PRISM 2017 ENTRY: ROCKING THE DAISIES MUSIC & LIFESTYLE FESTIVAL MEDIA REALTIONS

SUMMARY

Rocking the Daisies is one of the country’s biggest and most well-established music and lifestyle festivals, attracting over 24,000 attendees over four days.

In 2016 Daisies, as it’s affectionately known, wanted to widen its appeal, increase numbers and introduce a hip-hop stage – a first for the festival.

One-eyed Jack’s task as the festival’s communication agency was to increase brand awareness by reinforcing Daisies as the top festival in SA, to reassure the core fan base that their beloved Daises was not deviating from its original personality, but rather adding to the overall festival experience.

STATEMENT OF PROBLEM OR OPPORTUNITY

Daisies enjoys editorial support from entertainment and lifestyle media who are eager to interview the international artists, and who have covered the festival in previous years.

While this assists with generating the usual PR for the festival, it didn't address the need to broaden our reach to communicate to new audiences. We interacted with media to successfully communicate the introduction of the hip-hop stage without alienating existing fans.

The task was to appeal to new fans and media who hadn’t considered attending Daisies because it was a “white indie rock” festival. We needed to broaden the appeal through crafted stories and focus on communicating the hip-hop element to traditionally non-Daisies audiences.

We formulated content themes that grouped story angles into the below key pillars. This formed part of our communication KPI's as we needed to achieve PR for the festival that spoke to these different pillars.

- The Two's up hip-hop stage – and the introduction of a hip-hop line-up
- Artists: both local and international
- Greening and sustainability
- Festival fashion, and
- The general festival unique selling points.

Opportunities now existed to widen the Daisies audience base by focusing on the different pillars and speaking to different types of media.

We invited and hosted 90 media at the festival over the four days, arranging exclusive interviews, filming opportunities and behind-the-scenes access.
RESEARCH

Rocking the Daisies has conducted extensive research into its core fan base and understands what type of music and experiences would appeal to its audience. While we knew who the core Daisies fan was, our job was to attract new Daisies fans, both consumers and media advocates with the introduction of the new stage.

We brought on Goodhope FM as a media partner, as their audiences were very familiar with hip-hop.

Daisies brought on the number one hip-hop brand in SA, Pop Bottles, to curate the stage. Through their knowledge of the SA hip-hop landscape they were able to deliver the best experience at the festival. Pop Bottles has been a key player in the music industry and understood that through effective communication and the right artist choices we could convert both previous “Daisies is not for me” and “Daisies is only an indie-rock festival” camps. We used this knowledge of the market to formulate the best responses to the announcement that targeted both sets of thinking.

We did extensive desktop research to understand what similar global festivals like Coachella in the USA and Glastonbury in the UK had previously done to communicate the addition of a new genre to their audiences.

PLANNING

Our objectives were:

- To build a comprehensive PR campaign that included pre-event festival PR, PR that showcased the extensive line-up of 250 acts and the new hip-hop stage.
- To broaden the audience and attract the hip-hop crowd through targeted PR.
- To invite and host both media who had attended Daisies as well as those who hadn’t but were interested now because of the new stage.

How were we going to achieve our objectives?

- We created a drip artist announcement strategy that saw us releasing batches of artist names every Monday to media; we created #RockingMondays as a hashtag – this ensured we were top of mind every week throughout the six month campaign.
- We focused on local artists to secure PR in publications that were not necessarily going to feature Daisies.
- We used artists like Moonchild Sanelly, Huge Masekela, Yanga and Jimmy Nevis to target a different audience. This approach meant we secured additional interviews on SABC radio stations that were mandated to follow the 90% local ruling.
- We selected publications that could help us tell the broader content stories.
- We targeted the hip-hop artist community to help us promote the new stage.
- We focused on the festivals glamping (glam camping) accommodation options that spoke to the potential new festival-goer.
- By writing statements and monitoring all comments after we introduced the new stage we never allowed any negative commentary about the festival changes to overshadow the positivity and inclusivity we aimed to achieve.
Communication channels included:

- Traditional media: Print, broadcast, online
- Social media: Twitter, Instagram, Facebook, artist's social media channels, and influencers
- Owned: www.rockingthedaisies.com, Daises newsletter, NuTickets database
- Media partners: Goodhope FM, Channel24, Viacom, and billboards
- Pop Bottles social media pages and artist influencers.

