

# Newcastle Township Arts Festival 2015



## **Introduction**

The Newcastle Creative Network is an organization focusing on the development and promotion of arts and culture in Northern Natal. In October 2012 we initiated what will now be known as the annual Newcastle Arts Festival in Madadeni Township. This festival is a showcase of the talent in our town and functions as a platform for promotion of the unique identity of our town. The success and growing interest of our first festival attests to the need for this platform.

## **Premise**

The festival is an imaginative journey in every way, including tour routes to some artists' studios/homes, personal story telling and shared experience that are different for every audience member and participant. The residents of Madadeni create the festival by hosting it, ushering guests around and acting as curators for the various art exhibitions. As residents of Madadeni they are the heartbeat of the township, enabling outsiders an authentic and unforgettable experience

## **Events over the 3-day period**

Opening and Closing event of the Festival  
Visual arts exhibitions in 'open' homes  
Music in yards / Public art on walls of homes  
Theatre and poetry in yards and homes  
Fashion shows outdoors  
Artist residencies/ Visitor stay-overs  
Involvement of sponsors and partners in special events, hospitality and entrance tickets  
Special VIP event(s)

## **Community Benefits**

The Festival is a perfect point of development for permanent Art Routes and ongoing tourism in Newcastle and along with Newcastle Creative Networks increasing year-round activity extending income opportunities and skills development beyond the main festival. Skills development in local organizations as they gain valuable production skills related to hosting such an event that can only grow in magnitude and reach. Income and networking opportunities for artists across disciplines as the festival provides them with exhibition opportunities. Income for residents from tourism and stay-overs, we plan that with the right kind of promotion to attract a large number of tourists to Newcastle for this festival which can only have a positive impact on the creative economy and district improvement.

## **Marketing**

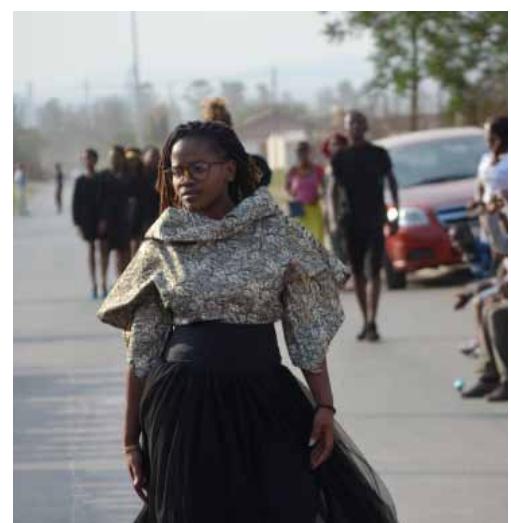
As the Newcastle Creative Network is becoming well known and recognized in Newcastle and the word-of-mouth and the involvement of so many people in the community, assures the festival and the one-off events a large audience of Increased numbers of local and foreign tourists. We will also engage local and regional radio stations, online marketing, social and print media to ensure great attendance to this great festival.



*"Creativity is an area in which younger people have a tremendous advantage, since they have an endearing habit of always questioning past wisdom and authority." -Bill Hewlett*



Purxia Creations by Percy, NCN Festival 2012



MsLue Fashion by Lucia Simelane, NCN Festival 2014

## **2014 Highlights the year in review**

Oh what a year!

If you were putting off on getting on our bandwagon, don't.

Although we are still grieving the sudden loss of one of ours, we are going to look back on the year that was, as a celebration of his life and contribution to the organisation. Often times it is only in retrospect that we see how far we have come and what we have achieved. And despite all the setbacks and frustration of the past year we can pause and really reflect on what a year the previous one has been, and if it is any measure of the future, we truly are on an upward trend.

### **Discussion rounds on Art & Community, Hong Kong**

The discussion rounds on Art & Community took place throughout 2014 at various locations. The first of the discussion round was in April 2014 at CONNECTING SPACES HONG KONG. The Newcastle Creative Network was invited by FOA-FLUX, a research venture based in Zurich. The founder of NCN was invited to the discussion rounds on 'Art & Community' that took place in Hong Kong in April are related to the ongoing FOA-FLUX research on Functions of Art in Global Contexts and on Visualization Strategies & Public Spheres. The latter is made possible by CONNECTING SPACES, which is a hub and an exploratory platform for collaborative projects between Zurich University of the Arts (ZHDK), and various institutions in Hong Kong. In this context the Newcastle Creative Network was discussed and presented in relation to other projects happening the global south context.

