

## onedotzero returns to Johannesburg with award-winning multidisciplinary education programme, cascade ZA

Following huge success in 2014, onedotzero's award-winning educational programme cascade ZA returns to Johannesburg this September in partnership with the British Council as part of their Connect ZA Innovation Month and the Fak'ugesi African Digital Innovation Festival.

London-based creative and cultural agency onedotzero are internationally renowned for their work, which harnesses the power of collaboration. cascade ZA makes no exception.

cascade ZA is a fantastic platform for young creatives to showcase work and build networks within the Johannesburg arts and technology scene, local creative industries and beyond. The programme offers inspiration and insight, practical advice, skills and first-hand experience of multi-disciplinary project development in preparation for working within the creative industry.

Hosted this year at iThuba Art Gallery in Braamfontein, cascade ZA 2015 will bring together a selection of South Africa's top recent graduates and young creatives, with this year's participants coming from the worlds of visual art, graphic design, filmmaking and 3D animation, performance, technology, poetry, and music.

Working in multidisciplinary teams to tackle a brief, participants will pool their collective talents, insights and specialisms to produce a standout idea during an intensive week of multi-disciplinary workshops and inspiration sessions led by onedotzero and creative mentors. The results of the week-long group work will be showcased at The Alex Theatre in Braamfontein as part of the Closing Ceremony for the Fak'ugesi African Digital Innovation Festival.

This year, the participants will be supported and guided by onedotzero Managing Director Sophie Walter and Senior Producer Simone Sebastian, London-based artist and 'movician' **Di Mainstone**, architecturally trained maker and coder **Ling Tan**, and South African digital artist and curator **Jepchumba**. The team also features four local creatives who took part in last year's cascade programme and have since gone on to great success – they include artist/architect **Sandile Radebe** who has been dubbed one of "South Africa's leading artists", exploring the artistic practice and meaning of graffiti art; **Tabita Rezaire** who creates internet art and videos and recently showed at the Tate Modern, **Cukia Kimani** a coder and game designer whose time in cascade led her to begin a postgraduate degree in Digital Arts; and **Thato Nhplo** a painter and 2014 recipient of the Reinhold Cassier art award at the Bag Factory.

### **Details:**

Workshop: 7 – 11 September 2015 at iThuba Gallery, Braamfontein

Public Showcase: 12 September 2015 at The Alex Theatre, Braamfontein

The project is part of SA-UK Seasons 2014 and 2015, which is a partnership between the Department of Arts and Culture, South Africa and the British Council

### **For press enquiries please contact:**

Simone Sebastian, Senior Producer, onedotzero

simone@onedotzero.com

+44 20 7703 354862

Images and video content are available on request.

## Editor Notes

### About onedotzero:

onedotzero create distinctive events, producing culturally significant experiences: merging arts, entertainment and technology to thrilling effect.

onedotzero is an independent experience agency creating distinctive culturally significant experiences that merge arts, entertainment and technology to thrilling effect. Collaboration is at the heart of our process and for almost 20 years we have amassed an unrivalled network of artists, creatives, technologists and production partners with whom we have worked on our own projects in addition to events and concepts for agencies, brands and cultural organisations.

onedotzero is led by Co-Founder and Creative director Shane Walter. Formed in 2006 onedotzero is a cultural leader curating and producing the globally recognised worldwide digital festival for 15 years as well as curating landmark exhibitions including Decode, Digital Design Sensations at the V&A Museum. Recent commercial projects include work for Nike, Intel, Google, Jaguar, Acer, Panasonic and Sky.

[www.onedotzero.com](http://www.onedotzero.com)

**N.B. onedotzero is always spelt as one word, all-lowercase.**

### The onedotzero Cascade ZA 2015 team:

#### **Sophie Walter:**

As onedotzero's Managing Director, Sophie is responsible for the operational aspect of onedotzero, including the management and development of the team and running the studio. Sophie has over ten years experience in account management and production of new media projects; including film, motion graphics and art installations for some of the UK's most prestigious design companies including Digit, Imagination and Moving Brands. As the senior producer at imagination, Sophie was responsible for the delivery of all media content worldwide, working closely with overseas offices in North America and Asia.

Sophie has been an advisor for Camberwell Arts College, working specifically on bridging the gap between the educational and commercial worlds. Her work at Digit and Imagination has won numerous awards including: BAFTA, BIMA's [2005 Best of Show], Design Week Awards, D+AD.

#### **Simone Sebastian:**

Simone Sebastian is a Senior Producer at onedotzero. Her work lies at the intersection of commerce and culture – she has previously worked with artists and creatives to produce culturally relevant campaigns in the Middle East for brands such as PUMA, ABSOLUT and Mercedes-Benz, in addition to producing event and editorial content for Middle Eastern arts organisations such as [Art Dubai](#). She has also written about art, music and culture for publications like Alef Magazine and [Dazed](#), and has previously engaged with the Middle Eastern cultural community by co-founding events like PechaKucha Dubai and Match!, a creative matchmaking event that paired creatives with funding. Following a move to London in 2013, she has worked as a freelance producer on launches for Diageo and Macmillan Cancer Research before joining onedotzero in 2014. Follow her [on Twitter](#) for regular musings on media, music and the Internet.

## The Cascade ZA 2015 Mentors:

### **Di Mainstone:**

UK-based artist and movician, Di Mainstone creates sonic sculptures that extend from the body and trigger sound via movement. The [New York Times](#) has featured Di Mainstone as one of the “new generation visionaries” of the international digital arts scene. A global ambassador for audio brand [Sennheiser](#), Di Mainstone is artist in residence at Queen Mary University London where she collaborates with researchers from the [Centre for Digital Music](#) and [Media Arts & Technology](#) group, to develop new musical instruments that are inspired by the body, transforming physical movement into sound via digital technology. Di has invented the term “Movician” to describe the player of these instruments – a hybrid artist who explores and composes sound through movement.

