

Holi One Colour Festival comes to Cape Town, Durban and Joburg

The Holi One Colour Festival, billed as the world's biggest colour festival, will launch in South Africa in March 2013, with festivals in Cape Town, Durban and Joburg.

The original Holi Festival in India is a huge fun-filled celebration of music and dancing, uniquely characterised by throwing special coloured powder into the air (and at each other) to express freedom and the colour of everyday life.

The festival concept has quickly gained popularity worldwide, with colour festivals springing up in Berlin, Dresden, Munich, Hannover, the US and Singapore.

Now Cape Town, Joburg and Durban will feature as the inaugural Holi One Colour Festival launches in South Africa.

Thousands of enthusiasts in each city will come together in a thrilling atmosphere of electronic music, performance art and visual stimulation. Dressed in white, revellers at the open-air festival will soon be covered in brilliant hues as the air is filled with the clouds of brightly coloured powder at a countdown on the hour, every hour from 2pm.



Project management company appointed

Award-winning agency Seed Experiences - the company behind the Rocking the Daisies Festival - has been appointed as the project management company behind the South African Holi One Colour Festival series. All three events promise to be an inspiring initiative, centred around the theme "We Are All One".

"The global Holi One festival is not directly linked to the original Holi Festival, nor with its religious aspects, but is definitely inspired by it and shares the same values - a day steeped in the old Indian tradition of bringing people together in love and peace, a tradition that transcends backgrounds and cultures," commented Brian Little, MD of Seed Experiences. "We will

carry this ethos throughout all of our planning, promoting a spirit of camaraderie and togetherness in the 'We Are All One' philosophy. Something that we feel is very relevant and necessary in the South African context."

Cape Town will be the first city to host the festival and it promises a brilliant line-up featuring some of the biggest DJ acts in the country, as well as a host of the freshest and most impressive new DJs exploding onto the Cape Town music scene.

The Holi One coloured powders are safe, water soluble, completely non-toxic and environmentally friendly.

Dates

- 2 March: Cape Town, Grand Parade - 12pm to 10pm.
- Durban: Venue and date TBC - 12pm to 10pm.
- Joburg, Venue and date TBC - 12pm to 10pm.

Cape Town tickets are now available.

- Early Bird Special (capped): R170

Only available at the following outlets in Cape Town:

1. Gypsy stores throughout the Cape Peninsula:

- * Gypsy Kalk Bay: Kalk Bay Main Road. +27 (0)21 788 6802
- * Gypsy Long Street: 285A Long Street. +27 (0)21 424 2994
- * Gypsy Stellenbosch: 147 Dorp Street. +27 (0)21 886 7157
- * Gypsy/Zebra Durbanville: Corner of Wellington Road and Chenoweth Street. +27 (0)21 976 2604

2. The Old Biscuit Mill Neighbourhood Goods Market (Saturdays only), 373 Albert Road, Woodstock, Cape Town.

3. Take&Bake, 16 Main Road, Sea Point. +27 (0)21 801 4444

General Admission: R190 from Webtickets: www.webtickets.co.za

General Admission including powder (five colours): R290 from Webtickets.

Powder will also be sold separately at the event.

Event info: www.holione.com

Facebook:

Cape Town: www.facebook.com/pages/Cape-Town-HOLI-ONE-Colour-Festival/293602490750798

Durban: www.facebook.com/pages/Durban-HOLI-ONE-Colour-Festival/527387530621924

Joburg: www.facebook.com/pages/Joburg-HOLI-ONE-Colour-Festival/198300856972789

Twitter: [@holioneSA](https://twitter.com/holioneSA)

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