### **Newcastle Creative Network on Exhibition in Zurich!**

On the 06th of July the Newcastle Creative Network will be exhibiting some documentation of its previous projects and festival in an exhibition at the Museum Baerengasse in Zurich as part of a research project by Connecting Spaces on community based arts organisation. If you have been following us on our facebook page you might already know that in April the Newcastle Creative Network also took part in Discussion Rounds in Hong Kong on the intersections of Art and Community and as such we look forward to future collaboration with partners made in Hong Kong and Zurich in the upcoming year.

### **Malawi: Positive Spinoff**

The Project: Interdisciplinary Performance, Exhibition, and Discussion Round

"Kugwira ntchito limodzi & masisebenzisane, sibambisane & zämeschaffe" took place in Blantyre (Malawi) September/October 2014, and in Newcastle (South Africa) late October 2014. It brought together artists (visual artists, performers, actors and musicians) from different regions (Malawi, South Africa,

# **2014: in review**



and musicians) from different regions (Malawi, South Africa, Switzerland) to coproduce an interdisciplinary performance, to exhibit their work, and to exchange knowhow on collaborative work.

It was accompanied by a curated exhibition featuring the works of Nobukho Nqaba, Simhiwe Ndube, Maya Minder amongst others. The exhibition also then travelled to Madadeni where it appeared alongside the works of local artists like Mbongeni Mahlangi.

### **Back to Hong Kong again**

The festivals in Malawi and in Newcastle were followed up by another festival that took place again in Hong Kong in November and represented the documentation of the festivals to a new context and audience.

### **Tanzania**

At the end of October last year until the middle of December NCN embarked on a research trip to East Africa to explore the context and perhaps create meaningful relations and possible avenues of exchange between the artist in the Newcastle Creative Network and their counterparts in East Africa. The research residency was supported by Prohelvetia Johannesburg. We look forward on drawing on these new found relationships in the future and believe that the community of Newcastle will be truly blessed by these developments.

# NCN FESTIVAL 2015

## **Two Newcastle's searching for a shared context**

The theme *Two Newcastles: Searching for a Shared Context* aims to stimulate the scope of visual art in the respective contexts and inspire each community through engagement with the other. Both the Newcastle Arts Festival, Northern Ireland and Newcastle Creative Network, South Africa have made the encouragement of young people into creative practice an important part of their work. NCN is passionate about seeing young people succeed in all their creative undertakings while changing their lives and enlivening the community for the better through their creative ideas and cultural innovation.

## **Creating opportunities and stimulating markets**

In bringing together artists (visual artists, performers, actors and musicians) from different regions (Northern Ireland, South Africa) to compare practice and explore working methods across the two communities, the project challenges the coproduction of an interdisciplinary set of works (visual / theatrical / musical) responding to each context and encouraging fresh perspectives and new kinds of participation, against which the success of the project will be judged. The main objective of this project is the exchange of art & know-how across national borders. The exchange is aimed at inspiring creative ideas and by working at capacity building, enlarging networks that will foster ideas for future collaboration.

## **Showcase contemporary excellence**

Ultimately the project is envisaged as a point through which the two organisations (NAF and NCN) are to exchange expertise on how to encourage young and emerging artists within relatively disadvantaged and rural communities to reach further than what they believe is currently possible, both having recognised the potential of expanding the horizons of its artists and community by establishing collaborations with other Newcastle's of the world and involving the greater international community in participating in the intercultural markets.



Images from Newcastle Arts Festival, Northern Ireland



Images from Newcastle Arts Festival, Northern Ireland



Images from Newcastle Arts Festival, Northern Ireland.  
Courtesy of Nick Mack

# FESTIVAL REPORT 2014

In the year 2012 the Newcastle Creative Network initiated a creative art exhibition platform in Madadeni, a Township in Newcastle South Africa. The Newcastle Art Festival is an annual multidisciplinary art Festival which aims to develop the creative sector in Newcastle and its surrounding Townships.

