



UNMUTED NOV 12-14 NEWTOWN CARFAX

NIGHT EMBASSY JOBURG OPENS ITS DOORS FROM 12 NOVEMBER TO 04 DECEMBER 2021.

NIGHT EMBASSY JOBURG KICKS OFF WITH UNMUTE THE CITY 12-14 NOVEMBER AT CARFAX, NEWTOWN.

Unmuted. will kick off Night Embassy Joburg on the 12th of November till the 14th of November. Their residency, Unmute The City, will amplify chosen voices and artists at Newtown's legendary nightlife complex Carfax.

Unmuted. started off as an independent record label. Lincoln Long and Draper co-founded this company because they felt the need to take over their own management. Their small label has now morphed into a network of future thinking entities such as Unmuted. Live through which they host events and Unmuted. Radio which aims to give a voice to the unheard.

Lincoln Long says, "The Unmuted. Night Embassy residency will be dedicated to the unheard - the ones that are to wait for their big break. Giving them a voice is what it means to "Unmute The City."

"So it's out with the old, in with the next", promises Draper. "Over a three-day exhibition of culture, we will curate a festival of "after-hour creators", from DJs to rappers, soul singers to visual artists, food connoisseurs to mesmerizing mixologists, Unmuted. will reinvent Joburg nightlife."

Joining Lincoln Long and Draper on stage will be their collaborators Viwe, Thulo, Farai, Kevi Kev, Fiflaa, Nikki Newlands and Kat Upendi. Lincoln Long says there will be, "A few more unexpected special guests we can't quite reveal as yet. You see, we will be unearthing and shedding light on the unheard voices we believe to be the leaders of next. We will be giving Joburg party goers a brand new way of experiencing live performances compared to the mundane same ol' line-ups."



Day one and two of "Unmute The City" will work as a symbiotic programme called; "The Sounds Of Next". The first day's programme will explore the African Voice. "Here we ask; what does the African Voice say and sound like in the future," explains Draper.

"On Day two, we will then investigate the Instrumentation Of Africa. These will be the afro-futuristic sounds, melodies, notes, tones and instruments that will push the world forward."

Lincoln Long continues, "Finally, on Day three we will focus on the independent game changers of the future. This day is dedicated to showcasing the talents that have been building fan bases, releasing undeniable music, yet still getting overlooked..

Unmuted. chose Carfax on 39 Gwigwi Mrwebi street in Newtown as their venue because they see it as one of South Africa's most iconic venues. "Over the years it has housed South African musical legends and helped them carve their name into our history. What better way to pass the baton to the next generation than by giving them the same stage their icons started on," says Draper. "Johannesburg will remember where they first saw them."

Night Embassy has had a major impact on the duo: "Besides the obvious financial injection, being an ambassador has and is providing us with new ways of thinking and working that we would not have been exposed to. The support from the Night Embassy and Jägermeister will help us bring to life what we always thought was impossible. This unique opportunity allows us to be in new spaces and conversations that will help further our mission to UNMUTE as many people as we can," says Draper.

Lincoln Long adds, "This has been an absolute dream. It almost feels like a cliché how perfect it is. Through this experience we have been exposed to so much that we didn't know and at the same time we've been made to feel and be more confident in what we do know. Jägermeister and the Creative Board have helped us understand our brand and ourselves on a deeper level and that is something we just cannot put a price on."



UNMUTED

NIGHT
EMBASSY
JOHANNESBURG

THE UNMUTED. RESIDENCY WILL UNFOLD OVER A PERIOD OF THREE DAYS:

DAY 1 – SOUNDS OF NEXT PT.1

We examine sound and voice through African pioneers of vocals, all set in a visually stimulating, interactive space. This is a celebration of 'Voices of Africa'.

[Full Info here](#)

DAY 2 - SOUNDS OF NEXT PT.2

We investigate the Afro-futuristic sounds, notes, tones and instruments, and what this will mean for the world. We focus on the 'Instrumentation of Africa'.

[Full Info here](#)

DAY 3 - FINALE

We provide a stepping stone for talents who have unmuted themselves.

[Full Info here](#)

UNMUTED.: UNMUTE THE CITY

Dates: 12th – 14th November 2021

Venue: Carfax,

39 Gwigwi Mrwebi St, Newtown, Johannesburg, 2113

Tickets: R100 per day, R250 for a 3 day pass.