EXECUTION

The execution of the six-month campaign included:

Developing content

- Launch artist line-up to media every Monday over the campaign period.
- Confirm media partners, contracts and management.
- Press release, script writing and dissemination.
- Artist PR (Interviews, shout-outs and media support).
- PR the new hip-hop stage.
- Manage media accreditation.
- Status meetings and always-available support.
- Develop a crisis comms plan.

Targeted media approach

- We reached out to different types of publications that either were not familiar with Daisies or didn’t see the relevance of the festival to their audiences. Our job was to use the introduction of the new stage as an avenue to garner PR from these publications.

Additional support and leverage

- We leveraged our media partners to run adverts to support the campaign.
- Amplified the social media team’s efforts to create a comprehensive strategy.
- Constantly seeded artist’s content for them to post on their social media channels.

On-site media management

- We hosted media and media partners at the festival that all needed interviews, images and access to the different stages across the festival grounds over the four days.
- We needed to manage the flow of communication from the festival by always been in contact with the media to supply them with the relevant information.
- Artists are unpredictable and our schedules changed on an hourly basis, we needed to effectively manage the changes with artist management both local and international as well with the media. Our task was to ensure we did whatever it took to ensure all interviews were done. Communication is sometimes tricky with large crowds so WhatsApp groups were created for communicating with the media, stage managers and artists.
## Outcomes and Evaluation

<table>
<thead>
<tr>
<th>Objective</th>
<th>Outcome/Evaluation</th>
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<tbody>
<tr>
<td>Build brand love for the new hip-hop stage</td>
<td>• The hip-hop stage proved successful it was the most talked about stage and will be a permanent feature at the festival.</td>
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<td>PR Rocking The Daisies and all the festivals unique selling points</td>
<td>• All PR spoke to the five pre-identified focus areas.</td>
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<td></td>
<td>• The 2016 campaign saw an increase of nearly double the PR value</td>
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<td>• AVE R27,900,030 (1:1)</td>
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<td>• Publications that had never featured Daisies came on-board with coverage on the hip-hop stage – like V – entertainment, Metro FM, City Press newspaper and Gagasi FM.</td>
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<td>• Despite the lack of support from international artists we switched gears and profiled many local acts from Hugh Masekela to Moonchild.</td>
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<td>• Festival PR was varied and included all aspects from artist line-up, to safety on Cape Talk to must-have camping equipment with GQ.</td>
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<td>• Interviews: pre-interviews = 44 and on-site interviews = 30</td>
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<td>Media partners to support of the campaign</td>
<td>• Goodhope FM’s campaign value was over R 740,000 and had increased on-site presence with their OB van that broadcasted shows and did interviews with organizers and artists.</td>
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<td>• Channel24 support of Daisies amounted to R 700,000</td>
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<td>• MTV did over 18 interviews.</td>
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<td>On-site media management</td>
<td>• Over 80 media attended the festival and post event coverage was impressive</td>
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<td>Social media support</td>
<td>• The campaign achieved 1,529,744 Twitter impressions</td>
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These critics just want to have fun

RACISM

I don't matter if you call it "Tiger Target," "Tiger Tiger," or "Racism Raids." Tiger Tiger, one of Cape Town's most notorious nightclubs, reopened in June, and already the event is being masked for the club's racist history.

When it comes to racism in South Africa, one never that seemingly fails to attract any deep though it is the country's right. Because a right isn't meant to be all great and bad things are never taking seriously in it. Right? Wrong. Even in the search for fun, black youth are constantly trying to find a space where they don't have to stand a single longer in queues while white people behind them move through quickly.