<http://dimainstone.com/>

### **Ling Tan:**

Ling Tan is a designer, maker and coder interested in how people interact with the built environment and wearable technology. Trained as an architect, she enjoys building physical machines and prototypes to explore different modes of interaction between people and their surrounding spaces. She currently works at Umbrellium in London, looking into social wearables through community participation. Her work has been featured in magazines and websites across the globe and has been nominated for the Internet of Things Awards.

[www.lingqi.com](http://www.lingqi.com)

### **Jepchumba:**

Jepchumba has been listed by Forbes as one of the 20 Youngest Power Women in Africa 2012 and in the Guardian Africa's Top 25 Women Achievers. A cultural ambassador, Jepchumba is the Founder and Creative Director of African Digital Art, a collective and creative space where digital artists, enthusiasts and professionals can seek inspiration, showcase their artistry and connect with emerging artists. Originally from Kenya, she has lived, travelled and spoken around the world, promoting her commitment to creativity, art and technology. As an African digital artist she is passionate about creating unique digital experiences. She loves experimenting with motion, sound and various digital effects and techniques, and has an extensive background in digital art, web design and development, audio/visual production, and user interface and user experience design.

[www.africandigitalart.com](http://www.africandigitalart.com) | [www.futurelabfrica.org](http://www.futurelabfrica.org)

## The Cascade ZA 2015 Artist Volunteers:

**Sandile Radebe** is a sculptor and architect who has had much success since participating in cascade last year. October 2014 saw the launch of his inaugural exhibition 'A Walk in the City', and he's since gone on to exhibit at other festivals. Participating in cascade 2014 has directly influenced Sandile's solo work, as he continues to adopt methods and materials discovered during his time in the programme. He's been dubbed one of "South Africa's leading artists", exploring the artistic practice and meaning of graffiti art. See an article on him [here](#).

**Tabita Rezaire** creates internet art and videos. Through her documentation and adaption of internet musings, she creates interesting and ever-changing works, which are documented on her [tumblr page](#). In July 2015, Tabita's nine-minute video *TRU DAT LCD SCREEN* was screened at the Tate Modern as part of the series [The Film Will Always Be You: South African Artists On Screen](#).

**Cukia Kimani** is a coder and game designer whose time in cascade led her to begin a postgraduate degree in Digital Arts, having originally come from a background in Computer Science.

<http://cukiamakesgames.com/>

**Thato Nhplo** is a painter and 2014 recipient of the Reinhold Cassier art award at the Bag Factory. After his three-month residency at Bag Factory's studios, he was a part of a joint exhibition titled 'A Great Perhaps'.

#### Quotes from cascade ZA 2014:

*"onedotzero delivered a highly successful cascade programme in South Africa in September 2014 as a part of the British Council Connect ZA. They demonstrated an understanding of how to effectively engage young people in an educational programme that pushed participants to investigate new ways of working, including collaboratively, digitally and across creative disciplines. We were impressed by the progress participants made within the space of a week and we could see the tangible benefits of cascade."*

**Owen Martin, Programme Manager Connect ZA at British Council**

*"There was a tangible electricity in the onedotzero workshops and the students who were lucky enough to be involved are buzzing from the experience."*

**Prof Christo Doherty, Head of Digital Arts at Wits University and co-founder of the Fak'ugesi African Digital Innovation Festival**

*"I've learnt so much, I've learnt that collaborating really changes the world. I've learnt that sometimes you just have to let things go and listen to what other people have to say about it and then eventually you all group together and have one central idea...I feel like after this I'm a much better artist, I understand interaction better and also the visual effects of things, how to visualise an artist's idea and make it interactive."*

**Lala Crafford, Interactive Digital Media student, cascade 2014 participant**

*"It expanded the vocabulary of my practice in terms of how I think of my work and how I engage with different people."*

**Sandile Redabe, Public artist, cascade 2014 participant**

#### About British Council ZA Innovation month:

The British Council's Connect ZA Innovation Month is a month-long programme of events and workshops that examine and expand on the intersection of the arts and digital space. In partnership with Fak'ugesi African Digital Art Festival, Innovation ZA aims to inspire South Africans to get creative in developing digital skills, presenting some of the UK and South Africa's best creative collaborators and thinkers.

British Council Connect ZA, in collaboration with our partners, is creating new opportunities and plugging into a range of exciting events. Celebrating innovation and exploring the intersections between arts and the digital space, and writing new South African stories, Innovation Month takes place in September 2015 and is packed with events from the best young makers and creatives from the UK and Africa. Most of the activity takes place in the bustling creative hub of Braamfontein, Johannesburg, with much of the programme focussed on supporting women in technology and digital arts. This series of projects is part of the SA-UK Seasons 2014 and 2015, which is a partnership with the Department of Arts & Culture, South Africa and the British Council.

<http://connectza.tumblr.com/post/96346511905/connect-za-presents-innovation-month>

#### About Fak'ugesi African Digital Innovation Festival:

Fak'ugesi African Digital Innovation Festival is a three-week long festival produced by Wits University in Johannesburg that celebrates and develops the fusion between technology and art. It curates and hosts a series of conferences, exhibitions, workshops, short-courses, and other activities in the Braamfontein area that examine the crossing of the creative and technical. Literally translating from Zulu as "switching on the power", Fak'ugesi promotes the development of digital culture and innovation in Africa through all of its actions.

[www.fakugesi.co.za](http://www.fakugesi.co.za)