

# New World Productions SA

## Company Biography

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## Event Design and Management

New World Productions SA is a creative and cutting-edge Event Design and Project Management Company - built on years of experience and yet full of fresh ideas. New World Productions SA specialises in events portraying uniquely eclectic South African lifestyles. From large scale public events such as urban cultural festivals to silver-service banquets; product launches and promotions to intimate showcases; conference support, pre-packaged and customized tours; technical and entertainment solutions. New World Productions SA creates ultimate experiences.

## Strategic Consulting

With years of experience in the hospitality, tourism, entertainment and development industries we are well equipped to consult and design business strategies based on events, entertainment and promotions.

## Entertainment Consulting and Event Choreography

We have a huge database of both South African, as well as international artists, performers, DJs and entertainers. New World Productions SA can recommend the perfect entertainment solution for your specific need. We include consulting and co-ordination in our rate and are always on-site to liaise with our entertainers – leaving you, hassle-free to tend to the other aspects of your business.

- Fashion Shows – Eco Fashion, SA Fashion, Contemporary Fashion, Jewellery, Body Painting & Design
- Live Bands
- Music Workshops & Drum Circles
- Drummers
- DJ's – retro, commercial, dance
- Traditional Dancers
- Contemporary Dancers
- Performing Artists
- Belly Dancers & Snake Dancers
- Opera
- Poets, Beat Poets and African Storey Tellers
- Sangoma's or Praise Poets
- Circus and Cirque
- Aerial Performers
- Magicians
- Mimes & Mimics
- Human Statues
- Characters
- Poi Fire Performers
- Fireworks Display
- And more.....

## Technical Consulting and Hire

New World Sound and Light offers a free-lance technical consultancy service ensuring that you get the right equipment and service for the job every time.

We can assist with permanent installations and temporary hires.

## Conference Support

New World Productions can provide you with support on any level of your conference. We can assist with anything from organizing special events, supplying just the right entertainment to supplying technical or staffing or handling the break-away events or hospitality.

- Event Management
- Gala Functions
- Entertainment Solutions
- Technical Consulting and Hire
- Tour Options
- Spouse's Programme
- Gift Options
- Front of House Staff or Hosts

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## Promotions

### Massive Appeal

- our promotions division, takes a holistic approach to conceptualize a promotional strategy suited to the unique identity of your company or product. We specialize in outreach to the urban market. We provide companies with a hassle-free brand building solution via access to our enthusiastic team of supervisors, designers and professionally trained, multi-cultural girls and guys for above the line and below-the-line promotions. With years of experience coordinating events and promotions in urban markets, we keep our finger on the pulse of current trends. Our consulting team can assist you in designing the logistics for a successful promotional outreach campaigns.

#### We can assist with:

- conceptualizing promotional campaigns
- creating a corporate identity
- brand building
- above the line advertising solutions
- below the line promotions
- graphic design
- models for fashion shows or photo-shoots
- promoters for product launches or promotions
- characters work for film, tv and other mediums
- voice-overs
- front-line staffing positions
- hosts & hostesses

Pre-packaged or custom-designed tours. We specialize in tours with a strong arts and culture focus.

### **Township Music Tours**

- is one of our most popular packages that show the fun, positive side to Township Tourism. The tourist experiences the uniqueness of our rich cultural heritage and wealth of talent in our musicians and artists as well as a strong sense of the spirit of township tourism entrepreneurs.

#### **A typical tour might include some of the following options:**

- an interactive music workshop on instruments of Southern Africa
- traditional dancing
- visit traditional, contemporary and innovative craft workshops or markets
- theatre performance, poetry reading or African story telling
- delicious home-cooked traditional meal or African feast
- visit to a local tavern for a drum circle and great township jazz, marimba or kwela
- some might like to go an extra step and stay over at one of the Bed and Breakfasts and experience true, warm SA hospitality!

### **Meet the People Arts & Culture Tours**

- takes one on a personal and spiritual journey visiting the homes, studios or workshops of artists. Experience a day in the life of.....

#### **A typical tour might include some of the following options:**

- From the humble Khayelitsha home of Golden, who makes beautiful flowers from recycled cans.
- Visit the eclectic home of the world renowned Willie Bester to see his controversial art-style incorporating strong political and social statements.
- Greatmore Studios to meet the community of artists who produce their work here as they cannot afford their own personal studio space.
- Tour the stunning home-based garden foundry of Jean Doyle whose distinct full-figured bronze sculptures are commissioned internationally.
- Spend some time with "Falco" or "Mantis", South Africa's top graffiti artists who are fighting for their rights to recognize graffiti as a legitimate art form. Analyse the pieces with them and "tag" your own "piece".

### **Fish Tales**

- is a brilliant new package that takes one into the characterful lifestyle of the Cape fisher folk.