There are a few student presents these areas are being slowly, provocatively and as these mistakenly disrupted. Tiger Tiger, in Cape Town's southern suburb, is an stranger to racist animations.

With the rise of student protests, these areas are being slowly, provocatively and as these mistakenly disrupted. Tiger Tiger, in Cape Town's southern suburb, is an stranger to racist animations.

Who doesn't forget the moment when a white student stood on the club's balcony and listened on a black taxi driver standing on the street below? Except for a brief burst of outrage, the club appeared relatively undisturbed, still operating in doors for night-time revellers.

"I've come alone as long as I wear an original blazer from a recognised private school in the surrounding area?" - "I've come alone as long as I wear a good blazer!" another wrote.

At previous events, students have taken the club's task for its dress code that states that women must wear heels, or that women pay a cheaper entrance for drinking certain beers. Gender nonconformity and queer students have been vocal on social media against the alternating nature of these entrance markets.

Despite the racism of the matter at hand, the discriminatory racial media is based on humour, and it's the quick-witted edge of critics that have made an impact. With the humour of playing on Tiger's name as "Tiger Target," and the comments about the club's penchant for exclusively white visitors, a degree of success is being taken back by youth who feel seduced.

Tiger Tiger posted a Facebook status in response: "While there are some people who are critical of Tiger Tiger and I will dwell on the negative, there are also many people who support us, look for the best, and are excited about the positive changes ahead. We will always take constructive criticism in our heart and look forward to the opportunity of offering a great night out!" That's not just Tiger Tiger that has been at the centre of racist animosities in nightlife.

Not too long ago, a black student in Khayelitsha attempted to defend a black worker who was being mistreated at a McDonald's in Kalk Bay - and a group of white students beat him up.

Festivals, too, have been hounded for being discriminatory towards black musicians and fireworks. Racial profiling isn't unheard of when it comes to most being searched for drugs.

Drummin' based music festival Rocking the Daisies has faced criticism for the long list of white celebrities in the line-up, and black celebrities have complained of being moved to stages at the fringe of the festival or being left in the dark.

This year, Rocking the Daisies, which takes place in October, has set up a step-up stage and, although it could be seen as a step in the right direction, this gesture has been greeted by critics as a token attempt to acknowledge the unfamiliar culture of the festival.

Still, the classes and nights go on, and these spaces continue to exist. Yes, there are black people who will continue to remain in groups knowing that the night might end in chaos, or in even in the same, but many students struggle to find alternative venues where no one in Cape Town for their nights are spent.

What matters more than the racial behaviour of these clubs is the class-ist unrest. Though nightclubs with discriminatory reputations try to defend themselves, critics are having their own fun polishing back.
These critics just want to have fun

RACE
Rebecca Pulfer

It doesn't matter if you call it "Tiger Tiger," "Tiger Ye-ger," or "Bacardi Bacardi" — Tiger Tiger, one of Cape Town's most iconic nightlife spots, is back in June, and already the event is beingmassage for the club's racial history. When it comes to racism in South Africa, one area that consistently fails to attract any significant attention is the country's nightlife. Because nightlife is a space that is often seen as a refuge from the pressures of daily life, it is not surprising that it has been a breeding ground for racism.

Wrong. Even in the search for fun, black youths are constantly trying to find a space where they won't have to exert a little longer to ignore while they move through the crowd. There used to be an expensive nightclub known for its racism on Kloof Street in Cape Town. When black people who were regulars of the club's history opened a new one, they did not wonder whether they would make it through the door. If black kids managed to get past the bouncer, there was always the feeling that they got in because their presence made them more custom-friendly. With the rise of student protests, these spaces are being slowly, provocatively and at times hilariously disrupted. Tiger Tiger, in Cape Town's southern suburbs, is no stranger to racial accusations.

Who could forget the incident when a white student stood on the club's balcony and dumped a black teddy bear standing on the same balcony?

Except for a brief time of intolerance, the club operated relatively unremarked, still opening its doors for nighttime revelers.