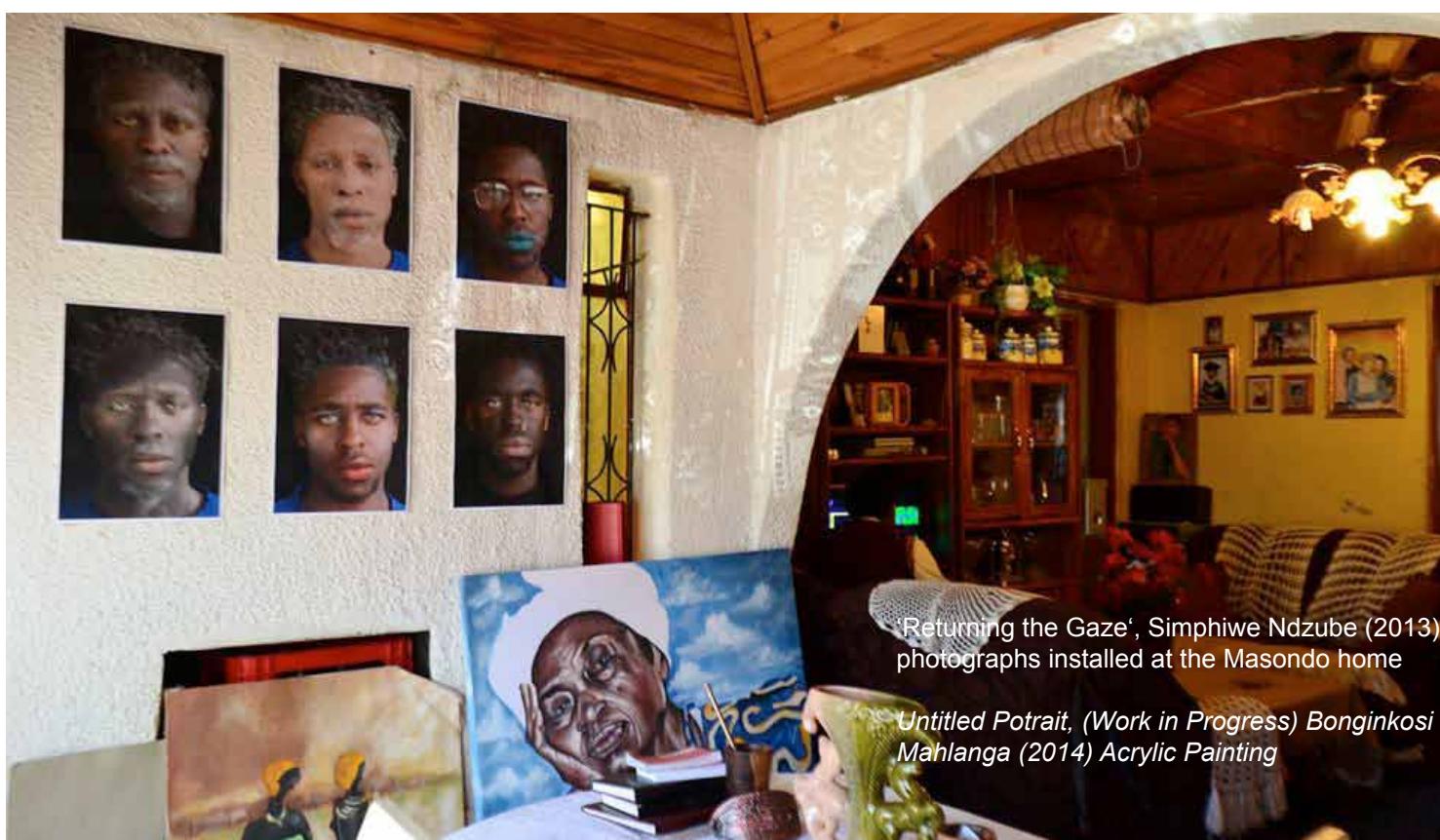
The dates 24-26 October 2014 marks 3 years of a creative collaboration between 10 families/homes in Section 4 Madadeni and the Newcastle Creative Network.

Over a 3 day period homes were transformed into art exhibition spaces. Friday the 24th consisted of a gallery/home walk about and visit, much to the little ones enjoyment was a paper mache "playshop" conducted by Zama Mkhize of Newcastle Museum Services/Carnegie Art Museum, next was a book reading, this event took place at the "reading room" a literary installation in the Mhlongo Residence's reimagined garage to promote literature as an art form Silindile Nkosi an upcoming Novelist read some chapters from her Novel titled 'Love tinted glasses' the last event for Friday was the Candice Brietz "Extra" Film Screening at Mbatha's Residence.

