

Search for the Face of Africa begins

The search for fresh modelling talent begins this month as TV channel M-Net and mobile phone company Nokia start holding open castings for aspiring models in Accra, Addis Ababa, Cape Town, Dar es Salaam, Gaborone, Johannesburg, Kampala, Kigali, Lagos, Luanda, Lusaka, Nairobi and Windhoek.

A revised competition format now means that any female citizen of a country in sub-Saharan Africa who meets the entry requirements can participate simply by attending a casting in one of the specified cities. The winner will walk away with an international modelling career, courtesy of Storm Model Management.

According to Carl Fischer, Director of M-Net Local Productions, "M-Net's long-standing commitment to this project ... is born from an enduring desire to provide a stage for African youth, African talent and African imagination. It's an ambition we have had for many years and a tradition that we are proud to continue."

Nokia's Sales Director, Mika Niemi, said the company decided to continue its involvement with the project after the success of the last search. "Nokia has long been committed to African development and African style. To see both these remarkable ideals come together on an African catwalk earlier this year was living, vibrant proof of an African future."

The 2006 Nokia Face of Africa search will be filmed and M-Net will broadcast a series of special shows in July 2006 before the final in August. Kaone Kario, the winner in 2005, is enjoying a successful career.

Details of the casting sessions will be available from February next year.

For more, visit: <https://www.bizcommunity.com>