This year, the nightclub shut its doors for two weeks for upgrades in its interior. It announced its return with a Facebook event that has since attracted a fair bit of mockery.

"Will the new Tiger Tiger have white privilege Saturdays as an event?" one Facebook user wrote on the club's event page.

"Do I have to be a token black friend to gain entrance, or can I come alone as long as I wear an original blazer from a recognised private school in the surrounding area?" another wrote.

At previous events, students have taken the club to task for its dress code that states that women must wear heels, or that women pay a cheaper entrance for wearing certain outfits. Gender nonconformity and queer students have been vocal on social media against the alienating nature of these entrance policies.

Despite the alienation of the matter as usual, the disruption on social media has been muted, and it's the quick-witted edge of critics that has made an impact. With the hashtag of playing on Tiger Tiger's name as Tiger Tiger, and the acronym 'keen for excluded white values, a degree of control is being taken back by youth who feel excluded. Tiger Tiger posted a Facebook status in response: "There are some people who are critical of Tiger Tiger and will dwell on the negative; there are also many people who support us, look for the best, and are excited about the positive changes ahead. We will always take constructive criticism in hand and we look forward to the opportunity of offering you a great night out." It's not just Tiger Tiger that has been at the centre of racial accusations in nightlife.

Not too long ago, a black student in Johannesburg was arrested for wearing a black beret while visiting a black-owned university. Kneeling profiting isn't unheard of when it comes to being searched for drugs.

Brocking the binaries... (Picture: Supplied)

"Can I come alone as long as I wear an original blazer from a recognised private school in the surrounding area?"
Shift means Daisies no garden variety fest

After 10 years under its founders, Rocking The Daisies is blossoming in a new direction, writes Helen Herinimi.

The event, which has grown from a backyard party to a major music festival, is now in its 10th year. It has attracted big names such as The Strokes, The Flaming Lips, and Yeah Yeah Yeahs, making it one of the most anticipated events of the summer.

The festival is known for its unique atmosphere and the variety of music genres it offers. It is held in a beautiful outdoor setting, with a stunning view of the city.

Daisies has always been a favorite among music fans, and this year is no exception. The lineup is impressive, with several headlining acts and plenty of other amazing performers.

But what makes Rocking The Daisies special is not just the music. It is also the community it brings together. Attendees come from all over to enjoy the festival and support their favorite bands.

Daisies is not just a music festival, it is a celebration of music and friendship. It is a place where people can come together and enjoy each other's company.

This year, Daisies is set to be bigger and better than ever. With new additions and improvements, it is sure to be a memorable event.

So if you haven't already, come to Rocking The Daisies and experience the magic for yourself. Whether you're a music fan or just looking for a good time, you won't be disappointed.

Daisy's is about more than just music. It is about community and having a good time. So come on down and join in the fun.
FOSTER THE PEOPLE

We tracked down Mark Foster (middle) from this year's Superbass In The City and Reading Festival headliners, Foster The People, to answer a couple of questions for us.

WHAT KIND OF rare JOKES DO YOU HAVE TO TELL TO MAKE JOKES WORST? I was a personal assistant for a musician in Los Angeles for a while, and I was really bad at it. I was also a delivery boy and delivered tons of Chinese to Jerry's on a weekly basis.

HOW DOES WALKING ON STAGE TO PERFORM COMPARABLE TO THE FIRST TIME YOU EVER PERFORMED IN FRONT OF A CROWD? We've had a ton of confidence now. We've always been pretty comfortable about what we do, but I tend to block out during our performances. I'm in a state and not really remember what happened. Now I find myself playing a lot more and enjoying every moment.

DO YOU HAVE A PRE-SHOW RITUAL? Before every show we huddle up, say a few positive words, mutter each other on the shoulders and say, "Yeah, we're going to do this now, and it may have been the same show we've ever played!"

WHAT IS YOUR FAVORITE WAY TO ROCK OUT AT MUSIC FESTIVALS? Festival crowds are always a bit of fun. It's impossible not to be completely hypnotized by the energy and life that thousands of people all come together.