Saturday 25 October started with a Newcastle

Community Radio interview on Dj Sonyce's show, The interview was about the purpose of the Festival and International art relations 4 countries were represented in the interview Sandra Buhler (Switzerland) Tanja Szallies (Germany) Mbene Mwambene (Malawi) Phakiso Mokoena (South Africa).

The second day was dominated by activities that were set to take place on Hlalanathi Highschool street, the Street was transformed into a public exhibition and performance space, some of the activities which took place on the street consisted of a fashion show by a local fashion designer Ms Lue and a number of local theatre practitioners, dancers and local hip hop acts the homes which also accommodated visiting international artists during the course of the Festival, the Festival's activities were centred around the homes. Whilst some activities took place outside the school a film screening was in progress this event was put together by Vusi Twala and Thuthuka Zondi, also the "Give it a presence" workshop was in progress this was facilitated by Maya Minder (Switzerland) The 3rd and Final Day was characterised by local and international film screenings with films from Sandra Buhler, Mphathi Productions and Tanja Szallies.



High lights of the festival included:

This years visual arts lineup includes visits and workshops from:

### **Malawi**

Noah Bulambo // Visual artist  
Michael Bauleni // Theatre maker  
Mwalimbunga Mbene // Theatre maker

### **Switzerland**

Maya Minder // Artist and Curator  
Effi Tanner // Artist researcher  
Sandra Buehler // Experimental film maker

The highlight of the visual arts exhibition include the work of:

Lesedi Mazibane (Botswana)  
Buhle Mpila (South Africa)  
Nobukho Nqaba (South Africa)  
Siphiwe Ndzube (South Africa)  
Ester Vonplon (Switzerland)  
Maya Minder (Switzerland)  
Candice Breitz (South Africa/ Germany)

### **Films**

Tanja Szallies (Germany) // Various short film  
Candice Breitz (South Africa/ Germany) // Extra!  
Christoffer Guldbrandsen (Denmark) // Stealing Africa as well as a live Skype collaborative performance with Bosnian born performative artist Milenko Lanzic he will collaborate with an artist on Saturday the 25th of October.

The festival also includes workshops and discussion with the visiting artists as they make proposal for future collaborations and projects in Newcastle.

# REPORT CONTINUED



Silindile Nkosi reading from her novel 'Love Tinted Glasses', also in attendance is Mbene Mbunga, Theatremaker and internation performance artist from Malawi, 2014



Our first visitors to the Reading Room enjoying the available books NCN Festival 2014



Silindile Nkosi reading from her novel 'Love Tinted Glasses', 2014



Thokozani Mhlambi NCN Festival 2014 at the first publically staged reading of Silindile's novel at the Reading Room

# LETTER TO THE PROSPECTIVE SPONSOR

We hope that reading through this compilation of material will inspire you to support our young, vibrant and growing initiative.

We are building a public cultural institution that will benefit the whole town of Newcastle in the near future and it is up to you who soon we can reach this goal.

After conservative estimations the budget for this years festival is R 88 779.00

As illustrated the festival is a showcase of the talent in our town and functions as a platform for promotion of the unique identity of our town. It is an imaginative journey in every way, including tour routes to some artists' studios/homes, personal story telling and shared experience.

The event is always an opportunity to see, feel and experience the wide selection of Arts and culture possible in the our town, and as such the festival is a perfect point of development for permanent Art Routes and ongoing tourism in Newcastle

Along with other Newcastle Creative Networks projects , this event allows for increasing year-round activity, extending income opportunities and skills development beyond the main festival.

In order for the continued success and development of this annual event, we ask that you consider sponsoring in support or in cash aspects of the festival. We have a strong team that will ensure that the budget will be used in an organised and cost effective manner.

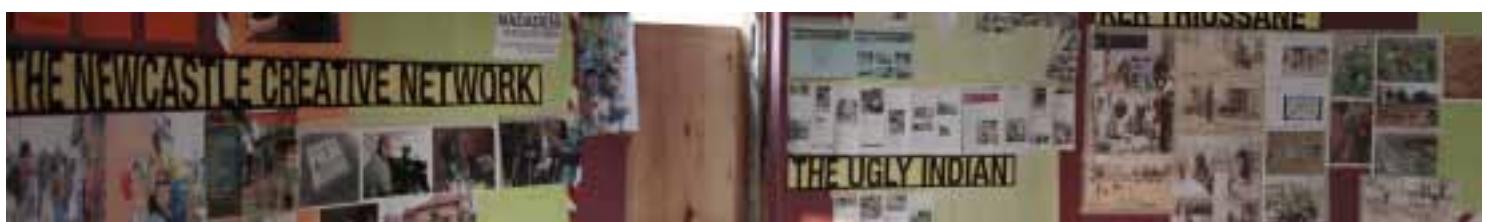
The overall budget is R88 779.00 It covers the:

- Art Exhibitions
- Film Screenings
- Organised Dialogues
- Fashion Show
- Dance performances
- Music Event

This will be the 4th iteration of the Newcastle Arts Festival and it has been a fruitful and beautiful journey which you will experience when you read the documents provided.