#### **A typical tour might include some of the following options:**

- Guided tour by local fishermen and women to the working fishing harbours of Hout Bay or Kalk Bay.
- Tour and trip on a real fishing boat.
- Returning to the harbour to witness the ladies who fleck the fish – de-scaling, gutting and trimming the fish at lightning speed.
- Enjoy a seafood braai (barbeque) or fish stew cooked in a cast iron pot over hot coals served with fresh home-baked bread.
- Whilst you enjoy the meal, the minstrels or malay choirs entertain with their festive Goema rhythms and fishermen or women tell of fishing tales from days of old – dying traditions of trek fishing from the beach or ladies waiting on the beach passing the time by betting on crayfish racing until the men return home in the evening from a days fishing.
- This is a truly intimate package that provides a personal insight into some of the Cape's cultural treasures.

New World Music is passionate about the support and upliftment of South African Arts & Culture. We are affiliated to Ikamva Labantu, a 35-year old NGO with over 120 development projects, empowering disadvantaged people from all walks of life.

We implement a self-sustainable development plan:

- **New World Productions** – is the commercial mother-company providing:
  - management, project strategy, marketing and promotions, fundraising, skills transference via on-the-job training for our production teams, providing and sourcing a professional platform for musicians and artists.
- **New World Africa Records** – recording and producing unique albums by remixing the music of Africa’s developing artists and giving the music a more commercial beat. The albums are distributed internationally and royalties return to the original artists based in South Africa.
- **Intsholo Skolo** “School for Beautiful Sound” - our youth music education program provides music education in the following genres:
  - African Indigenous – marimbas, percussion and other traditional instruments
  - Contemporary – theory, piano, guitar, violin, recorder, strings, wind instruments
  - DJ techniques
  - Album production
- **Township Music Tours** – offers job, exposure, skills transference, marketing, exposure and networking opportunities to many musicians and artists and provides a unique, fun, positive and interactive tourism product.



## Some Highlight Events and Projects

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### PROJECT & EVENT MANAGEMENT HIGHLIGHTS

- Crystal Cruises "An African Journey Through Time" production April 2011
- Louis Vuitton Hospitality Suite at U2 Concert February 2011
- Louis Vuitton Press Day February 2011
- Louis Vuitton In-store Diwali themed event December 2010
- ABSA Capital Cocktail Party November 2010
- Spar Group Cocktail Party October 2010
- Standard Bank Cocktail Party October 2010
- E. Snell & Co National Strategic Planning Sessions August 2010
- Standard Bank Roadshow Cape Town Aug 2010
- Standard Bank World Cup CT Hospitality Venue Hosting June / July 2010
- Hyundai Global Meetings July 2010
- Coca Cola Atlanta (Global Head Office) Soccer World Cup Program – Hospitality, Production & Event Consulting, April – July 2010
- Cape Quarter Soccer World Cup Program including setting up two pop up bars on the fan mile, entertainment program, sponsorship and branding 2010
- YPO Gala Dinner June 2010
- Event Centre at Cape Quarter Launch, April 2010
- Belron Global Conference "Ambition 2015", Production and Event Consulting March 2010
- Jewellery Fashion Extravaganza for Maribaud, Feb 2010, Feb 2011
- Event Strategy and Consulting for Cape Quarter, including Fiesta, Music on the Piazza & the Square, Curate Art Exhibitions , NYE 2008 - 2011
- Sunset Horse Races – Kenilworth Race Course – 27<sup>th</sup> November 2009
- Cape Quarter Extension Launch November 2009
- Afrika! Afrika! – Jewellery Fashion Extravaganza for Pelham / Maribaud Mining Indaba 2009
- Sencity – event consulting for a multi-sensory, multi-media event to promote interaction between hearing and non-hearing people for Netherlands based Skyway Foundation 2008 - 2010
- Event Strategy for Greenmarket Square 2008 – 2009
- Cape Town Summer Party – Urban Savannah – 48 Hours Twilight Horserace & Live Music Stage, Kenilworth Race Course Dec 2008
- "Evolution" – stage show production for New World Africa Records album release, June 2008
- Barclays Conference, Sun City – "Coming Alive" production, May 2008
- Luderitz Crayfish Festival – entertainment portfolio, April 2008
- Go for Gold – education & employment trust Marketing & PR Campaign 2008
- Go for Gold – Introduction to Gauteng, May 2008
- Go for Gold – Annual Fundraising Gala Dinner & Auction, May 2008
- Cirque du Afrique jewellery fashion show – at Castle of Good Hope for Maribaud & Pelham PR (UK) Mining Indaba, February 2008 <http://www.youtube.com/watch?v=AjJR9zBR7fA>
- Diamonds & Hardhats Fashion Show – at Castle of Good Hope for Maribaud & Pelham PR (UK) Mining Indaba, February 2007
- Walt Disney/Buena Vista International (USA) / Pescanova (Spain+SA) Grumetes Day - Pirates of the Caribbean - Disney and Pescanova sponsored yacht in the Volvo Ocean Challenge – Dec 2005 (Cape Town) + Jan/Feb 2006 (Australia)
- Hout Bay Seafood Festival & Snoek Derby 2004, 2005, 2007, 2008
- Sea Point Revival Campaign – Event Strategy for Urban Renewal 2006, 2007
- Food & Craft Fair by the Sea – Sea Point Boardwalk every Sunday
- Exotic Food Fair – Sea Point Boardwalk October 2006
- Sunset Tango Salons – Sea Point Boardwalk second last Sunday each month in summer
- Cape Town Long Street Festival / Night Vision – multi media, multi disciplined, multi faceted street art showcase in CBD – 2002, 2003, 2004, 2005, 2006, 2007
- Cape Town NEW YEAR'S KARNIVAL Organizing Committee for the Street Parades 2000 – 2001, 2002, 2003, 2004, 2005, 2006, 2007
- Cape Quarter New Year's Eve Party- 2007, 2008, 2009, 2010
- IBM – Hundred Percent Club Global Conference 2006 – Entertainment Portfolio
- Shell Batho Pele HSSE Awards – March 2006
- YPO – 50<sup>th</sup> Birthday Party for YPO Exec – African Nights at Lookout Hill, Khayelitsha - March 2006
- First National Festival of Golf – July 2005 Entertainment and Technical Portfolio