WHAT CLOTHES DO YOU LIKE TO WEAR WHEN TOURING? I usually wear my own clothes. I love going on tour and dress up to impress.

WHAT IS YOUR MOST MEME-ABLE Moment? Mark Foster's birthday in Cape Town. He was 26, and he told everyone he was 25 and had just turned 26.

MEET THE FARMERS

Much like Glastonbury in the UK, South Africa's biggest and longest running music festivals are held on working farms. But, ever wondered about the brave people who, year after year, allow their bucolic paradies to be briefly transformed into sites of reverie?

Meet Piet, Boonie, and Almary...

ROCKING THE DAISIES

6-9 October 2015

WINE: I'm a beer and daisy drinker from Darling. The daisies came to Africa in 1890 as a fad and have been showing off their colours ever since. Almarl has one farm with different cultivars. The beauty is the quietness – it’s like being on a cruise. We’re near the coast, so we’re on the Franschhoek’s doorstep and there are spectacular mountains in the area. The farm is 360 degrees.

FOOD: Meat and meat, salads, fish, and potatoes, and limited on burgers.

The farm is about 2,500 people.

GRAPE HARVESTING ALMARY: It’s a lovely time of year where you get to work on the farm and help harvest the grapes. We get some white wines from the red, and mix it in the farm, and we also get the reds and oranges.

Tourists come from all over the world to see the daisies, and we have a wine tour. There are tours of the farm, and we have a beach and a swimming pool. We have a restaurant on the farm and it’s very popular.

The farm is very busy, and we have a lot of people coming to see the daisies.

GRAPE HARVESTING BOONIE: We harvest the grapes in late January. We do everything by hand. It’s a lot of work, but we enjoy it. We have a lot of friends in the area, and we enjoy being there. The farm is very beautiful.

GRAPE HARVESTING PETER: We harvest the grapes in late January. We do everything by hand. It’s a lot of work, but we enjoy it. We have a lot of friends in the area, and we enjoy being there. The farm is very beautiful.

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BIGGER AND BETTER
250 ACTS, 4 DAYS

ADAN HARPER

WITH the advent of summer, no comes the SA music festival season. Rocking The Daisies (this year named Superbalist Is Rocking The Daisies) is dubbed as an eco, music, arts and lifestyle festival and is the biggest of its kind to the country with 25,000 people expected this year. With a festival of this size it takes a lot of time and manpower to be able to create an event to give the festival goer an unforgettable experience.

Founder member Brian Little says that, all in all, the crew are pretty much on site at the Cloef Wine Estate in Darling for six weeks from preparation to clean-up. “This year, Superbalist Is Rocking The Daisies is going to be bigger and better than last year.”

The original festival started as an idea hatched from some mates around a braai and has grown from there. “We are always improving things and assessing where we can make the festival better.”

Little explains, “As an eco-festiva we’ve won local and international Green Festival awards. We start and end with a spotless site. This year, there are ‘Leave no trace’ initiatives to get punters involved in keeping the festival clean such as handing out of rubbish bags etc.”

Gangs of Ballet, Mango Groove, Hugh Masekela play on the Main Stage

Apart from the generators running on bio-diesel, the festival gets additional electricity for the event from the wind farm just outside Darling. Little is proud to say “we also give back to the local community such as there is a social investment element.”

Entertainment-wise there is a choice of 250 acts performing on 11 stages over four days from today until Sunday. Little says, “This year promises something for everyone and is the most diverse line-up we have ever put together.”

We have big international headliners on the main stage this year including Puscifer The People (USA) who have been headlining international Festivals for the last ten years and Max Miller (USA) whose latest album is currently at no.3 in the UK.

Other acts you can experience are Kiddie Party (AUS) who are also billed for the elecrote dance at 1am on the Friday. Kiddie Party have amassed over 2.5 million Facebook fans and achieved over 16 million plays of Internet Friends on YouTube alone.