Tickets: [Unmute The City](#): The Curators Of Next giving a voice to the unheard



EXPERIENCE ALL FOUR RESIDENCIES, FULL DETAILS.

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OTHER VILLAGE PEOPLE: QUEERTOPIA

Dates: 18th – 20th November 2021

Venue: Constitution Hill,

11 Kotze St, Braamfontein, Johannesburg, 2001

Tickets: R100 per day, R250 for a 3 day pass.

KOMBONATION: KAOFELA KAOFELA

Dates: 26th – 28th November 2021

Venue: White House,

Msimanga St, Meadowlands East Zone 5, Meadowlands East, Soweto, 1852

Tickets: R50 per day, R150 for a 3 day pass.

DORMANTYOUTH: GROOVE BIENNALE

Dates: 1st – 4th December 2021

Venue: Megalo, Alexandra

57 4th St, Marlboro, Sandton, 2063

Tickets: R100 per day, R250 for a 3 day pass.



NIGHT EMBASSY BY JÄGERMEISTER IS A RESIDENCY PROGRAMME CENTRED AROUND 'FREIRAUM', A SPACE FOR UNBRIDLED SELF-EXPRESSION AND UNLIMITED CREATIVITY.

"Each residency will be tailored to the experience of the communities and new ways of congregating in the Night. With educational lectures, hands-on workshops and expert guidance to help cultivate their career in music, the arts, and events onwards, the Night Embassy programme aims to equip each Ambassador with the inspiration, technical know-how and practical support to transform their creative practice and progress Johannesburg's nightlife," says Bea Theron, Jägermeister South Africa's Culture and Experiential Marketing Manager. "Under the curatorial direction of each Ambassador, Night Embassy will also be a public showcase of their work, putting them in charge of a day-to-night programme with collaborators and mediums of their choice."

The Ambassadors have been given a blank canvas to explore their chosen topics and concepts with the support of the Night Embassy Creative Board, five renowned figures known for their contributions to South Africa's arts, events and music culture: Veteran event producer, business strategist and venue owner Theresho Selesho; designer, artist and creative director extraordinaire Jana Hamman; LGBTQI pioneer, DJ and content creator Lelowhatsgood; skate scene champion and filmmaker Day Marumo and amapiano centred talent management agency owner Thuli Keupzz.

STAY UPDATED: For more information about Night Embassy by Jägermeister, log [onto www.night-embassy.com/jhb](https://www.night-embassy.com/jhb), or follow [@nightembassyjhb](https://www.instagram.com/nightembassyjhb) on Instagram.

**MEET OUR
AMBASADORS
OF THE NIGHT!**



OTHER VILLAGE PEOPLE BY ANDISWA DLAMINI & KEFILOE SIWISA

Other Village People (OVP) by **Andiswa Dlamini** (she/her) and **Kefiloe Siwisa** (she/her) creates experiences for LGBTQIA+ communities to feel liberated, to live in the truest reflection of self, to connect, to celebrate and find their tribe. Founded in 2016, Other Village People has two queer-focused platforms; SSS (Same Sex Saturday), a party space that runs in Johannesburg, Cape Town and Durban, and Grounded, an intimate series of alternative experiences from hikes to dinners and everything in between.

Other Village People note that in SA cities, "There is a lack of safer spaces that prioritise LGBTQIA+ communities and within the prevailing heteronormative constructs, LGBTQIA+ are often faced with discrimination, micro aggressions and even hate crimes. Our concept is about creating queer-centered spaces that normalise and celebrate our differences as if it's always been that way."



KOMBONATION BY KANANELO KABELO SELLO & KGOTSO SELOMAH

Market Photography Workshop graduates **Kananelo Kabelo Sello** (he/him) and **Kgotso Selomah** (she/her, They/Them) founded **Kombonation** in 2018. Kombonation is a Soweto-based pre-to-post production start-up, specialising in real and raw visual storytelling. They also create clothing that showcases their photographic skillset, and expresses the narratives that exist within and beyond the photographs.

