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PRESS RELEASE #4 - JUNE 2015

2015 FÊTE DE LA MUSIQUE, NEWTOWN JUNCTION, SATURDAY 27 JUNE

INITIAL MUSICAL LINE UP REVEALED

The Fête de la Musique in Johannesburg has established itself as one of the fastest growing festival brands in South Africa. Drawing 5 000 people in 2012, 8 000 people in 2013 and 10 000 people in 2014, the event promises to be bigger and better in 2015 as it moves to its new home at Newtown Junction in the heart of downtown Joburg.

Various stakeholders from the greater Newtown Cultural Precinct area will be involved in multiple live performances and programming activities spread throughout the day, and all come together at the exciting Newtown Junction precinct. The Bassline, The Market Theatre, Artist Proof Studio, The Dance Corner, The Market Photo Workshop, Sci Bono Centre and others organisations will participate in this annual and uniquely FREE celebration of music and culture.

The 4th edition of Fête de La Musique promotes musical diversity and showcases a broad mix of music ranging from pop, rock, hip-hop, jazz, traditional and even to brass band music. Some of the international musical line up festival goers can expect on the day include:

Jaobjoby (Madagascar) is commonly recognised as the most popular singer in Madagascar and the Indian Ocean islands. Widely referred to as the "King of Salegy", the grooviest and most popular music genre of the island, his success has earned him such honours as Artist of the Year in Madagascar (1998–1999) and the role of Goodwill Ambassador for the United Nations Population Fund in 1999.

Benjamin Piat (France) presents his very personal Chanson Française, mixing up touching lyrics, captivating melodies and lively beats. After performing more than 300 gigs, and winning an award at the "Chant' Appart" Festival, Benjamin Piat is proud to present his brand new record "Boîte à Musique" with his debut South African show.

Grèn Sémé (France/Reunion Island) succeeds in bringing their 'Maloya' sounds far beyond Reunion Island's borders. Their music, deeply rooted in tradition, explores new horizons and new sounds. In this laboratory comes to life a mix of singing and experimentation, between blues and joy, rebellion and tenderness, that they call "evolutive maloya".

Now, Fête de la Musique is thrilled to announce the following South African acts will be performing alongside the three amazing international artists already confirmed by festival organisers.

Fête de la Musique favourites and now firmly established as rising stars of African music **BCUC** and **Bongeziwe Mabandla** will headline this year, alongside a slew of relative newcomers including **Coal Train Band**, **Bambanani Brass Band**, **Go Barefoot**, **Miss Bubu** and **The Meerkat Mob**.

> **The full programme will shortly be made available on**
www.fetedelamusiquejhb.co.za and www.facebook.com/fetedelamusiquejhb

Note that the programme is subject to change.

QUICK FACTS:

* Saturday 27 June 2015 from 10:00 am to 7:00 pm

- * Newtown Junction Precinct
- * International and local artists
- * Performances spread over 4 stages
- * Safe parking with more than 2000 bays
- * Speciality Food and Coffee trucks
- * A Heineken Beer garden
- * A Custom Skate Park
- * Custom arts & crafts, and photo exhibitions

The 4th edition of Fête de La Musique in Newtown is presented by the Alliance Francaise of Johannesburg, the French Institute of South Africa, Newtown Junction and the Bassline.

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SOCIAL MEDIA

Facebook: [fetedelamusiquejhb](https://www.facebook.com/fetedelamusiquejhb) | Twitter: @JoburgFDLM

Brief history of Fête de laMusique - from France to South Africa

Launched in 1982 by the French Ministry for Culture, the Fête de la Musique is held in more than hundred countries in Europe and over the world. It usually takes place every 21st June, the day of the summer solstice in the northern hemisphere.

Thanks to the dynamism of the French cultural network abroad (the departments of Cultural Affairs at the French Embassies, French cultural Centers and Institutes and the Alliances Françaises), the Fête has an important international growth.

2010 saw the inaugural South African event taking place in Richmond Hill, Port Elizabeth with the intention of promoting French art and culture in South Africa. The second Fête was held at Arts on Main in Johannesburg in 2011. From 2012 to 2014 the event was held in Melville, and now it moves to a bigger home in the exciting Newtown precinct.

ABOUT US

The Alliance Française was established in 1883 in Paris by eminent figures of the arts, the sciences, and politics to ensure the influence of the French language and culture around the world. Alliance Française in South Africa provides a wide-ranging performing arts program presenting a unique mix of theatre, music, visual arts and dance, with the support of the French Ministry of Foreign Affairs and in partnership with local companies or cultural bodies. The association Alliance Française in South Africa is a state-approved public benefit organization.



Alliance Française
Johannesburg



As the cultural agency of the French Embassy in South Africa, IFAS-Culture organizes artistic events throughout the country all year round. Events organized and supported by IFAS take place in venues and festivals throughout the country, allowing the Institute to establish relationships with

various South African partners. As part of its mission, IFAS-Culture encourages cultural diversity and exchanges between South Africa, France and the rest of the African continent by supporting artistic events ranging from contemporary dance, theatre, puppetry and fashion shows to music, DJ nights, contemporary art exhibitions and literature.



The Bassline, in Johannesburg, is a live music venue and production company, which in its 20 year history has become an institution amongst music fans. The Bassline has hosted over 5 000 concerts featuring many of Africa's biggest names and other world music icons. Bassline Productions also produces and manages large festival properties, with particular experience in the greater Newtown area. The Bassline also provides fully equipped rehearsal rooms and other facilities for artists.

