

Cape Town International Convention Centre (CTICC) releases press statement

For immediate release

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CTICC and event organiser partner to create platform for up-and-coming local performers

The Cape Town International Convention Centre (CTICC) is proud to announce that it has partnered with local events organiser, NowNowEvents, to host a showcase that will provide a platform for up-and-coming Cape Town artists.

“Our Cape Town Showcase” will take place on the 7th of September at the CTICC, and is an opportunity for local singers, DJs and bands, to promote themselves to a broader audience. The showcase was borne out of an idea to expose local talent to event organisers, corporates, and the general public in the hope that more work would be directed their way.

“The Cape Town International Convention Centre has hosted some memorable music events and festivals with top performing artists from all over the world. At the same time we understand how difficult it is for new talent to get exposure to the business sector and recognise that, as a venue, we have a unique opportunity to provide a platform to showcase the incredible talent Cape Town has to offer ” says Julie-May Ellingson, Chief Executive Officer of the CTICC.

The showcase will present an impressive line-up of young artists performing in various styles and genres of music. The list of up-and-coming performers includes The Black Ties, Mathew Gold, BlackByrd and Wandile Mbambeni.

“We host many events where knowledge is exchanged, where deals are made and employment opportunities are created but it is also important for the centre to create opportunities for our local talent to shine and to expose them to a clientele that they would not necessarily have access to,” adds Ellingson.

NowNowEvents director, Enver Mally says the artists were chosen based on their exceptional talent and potential.

“There will also be a call-to-action at the showcase. We are hoping to secure at least one booking for each performer through a pledge-and-challenge initiative where one corporate



We are a green conscious convention centre.

Cape Town International Convention Centre

would pledge to book an artist and challenge another corporate to do the same. A big part of creating this showcase is to build an environment for artists to be sustainable (beyond this event)," he explains.

Partnering with, and hosting the showcase at the CTICC presented the perfect opportunity for the organisers.

"The CTICC is an inspirational and iconic brand and many artists aspire to perform at the venue, because the CTICC is synonymous with quality," says Mally.

Our Cape Town Showcase takes place on 7 September @ 19h00. Tickets cost R80. To book, contact NowNowEvents on 083 639 9069 or info@nownowevents.co.za.

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Distributed by the CTICC. For more information, contact Susan Davis, CTICC Corporate Communications Manager, at 021 410 5000 or email media@cticc.co.za.