Kombonation's mantra is, 'Together, we do the most. Kaofela Kaofela. One love.' "Our art is by the kasi, for the kasi, and beyond", says Kombonation. Night Embassy has given them, "an opportunity for us to create an alternative kasi nightlife experience on a bigger scale. By being Ambassadors of the Night, we get to drive home what's really important to us - visual literacy."



DORMANTYOUTH AKA **W** HELMA NDEBELE

DormantYouth AKA **Thelma Ndebele** is a non-binary (They/Them) DJ and Master of Architecture (GSA, UJ) whose interest lies in music as an alternative translation of place, as well as an archive of lived space. Their research and observations made at the GSA have culminated in them regarding music as a metric of place, specifically in clubs and event venues that host (sub)cultures that can be identified by the music produced and consumed by said social groups.

Speaking about their ideas, Thelma explains: "I want to build architectural structures specifically catering to Joburg nightlife. I want to add interesting physical installations into the club space as an additional layer to the excitement of going out. I think this residency will show an alternative perspective of architecture beyond its technical and formal predisposition. You can expect an installation fit for music, performance and film, nested in an unexpected context".

These four Ambassadors promise to make their mark through curating memorable experiences this November; they are hoping to change the very fabric of the city nightlife landscape.



UNMUTED. BY LINCOLN LONG & DRAPER

Lincoln Long (he/him) and **Draper** (he/him) believe **Unmuted.** is the missing key to levelling the music playing field. Their mantra “Life Is Best Lived Unmuted” speaks to the idea that we’re all muted or unheard to someone and it’s only when we live life unmuted can we give opportunities to the unknown. What started in 2017 as Unmuted. Records, has become a hybrid independent label behind the production of chart storming songs by emerging artists, has now morphed into a network of future-thinking entities including a live/events/tour management and bookings division Unmuted. Live. Unmuted. also have a film and TV division, an online radio station and a clothing brand.

The experience of being Night Embassy Ambassadors has already had a major impact on Unmuted. “This has been an absolute dream. Through this experience we have been exposed to so much that we didn’t know and at the same time we’ve been made to feel and be more confident in what we do know. Besides the obvious financial injection, being an ambassador has and is providing us with new ways of thinking and working that we would not have been exposed to”, they share.



THERESHO SELESHO

Thresho Selesho is a dynamic creative entrepreneur at the intersection of culture and business. He's the CEO of Matchbox Live, the company behind major events like Black Coffee's Music King and Oppikoppi. He is a partner in the Tshwanefontein event series and the Trancemicsoul Sessions and co-owner of the African Beer Emporium. Thresho also heads up the commercial division at artist Nelson Makamo's Botho Project Space.

JANA HAMMAN

One half of the award-winning conceptual design and art direction studio Jana and Koos, designer, creative director and artist Jana Hamman has worked on Nike and Simon + Mary campaigns as well as on Alice & Fifth Restaurant and The Mighty Fine and Gorgeous George's hotels. The co-owner of fashion label Beau Beau's art has shown in London, Joburg, Berlin and Sydney.

LELOWHATSGOOD

Lelowhatsgood is the DJ, digital marketer and content creator behind groundbreaking ballroom party and queer safe space Vogue Nights Jozi. As a writer, his byline has appeared in many publications including The New York Times. Colourful and vibrant are adjectives that best suit this creative voice from the LGBTQI community. Lelowhatsgood embodies the freedom that comes with being proud of being one's true self.

DAY MARUMO

Sharpeville's Day Marumo owns a Skate Company called Perfect Weather Skate and has a non-profit called the Perfect Weather Skate Foundation which hosts skate workshops, clinics and competitions for township kids. As a content creator and filmmaker he has worked on projects featuring Pharrell Williams, Black Coffee and Moonchild Sanelly amongst others. Day Marumo's tale is one of aspirational passion leading one to be an unexpected figurehead within the ever expanding South African skateboarding culture.

THULI KEUPZZ

Thuli Keupzz is Founder and Managing Director of amapiano centred bookings and talent management agency Lawk Communications. She is the marshal and custodian of some of amapiano music's biggest names, she is Maphorisa's manager and discovered Kabza De Small amongst many others of the 22 acts on her roster. Thuli has also been instrumental in spreading amapiano's popularity to East Africa. Thuli's distinct understanding of amapiano gives a depth of knowledge bar none within the industry as an artist manager who is actively in the party scene.