- Emzantzi Carnival of the South – Planning Committee - Logistics and Communication Portfolio Dec 2005, 2006
- SAA Day – Entertainment Portfolio – June 2005
- Destination Hout Bay Tourism Indaba Exhibition 2005
- Sanlam Sentrum Parow se Klopse Tafel - 2005
- Truworths Year End Party – Fashion Through the Ages with MC Colin Moss 2004
- Crystal Serenity (6 star cruiser) land event at Castle of Good Hope – April 2004
- Launch of the Wellington Wine Guild + Education Trust - Midsummer Nights Dream Banquet – Feb 2004
- Fine Music Radio – New Harvest Winter Series - Opera & Dining Experience 2005
- The Cape Town Earth Festival – Organizing Committee – 2002, 2003
- MCQP Annual “Queer” Costume Party – Production & Logistics Portfolio 1997-2006
- The World Summit on Sustainable Development – Cape Town Organizing Committee – 2002
- Total World Africhill – Recycled Materials Design Show - Gallo – CT + Jhb – 2002
- BMW Enduro Motorbike – International Media Launch – Entertainment 2004
- UCT 14th IZC Conference – Social and Gala Dinner 2004
- UCT IMPC Conference – Reception, Gala & Social Dinner 2003
- Daimler Chrysler “Carte Blanche” – Reception, Gala Dinner, B’fast – Entertainment Portfolio 2003
- Dept of Environmental Affairs – YES Program – Eco Fashion Show – 2003
- BAT – end of year celebration to introduce new CEO- Entertainment Portfolio - 2002
- V&A Flower Show 2001, 2002
- International Classical Music Festival – Cape Town Production - 2002
- American Travel Academy – Township Tours, Entertainment co-ordination, Gala Dinner including the Talking Beads Fashion Extravaganza - 2002
- Choir Olympics 2004 – Events Portfolio - 2001
- Cape Town Tourism AGM 2001
- Cape Town Adrenaline Games 2001 – S.K.A.T. Aids and Anti-Drug Awareness Outreach Program
- Spiced Gold 5-A-Side Soccer Challenge 2001, 2002
- Chameleon Indaba’s – USA Travel Academy Gala Dinner, Talking Beads Fashion Extravaganza
- Travel Two – UK Travel Academy – Entertainment Consulting - 2001
- Dertour Reiseakademie – a SATOUR/Tourvest initiative - Township Tours, Expo and Gala Dinner + Entertainment Consulting and Co-ordination for events 2000
- Jonathan Butler & Bob James Jazz National Tour 2000
- Synergy – Multi Media New Years Eve Dance Party 1995-2002
- Sunshine Reggae Festival – Silverstroom – December 1999
- One City Many Cultures Kids Programme July 1999
- Benson & Hedges “Rag & Bone” Jazz & Fashion Fusion at the V&A with Storm Models July 1999
- Cape Town Chamber of Commerce Choir Competition 1999
- OBS Street Carnival 1996-1999
- Old Mutual Stage @ Community Chest Carnival 1996-1998
- Nelson Mandela’s 79<sup>th</sup> Charity Birthday Party for terminally ill children 1997
- Benson & Hedges Bandslam Tour – 5-City National Rock Music Tour 1996
- Phil Collins Charity Banquet at Dock Rd Venue 1995
- World Series Volleyball Championships – Hospitality, Entertainment and Transport 1995
- Hundreds of thousands of community events, national and local tours, sports, fashion shows, beauty pageants, festivals for emerging artists and established artists 1995 – 2011.

**New World Productions SA** believes strongly in the power of our unique South African lifestyle to promote your image and communicate your message. Let our enthusiastic team put this power to use for your next event, promotion, conference or tour.

**For bookings and further information**

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