There are local acts abound such as five times SAMA nominated trio, Gangs Of Ballet, local legends Mango Groove and Hugh Masekela who play the main stage on the Saturday. If you are into drum n bass then don’t miss 1st Project who also hit the stage on Saturday. Friday’s main stage line up includes The Blues Circus, Red Tape, Rise Jimmy Nevis and Monark to mention a few. If you’re not into the live music then the Electronic Dome is for you. You can expect to see electronic acts and deejays such as UK based Opio, and local acts headbangers Crazy White Sky, Killer Hybrid and Dan Kaplinski, he has recently joined the SFM radio team and says that Electronic music is much more popular nowadays. Dan Kaplinski says, “I promote exciting South African dance music.”

There’s a lot of new talent on the scene and I will be playing quite a few local artists in my set.” He also says “A lot of local electronic music producers such as Bassie, Odu and The Embassy are getting a lot of traction and respect overseas via international remixes.” He goes on to say “I’ve promoted quite a few on my own record label. This is going to be my biggest performance yet with a well-rehearsed show with an intro, visuals and more. It’s been a wild ride and thanks to my team out there.”

Dan Kaplinski has recently produced and released an album of 15 local SA dance artists entitled ‘Overline’. Dan Kaplinski will be playing at midnight on Friday.

The beer barn will be host to quite a few electronic and dance acts this year and The Lasso Tree Theatre returns for some great comedy acts such as Brendan Murry, Deep Fried Man, Kurt Langeweg and Schalk Bruins.

The addition of a Hip Hop stage, dubbed “The Roo’s Up”, which runs on the Friday and Saturday nights sees artists such as PRUKAT, turntablist 14 Hearty, Dread Noble & Perso spin their stuff. Beach Bar returns with smooth beats from Goodton, Steven Age Citizens and UK’s, D4, All Band being the largest bands.

For those going up on the Thursday, the complete stage once again caters for the early birds and will showcase some up and coming talent. The complete stage kicks off at 13.00pm with Andy Leeder and the Mission Men. Other acts include Durban, Engaz, Slow Jack, Takesawpper and more.

For the seriously eco-conscious there is the Green Village with the Hemp Stage which will showcase some great acoustic and up and coming artists as well as establish artists like Crimean House, Miles Sweartw and The Little Kings. Additionally there will be fire shows, yoga, art installations and deejays.

For the ‘Glimmers’ (those women who are not into the raw camping thing) there is the Dalby Den where they can get their own’s hands and get some styling patterns done by professional hair stylists, Superbalist in Rocking The Daisies is completely filled with all that you can do at the festival.

Find out more www.superbalist.com. The Superbalist Is Rocking The Daisies content is Play hard and Tread Lightly.
Laughter between daisies

KASISSI KG MOGADI

What a challenging thing, you know? There's nothing, nothing will stop me. There's a lot of things to do, and I'm not the only one who knows this. People are looking at the comedy festival, and they know that's what the festival is about. This is the festival that we need, and we need it now. It's a great opportunity for us to show our talent, and we need to make sure that we're not left behind. The audiences are what we need.

Most memorable festival performance?

My brother, the Bongani, and me, we did a show at the festival. We did a show at the festival, and we did it in a weekend. And the electricity went off. I was really nervous, but I was also excited. I was excited to see how the audience would react. I'm still waiting for the audience to react. I was talking to my brother about it when we were driving back from the festival. He was talking to me about how it went, and I was talking to him about how it went. I was really happy with the audience, and I was happy with how it went.

YASEEN BARNES

Parody rap?

This is the most memorable performance of the festival. I was really nervous, but I was also excited. I was talking to my brother about it when we were driving back from the festival. He was talking to me about how it went, and I was talking to him about how it went. I was really happy with the audience, and I was happy with how it went.

