metaverse exactly? JOIN Michael Balkind from Soda World as he explores the technologies behind it? What are the potentials? How could we invest in it?

16:00

The Platform Economy

PANEL DISCUSSION: Join Xolani Sedibe (House of Wax.); Arthur Mahlangu (Sound Bar) and Andile Langa (Matte Gallery) who are all leveraging new platform business models for the creative industries. Moderated by

The Idea's Tank

FRIDAY 28.10.22

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MUSIC

11:00

Reimagining Your Creative Self

MASTERCLASS: Based on his book of the same title, Ntsikelelo Mzibomvu's masterclass will take you on a journey of self-discovery, self-mastery and empowerment.

12:30

Collaborative Song Writing

MASTERCLASS: The writing workshops lead by Bonga Kwana, affectionately known as Stargyal, will be focusing on basic steps of song writing, some of the key points will be storytelling, melodies, creativity, how to deal with critics and many more. Bonga is a SAMA-nominated, independent musician whose debut album, *New Faces to Old Problems*, bagged the biggest nod any artist can wish for at such an early stage in their career.

14:00

Amapiano to the World

PANEL DISCUSSION: The proliferation of Amapiano locally and internationally.

15:30

Managing your mental health as an artist

PANEL DISCUSSION: Insights and advice on maintaining wellness for career success and overall wellbeing, as a creative.

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FLAME STUDIO'S

CHILL ZONE

AFTER DARK - CHILL ZONE

WEDNESDAY: 26 OCTOBER 22

17:00  **SUNSET SESSIONS LIVE DJs**

18:30 F-UP SESSIONS

Six successful creatives share stories of professional failure. Failure is a part of any success story, but we don't talk about it enough. This session aims to break down stigmas, and amplify the message that failure is healthy and essential to learning and growing.

20:00 FILM SCREENINGS

Grave Confession: Followed by a Q&A Session with writer director David Mzomba.
Curated by UMBONO Film Screenings.

THURSDAY: 27 OCTOBER 22

17:00  **SUNSET SESSIONS LIVE DJs**

18:30 QUEER REPRESENTATION

The LGBTIQ+ community has for many years suffered a misrepresentation in the creative sector. Even though there has been a rise in the representation of Queer narratives its often been misguided as we continue to experience Queerness translated through a lens that lacks truth and the dynamism imbued in Queer existence. Panelist include Clive Mathibe ; Roche Kester ; Bonie Sithebe and Orapaleng Modutle .

20:00 POETRY SHOWCASE BOUGHT TO YOU BY XQUIZIFIED.

FRIDAY: 28 OCTOBER 22

17:00  **SUNSET SESSIONS LIVE DJs**

18:30 THE DIGITAL ECONOMY

In ever the changing technological landscape and social media space, how do we harness technological tools to effectively brand and market our creative endeavours? Join Pretty Mangena & Anastacia Nkunai - Qhawwe Media & Moipone Tlale - Bubblegum Club to explore how to leverage on the digital economy.
Moderated by Lesole Tauatswalato

20:30 DIGITAL DESIGN BATTLES FINALS AMACREATIVES

