

Vision, taste and sound at the Absa Vuka Showcase

Absa is the official sponsor of the Vuka Showcase 2014 hosted in Cape Town at Wembley Square's Piazza and Event space from 20 to 22 November. Thought leaders and entrepreneurs in lifestyle and popular culture from all genres of art, music and food will express themselves through vision, taste and sound, celebrating the creative forces that contribute to the message of Africa's contribution to the global society.

Artists see the world differently and their thoughts manifest through their art. Through Vuka Vision, these thoughts are presented in a tangible way, providing the opportunity and space to share their social comments and the chance for a discerning audience to digest their commentary. Comments are showcased through graphic art and design, interactive art, digital media, illustration, as well as the written art. These genres all contribute to the interactive visual part of the showcase.



Featuring a long list of participants, including internationally celebrated visual artists; Vuka Vision is positioned to inspire Afro-optimism.

Highlights are: Triggerfish Animation Studios & The Animation School; The Cabinet featuring Justin Plunkett; Chris Slabbe; Gerhard Human and Joey Hifi; SA-based comic by Loyiso Mkize; Book signing and discussions with Lauren Beukes, Charlie Human and other writers.

Vuka Sound

Music is intrinsic to Africa, preserving important legacies throughout generations. But music also transcends borders, uniting groups from diverse backgrounds. Vuka Sound aims to unite, through enhancing unique sounds it becomes clear that Africa's diversity creates the high tones and low tones that meet to create colourful music. This harmony of sounds does not conform to the rules of theory, but rather beats with the heart of Africa.

The Sound of Africa is celebrated at the Vuka showcase with internationally renowned artists, DJs and authentic musicians from all over the continent. The varying styles include crossover sounds from roots and traditional, through to classical and electronic.

Featured artists include: Jeremy Loops; Dan Patlansky; Derek Gripper.

Vuka Taste

Celebrating its origins in Ethiopia, the coffee bean with its deep colours, beautiful smell and strong flavour, is the perfect embodiment of our African continent. In order to rediscover this important coffee culture it only makes sense for coffee to

a highlight in the taste pillar of the Vuka showcase.

Participating in the Taste of Africa, artisan foods will be part of the event. The coffee festival will encourage you to enjoy a newly inspired view of coffee, with coffee art for kids, a variety of coffee and food pairings and a coffee liqueur bar with some of Cape Town's top coffee names in attendance.

Come and awaken to the optimism and innovation of Africa and its people. Find out more information at www.absavuka.co

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