Eyewitness News

RTD 2016: FOSTER THE PEOPLE & HUGH MASEKELA THRILL THE CROWD

#RockingTheDaisies: Meet Foster The People & Hugh Masekela on show

LOCAL POLITICS BUSINESS SPORT LIFESTYLE COMMENT FEATURES ENTERTAINMENT THEATRE 3°C

TRENDING ON EWN

1 Court hears state capture report has been completed, signed off

2 Nan Khoysen may have sold his farm to improperly benefit Gupta

3 TAFEYI MADZONDO'S FINALE
THROUGHS of revellers enjoyed the vibe on a cool and breezy day at the Rocking the Daisies Festival on Cloof Wine Estate, outside Darling, on Friday.

PICTURE: ASHON BOUD

Fresh as a Daisy: your ultimate look book

If you, like all the other cool kids, are going to Superbласт is Rocking the Daisies this year, then you need to have the look to go with the good vibes. And if you're a Daisies veteran, then you'll know that there are different hangout areas at the festival. Plus, it's a whole weekend, so ignore out your partying because nothing too early is lame.
Your Rocking The Daisies 2016 Wardrobe Sorted!

Eleven stages and 250 acts over four days. What will you wear?

Danielle Karallis

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This is how you can go green at Superbalist is Rocking the Daisies 2016

Cape Town - What started out as a small eco-friendly, “green” festival has over the
After five years of silence, jazz legend and celebrated SA icon Masekela releases ‘borderless’ album, writes
Ntombizodwa Makhoba

F
ever years after releasing his last album, jazz

F


Hugh

Makhoba

He says it is sad that, as Africans, we don’t know our

history and that we’ve been discouraged by Western

musicologists.

Of the album title, his reasons, Makhoba says: “It’s a

title that will not only give shape but also

expression to the music.” He says it is also

important to the people of SA, as it

expresses their culture and

identity.

The album is a collection of

songs that reflect the

cultural

heritage of Africa.

He says: “I am

honored to be part of this

project and I hope the

people of SA will enjoy it.”

According to the

producer, the album

includes a mix of

traditional

music and

contemporary

elements,

resulting

in a

unique

fusion.

The album was

recorded

in

South Africa

and

was

released

in

2011.

Hugh

Makhoba, the

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Destination Africa
SOUTH-AFRICAN HIPHOP STAR AKA TELLS ABOUT HIS TRAVELS ON THE CONTINENT

My first real holiday was to Zimbabwe with my family, just outside Victoria Falls. I remember being told by the tour guide of the trip how much water there is behind the falls. We all went inside and saw the mist rising over the falls behind us. It was a magical experience, not to be forgotten. My early exposure to African music was through the music industry, the impact of landmarks.

Lagos has a definite vibe and energy. It’s not comparable with Jo’burg, where everybody is on the go. But, when you arrive in Lagos, four things strike you immediately. First, you hear that African beat. Second, you are wrapped in its warmth, third, you get a sense of being somewhere that’s different. The fourth impression is that Lagos is a sprawling metropolis. It’s the heart of the continent. The city is vibrant, bold, and so much more.

The Internet and satellite TV have made the continent smaller. The change is palpable. Now, I watch through (online) Lagos, which is a slice of Nigeria’s lifestyle. You can watch movies, listen to music, and even participate in what’s going on in the streets of Lagos. It’s like you’re there.

I’m very much about food. When I travel, I like to experience local delicacies. In Lagos, I try local dishes like Jollof rice, pepper soup, and fufu. It’s delicious. If I travel to two days in a row, I like to try different places. The city is full of variety. The food scene is vibrant and diverse. I love trying new things. I also like to explore the nightlife. Lagos has a lot to offer, from clubs to bars.

What’s happening in Nigeria, especially in Lagos, is very exciting. The country is going through a lot of changes. I think there’s a lot of potential here. The people are passionate and hardworking. I believe in the future of Nigeria. It’s a very dynamic place.

Thank you for your question about traveling to Nigeria. It’s a beautiful country with a rich culture. If you’re interested in visiting, I’d recommend checking out the tourist sites and experiencing the local lifestyle. It’s a great place to learn about African music and culture.
MOONCHILD TO ROCK DARLING

Sexy singer prepares to make festival memories!

