

# Moshito set to attract youth

Young musicians are being encouraged to attend this year's annual Moshito Music conference and exhibition, taking place on 4-6 September 2014 at the SABC Campus Radio Park in Auckland Park.

The event offers the youth a reduced price and the opportunity to present their music demo to industry experts and receive vital feedback on their efforts.



## Opportunity to present musical work

"One of the most difficult things in music is being heard by the right people," explains Sipho Sithole, Moshito chairperson. "Many unsigned bands and artists record demos in order to obtain a recording contract. These demos are usually sent to record labels in the hope that the artist will be signed onto the label's roster and be allowed to record a full-length album in a professional recording studio. However, large record labels usually ignore unsolicited demos that are sent to

them by mail

"At this session of the conference, musicians, producers and composers will be given an opportunity to present their musical works to a panel of music publishers, record labels, artists and repertoire (A&R) and advertising agents.

"Under the theme 'Celebrating 20 Years of Liberation through Music', with a stimulating conference programme, expanded expo section and plenty of live events, we know that anyone in the business of music - in South Africa, Africa or internationally - will be attending. Therefore, we urge young artists to register as soon as possible, as the session will be filled up," he concludes.

## Exhibitions to attend

Moshito offers multiple experiences within the overall event - there is the opening concert on 4 September, lunchtime showcases in the SABC old canteen on 5 and 6 September, an evening music event on 5 September. Moshito is introducing a film and photographic exhibition, as part of this year's theme.

For more information on exhibition opportunities and to book for the various events and conference, email [vuyo@lithacommunications.co.za](mailto:vuyo@lithacommunications.co.za).