

## Creative Industries

### Performing Arts, music and dance

#### Gauteng Jazz Orchestra

Gauteng has always been the home of jazz, with many of our jazz greats living, playing and teaching in Gauteng. Recently, some were recognised through the Johnny Walker Pioneering Spirits of Jazz Awards

The orchestra is supported in staging various events, including the Soccerex Gala Dinner, Cape Town International Jazz Festival, public viewing areas and the Presidential Awards.

#### Puisano Live Music

The Puisano Live Music programme is aimed at showcasing emerging jazz bands and developing existing ones to be able to compete against internationally recognised South African jazz bands.

The programme has also helped expand audiences by creating an interest in jazz.

In all regions of Gauteng, municipalities partner with Puisano Live Music, and performances take place at community facilities and indoor venues that can accommodate large numbers.

Auditions take place in all regions of Gauteng. Bands selected have the opportunity to share the stage with established local and international artists at premier events such as the Joy of Jazz, Moretele Tribute Concert and Moshito

#### Festival Circuit Development

The goal of the Festival Circuit is to increase the number of live performances and live art production venues and events in Gauteng, which in the long-term creates work opportunities for local artists.

The Department's investment saw existing events become premier events that stimulate creative industries and the related industries of hospitality, food and accommodation.

Some of these include:

- Back to the City Hip Hop Festival
- Africa Day Festival
- Joy of Jazz Festival
- Tribute to Heroes Festival (Moretele Park)
- Spring Day Music Explosion Festival (Sedibeng and Joburg)
- Music of the 80s Festival
- Gauteng Summer Splash (Ekurhuleni)

## Market Access and Industry Development

### Moshito Music Conference and Exhibition

Moshito Music Conference and Exhibition focuses on developing, sustaining and stimulating the South African music industry. The event plays host to local and international artists, who spend three days networking, exchanging ideas, discussing common challenges, and proposing interventions by various stakeholders in the industry.

### 100% Mzansi Hour Project

The Department recognises that Gauteng is the hub of the music industry in South Africa but is also aware of the difficulty for artists to find a mainstream media platform.

To this end, the Department partnered with Kaya FM and YFM regional radio stations in Gauteng to create a platform for 100% South African Music that is also a launch pad for emerging artists. Through this initiative, local radio stations allocated an hour in which to play local music and expose and profile emerging artists and developments in this industry.

### South African Roadies Association Project

The Department purchases audio and sound equipment for training for young people with technical and production skills, to prepare them for employment in the technical industry. The Department also ensures that students are given hands-on experience in technical and production work at departmental events and festivals.

### Creative Industries Sector Strategies

Projects are developed to strengthen and expand the creative industry to maximise its contribution to the economy, community development and urban regeneration through access to local and international development strategies and industry initiatives.

### Visual Arts and Design

#### Craft Development

The Gauteng Craft Strategy has three main pillars - Product Development, Enterprise Development Programmes, and Market Access Initiatives.

In partnership with local municipalities, craft hubs implement the craft and visual arts strategies and offer the following to artists and crafters product development, market access tools and opportunities, access to production equipment and access to information and Enterprise development.

Currently there are two arts and crafts hubs Sedibeng (silkscreen and glass beads) and Mogale City (ceramics).

## Art in Alternative Spaces

This programme caters for artists on the periphery who are without working space, means of production, and access to mainstream commercial galleries. It also aims to market these artists to an ever-increasing audience.

The project encourages the use of unconventional, innovative working spaces, materials and ways of marketing and promoting the arts as well as produced portfolios for these artists and assisted with travel arrangements in preparing them for international exchange programmes.

## South African Fashion Week

Supported since 2009 by the Department, this fashion show includes seminars for crafters from around the country participating in product development initiatives.

These are:

- SA Fashion Week Winter Collection
- Designer Pop Up Shop
- Fashion Industry Work Readiness Programme
- Artspace Mentorship Programme

The Artspace Mentorship Programme assists aspirant artists to market themselves and their work, operate within the gallery setting, and gain an edge once out in the art world. Established artists also guide young artists preparing for an exhibition.

## FNB Joburg Art Fair

The Art Fair is an annual three-day contemporary visual art event for galleries and special development projects supported by the Department to showcase and sell artworks to a broader audience.

It attracts more 10 000 visitors of high profile. Specifically, the Department has supported the implementation of the following two projects:

Visual Art Mentorship Programme in collaboration with Artlogic, Bag Factory and Artist Proof Studio

The project is aimed at creating a print portfolio for each artist based at the Bag Factory for exhibition at the Joburg Art Fair. The programme also helps to prepare young artists for the challenges of the gallery system.

## Gauteng Film Commission

The Gauteng Film Commission (GFC) develops, promotes and coordinates the film and television production industry in South Africa's wealthiest province. An agency of the Gauteng

Provincial Government, is tasked with positioning the province as a world-class destination for film-making as well as attracting local and international investments in the film and television industry.