Thank you for your time and looking forward to collaborating with you in making the 3rd Newcastle Arts Festival soar.

Kind Regards,  
Silindile Nkosi





# SPONSOR PACKAGES

## **Double Platinum (Sponsor the whole Event)**

- They are allowed an exhibition provided by the company, in their area of choice at the event.
- Three representatives to talk about the company's services and products.
- Leading up to the event, this sponsor will get free Advertising through the Social media tools.
- In Radio and Print advertising this sponsor will be mentioned as the main Sponsor.
- This sponsor will have a special mention at the end of each day.
- They are allowed to give out pamphlets/brochures.

## **Platinum Reward (R25 000)**

- This sponsor is allowed an exhibition in an area chosen by the event organisers.
- Two representatives are allowed to talk about the company's service and products to participants and spectators.
- This sponsor will have a special mention of their company at the end of each day.
- They are allowed to give out pamphlets/brochures.

## **Gold Reward (R10 000)**

- This sponsor will have a special mention of their company at the end of each day.
- Two representatives are allowed to talk about the company's service and products to participants and spectators. Additional benefits maybe discussed.

## **Silver (R7000)**

- Special vote of thanks at the end of the event (the last day) and mention of company.
- Two representatives are allowed to talk about the company's service and products to participants and spectators.

## **Bronze (R5000)**

- Special vote of thanks at the end of the event (the last day) and mention of company.

\*All the levels will allow for publicity and marketing for the Sponsor. The terms of the rewards will be tailored and discussed with the specific sponsor in order to maximise their own marketing efforts.

## PAST PARTNERS//FUNDERS



swiss arts council  
prchelvetia

FOA-FLUX

# WHY WE EXIST

Founded in 2011, the Newcastle Creative Network is an organization focusing on the development and promotion of arts and culture in Northern Natal. We are passionate about seeing young people succeed in all their undertakings while changing their lives and the lives of others for the better through their ideas and innovation. The Newcastle Creative Network function as a support structure for artists and is a database of existing and working creative practitioners in Newcastle and its peripheries. The Network exists to enable and encourage enterprising youth to penetrate the creative industries both locally and nationally in order to achieve personal economic sustainability and achieve local economic growth.

Our goals are:

1. To create a multi-disciplinary art exhibition platform for creative practitioners in Newcastle and its surrounding areas.
2. Establish the Newcastle Art Festival as a creative art event which promotes creative art collaboration amongst creative practitioners in the Newcastle's creative community.
3. To provide the general public with entertainment through community-based art exhibitions.
4. The Newcastle Arts Festival's long term goal is to establish collaborations with other Newcastle's of the world by involving the greater international community.
5. One of the Newcastle Creative Network's founding principles is to establish a multi-disciplinary art space for the use of the local creative art practitioners and the public in general.
6. The Newcastle Arts Festival functions as a tool towards this long term goal.



Prof Dominique Laemli setting up exhibition Art in Action Malawi, NCN collaboration project 2014



Artists from Malawi and Students from Zipatso Academy Malawi engaged in workshops, collaborative project 2014



Paper mache workshop by Zama Khumalo from the Carnegie Museum, 2014



# PHAKISO DEDICATION

**Phakiso Theodore Mokoena**

16 January 1989 – 25 December 2014

Musical producer and composer Newcastle Arts Festival 2012, 2013, 2014 festival organiser and coordinator. Carnegie Board of Trustees' member. Responsible for the community engagement and related human aspect for the festival; manages the festival artists and participants. These are just some of the things he was. He leaves behind his mother, father, his younger sisters Malefu and younger brothers

***There is birth and then there is death, the space between is called life. - Keaton Foster***

Born to Nomvuyo Ivy Mokoena in 1989, on the 16th of January and left us on Christmas of 2014.