By PULIBA MAGUMO

MOONCHILD Sensi is in the line-up for one of the most exciting festivals on the Musica -

The singer and fashion design er from Port Elizabeth in the Eastern Cape will perform at the Superstalist Rocking the Delegito Music and Lifestyle Festival in Darling, Eastern Cape from 6-8 October this year.

Sensi is one to take to heart this year.

The event will start the summer season.

Moonchild, whose single "Senss" is currently on high rotation, told Sow-Bez said people can expect a mind-blowing performance. "I'll be giving them energy. They can expect a fun and sexy performance from me. I'm going to take songs from my debut album, "Firehose" and some of the new stuff I'm yet to release."

Also in the line-up for the festival at Dar- ling's Chief Wine Estate are Aja, Jimmy Nevins, Mungo Grooves, Nassy C, Ndikali Toure and many more.

Moonchild said fans can expect an action-packed weekend of camping and good times, as well as the best in local and international entertainment.

After releasing her debut album, Richmond last year with Jep Music, she left the label and now an independent artist.

Describing her new single, she said, "It's about my personal journey not being determined by my surroundings."

"I'm a woman used to being locked in the bathroom as they now are in the corporate world. As a woman, I should feel free to say how you handled it, and you never what you want him to do between the sheets."

"If anyone is scared to say it, they can just play the song and I will say it for them."

Moonchild said people will hear that she has grown a lot since the release of her first album.

"With each year comes new maturity. I've added so much more. The skeletons, the boots and my voice all get together nicely because I've grown and found my voice."

Catch Moonchild on the main stage at the Superstalist Rocking the Delegito Music festival from 6-8 October at Chief Wine Estate in Darling. Ticket costs R165 from http://cityofentertainment.co.za/tickets?
We ♥ Moonchild

The Durban-born first-based songstress and fashion designer will be making her way down to RockingTheDaisies this year for the second time. Here she tells Grazia about getting on the guest list, what her upcoming music tours are and what the rest of 2016 has in store.

What happens to you at this moment? Buying a warehouse and converting it into a multi-functional creative space and home. I’m planning on having a studio with the kind of music that my future kids can only exist when they’re 18, a dance studio, a stage and, of course, a gym.

What was the best thing you saw that made you laugh? I asked him to create meaning to promote my new single, GoodLife, and one of them had me in stitches — it was brilliantly funny.

What was the best part about collaborating with Acra Ho and SIMM Horns for GoodLife? The fact that the boyz are superhuman with their creativity, and therefore it was on easy connection. We are all from Durban and love each other’s music, so we all felt it was a match made in heaven.

What does the rest of 2016 have in store for you? I’m working on a hundred things at the moment, but I’ve got to list a few. I am collaborating with three artists, the videos for GoodLife is due to be released, and I’m working on my Real Stuff EP. There, we’re giving away free music to fans who don’t have access to online music platforms.

RockingTheDaisies is on from October 6 to 8. RockingTheDaisies.com

What do you love most about performing at festivals? The spontaneous interactions, the people you meet, partying without a care in the world, the freedom of the whole experience, and the fashion parade. Some people just dress ridiculously — and I love it. The crazier, the better!

What has been your best festival experience? It was at my first RockingTheDaisies performance, in 2012… I had no idea what to expect, and all of my senses exploded from the positive vibes. My eyes and I danced and drank the whole night away. I can’t wait to do it again this year. I’m going to bring it!

What performances in your recent watch list?

Mac Miller is absolutely phenomenal and spiritually dope. I can’t wait to meet him and see his show. He’s gonna kill it.

What are your wardrobe essentials? Layer of any clothes to warm the springtime nights! And probably a ski mask, brand new, unboxed faders and a cup of coffee by a queen.
The new voice of Cape Town

Rapper is city's 'unofficial tour guide', writes Nontando Mpeso

C

[Image of two rappers]