



# POST POWERED TO 2022

## **NIGHT EMBASSY JOHANNESBURG POSTPONED TO 2022**

Due to concerns around rising CoronaVirus numbers, the next two Night Embassy Johannesburg residencies have been postponed.

"The Night is important to us, but it is with a heavy heart that we announce the Night Embassy Joburg postponed to 2022 when it is safer for us to be together," says Bea Theron, Jägermeister Experiential Manager .

The three-day long Kaofela Kaofela residency by Kombonation was due to happen on Saturday 27th and Sunday 28th November at The White House in Meadowdands, Soweto. DORMANTYOUTH's Groove Biennale was scheduled for the 1st to 4th of December at Megalo in Alex.

"The whole aim of Night Embassy Joburg is to allow nightlife communities to flourish and find new and interesting ways to express themselves, safely. By allowing Night Embassy to continue in a time when Covid numbers are rapidly climbing will defy this aim and purpose. We are not going anywhere, the Night is just on pause," says Theron. "We are still excited to celebrate our Ambassadors of the Night, Kombonation and DORMANTYOUTH and we look forward to setting the night alight again."

Night Embassy Johannesburg by Jägermeister is a residency programme centred around 'Freiraum', a space for unbridled self-expression and unlimited creativity. From 12 November to 4 December, the Night Embassy Ambassadors Unmuted., Other Village People, Kombonation and DormantYouth explored new directions in nightlife culture through curated events in Joburg. These Night Embassy Ambassadors will take over some of the iconic locations in the city to make their boldest nightlife visions come to life. On 11 December 2021, following the residency weeks, Night Embassy was going to close out with a big underground party in Johannesburg.



**REFUND YOUR PURCHASE TO WEBTICKETS CREDIT AND USE IT AT ANOTHER TIME:**

Simply login to your Webtickets profile, click on my tickets and select "CHOOSE ACTION" and "REFUND TICKETS" next to your tickets. You will then be given the option to "REFUND TO WEBTICKETS CREDIT". Select "SUBMIT REFUND" and you will have your ticket value in credit which you can now use to purchase tickets to another movie at another time.

**REFUND YOUR PURCHASE VIA YOUR PAYMENT METHOD:**

Alternatively, you may opt for a refund by clicking on my tickets and next to your booking, select "CHOOSE ACTION" and "REFUND TICKETS". If you paid via EFT or Pick n Pay, you will be prompted to enter your banking details.

**KAOFELA KAOFELA:** <https://www.webtickets.co.za/v2/event.aspx?itemid=1508992233>

**GROOVE BIENNALE:** <https://www.webtickets.co.za/v2/event.aspx?itemid=1509002233>

Stay updated by logging onto [www.night-embassy.com/jhb](http://www.night-embassy.com/jhb), or follow [@nightembassyjhb](https://www.instagram.com/nightembassyjhb) on Instagram.

The Ambassadors have been given a blank canvas to explore their chosen topics and concepts with the support of the Night Embassy Creative Board, made up of five renowned figures known for their contributions to South Africa's arts, events and music culture. Board members include veteran event producer, business strategist and venue owner Thresho 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.



## **ABOUT NIGHT EMBASSY.**

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Kombonation entered Night Embassy Johannesburg as it was, "An opportunity for us to create an alternative kasi nightlife experience on a bigger scale. We've done so on our own from 2017, just never on a level that allows the world to see and be part of this togetherness. We're honoured and appreciative of this platform."

With the Kaofela Kaofela residency they have now created with funding from Jagermeister and the mentorship of the Night Embassy Creative Board, these Ambassadors of the Night "Get to drive home what's really important to us; visual literacy. With our understanding of how the medium of photography plays a powerful role in history and that many of the kasi dwellers aren't able to finish or even go to school, we've taken it upon ourselves to enforce this crucial skill amongst our people as a means to enhance learning as a whole. We want to empower our people to become critical thinkers so that they're always considerate of others and their surroundings. This way our dream of safer streets and therefore fun-filled nights are a reality."

**Get your tickets** to the next three residencies by logging onto Webtickets  
Get tickets for KOMBONATION's KOAFELA KOAFELA [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.

### **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.

[Ticket Link](#)

### **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.

Stay updated by logging onto [www.night-embassy.com/jhb](http://www.night-embassy.com/jhb), or follow [@nightembassyjhb](https://www.instagram.com/nightembassyjhb) on Instagram. The Ambassadors have been given a blank canvas to explore their chosen topics and concepts with the support of the Night Embassy Creative Board, made up of five renowned figures known for their contributions to South Africa's arts, events and music culture. Board members include veteran event producer, business strategist and venue owner Thresho 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. The Creative Board selected the following as Night Embassy Ambassadors:



## **SPEAKING JÄGERMEISTER SOUTH AFRICA'S CULTURE AND EXPERIENTIAL MARKETING MANAGER BEA THERON SAYS.**

Each residency will be tailored to the experience of its participants. With educational lectures, hands-on workshops and expert guidance to help cultivate their career in music, the arts, and events onwards, the 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. 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.

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**MEET OUR  
AMBASADORS  
OF THE NIGHT!**



# 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.



# 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.



### **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.