Throughout my years and experiences knowing Phakiso, I have gained immeasurable amounts of wisdom, courage and drive. We met under a bridge in Osizweni while battle rapping. We were the only guys brave enough to do that. He was from the Free State and I was from Johannesburg. After that single day we went our different ways and it was just a random incident. Then we met again in Johannesburg, as strangers because we didn't remember each other. It was like meeting twice for the first time. We both recruited round about the same time in a rap family named Unfamilia Systemz. A month later we met again in Newcastle as we both came looking for schooling opportunities at the technical colleges.

That was when our real journey began. From then on we were together everywhere, inseparable.

We worked on countless projects relating to anything that is art. We did everything. With everyone. We were part of the rap music stable called Fossil Records, we worked on film sets with RasFleks media and many more with no payment at all. We never minded though as we enjoyed every challenge passionately. Later that year in April, we met up with Nkule Mabaso and then became part of the Newcastle Creative Network as it was in line with all that we did and our objectives. We all just gelled with ideas, energy and effort. We all wanted to see a positive change in art. Extremely passionately.

Phakiso was many things to the Newcastle Creative Network. He was the strength, a huge contributor to the ideas. He was visionary with unparalleled integrity. Honest and diligent brother to us all. He was an inspiration to his family as a dreamer. He would go out of his way to get his point across.

He was a traveler, a music composer, a photographer, a videographer, a sound designer, a curator, a teacher, a brother. He was the humblest soul.

The universe with its endlessness and life with its impermanence. The promise of a forever or eternity in a cyclical life.

10/12

It does seem like an unfair deal, which leaves me with more than one question: Do we know ourselves as un-alive? Or dead? Or before our birth?

My answer is plain: There is no pain to one who experiences death. The year 1990 marks my birth. I have not physically proven whether there was really a 1920 or 1850. But I am convinced of such, so much that I can stand in court to protect this knowledge. Why?

No research has proven physically what "death" feels like. How do we justify death for the pain it causes people who have never felt it?

Well for me, I cannot as yet even attempt to justify death since the gift of life is more close to our hearts than death.

In life, we are born from love. From love we come to mean so much to each other that it is not easy to come to terms with the pain when the bond is severed. The extremely passionate anger that surfaces along with the extremely vivid flashbacks - so vivid that I even remember the pimple that you had when you were last with me, the last time you said goodbye to me.

It suddenly becomes important how you said it, your expression. I think about the day before that, and the day before that one until I reach the day we met. Then for a split second, a jolt of consolation hits me when I realize how far we have travelled together.

Then its mad tears when I realize again that they are gone.



# TEAM PROFILE



Silindile Nkosi **Administrator**

Marketing Freelancer( University of Johannesburg, N dip Marketing)  
Writer (Self-published novelist “Love Coloured Glasses” 2013)  
Internet and Website Design (University of South Africa, Certificate)  
Currently employed at Gorilla Creative Media as a Community Manager  
Responsible for the strategic marketing and positioning of the festival.  
Also assumes administrative and secretarial functions.



Nkule Mabaso, Founder

Artist (BA Fine Art (Painting) University of Cape Town, South Africa  
Curating (Master of Advanced Studies in CURating, Zurich University of  
the Arts, Switzerland)  
Currently employed as the Gallery Curator at the Michaelis School of  
Fine Art, University of Cape Town  
Responsible for the overall festival management and financial control; the  
initiation and management of collaborations and collaborative partners



Dumisani Radebe, **Festival Organiser**

Photographer/ Public speaker/ Film Maker (Matric certificate)  
Newcastle Arts Festival 2012, 2013, 2014 festival organiser and  
coordinator.  
Carnegie Board of Trustees' member.  
Responsible for ensuring that all forms are filled out and details lodged  
with the relevant authority; he is also the Festival and programme  
coordinator, also responsible for the community engagement and related  
human aspect for the festival; additionally manages the festival artists  
and participants

## Contact

**Contact**  
Administrator Silindile Nkosi +27820838808  
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[www.newcastlecreativenetwork.org](http://www.newcastlecreativenetwork.org)

**Office Address:**

35 Umdloti Avenue,  
Ncandu Park,  
Newcastle,  
2940,  
Kwazulu Natal, South Africa

## Bank Account Details

Bank Name: First National Bank  
Business Cheque Account  
Acc. no **6240282855555**  
Branch: Newcastle  
Branch Code: 270324

Organisation Registration number: **116-308 NPO**

## THANK YOU FOR YOUR SUPPORT