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## MEDIA ADVISORY

### CURTAIN RISES ON THE 4<sup>TH</sup> WORLD SUMMIT OF ARTS & CULTURE

The first ever World Summit on Arts & Culture to take place in Africa opens tonight at the Alexander Theatre, Braamfontein, Johannesburg.

The opening event titled, *3 Colours* is a mixed media performance extravaganza conceptualized and directed by Brett Bailey. The lead choreographer on the innovative production is award winning Gregory Maqoma and the Musical Director is Congolese musician, Mapumba Cilombo.

The theme for the 4<sup>th</sup> World Summit on Arts & Culture - Meeting of Cultures: Creating Meaning through the Arts is brought to life in the once-off performance. Over 60 local artists including dancers, actors, singers and musicians will illuminate the theme in an evocative and masterful production.

Brett Bailey notes: "In making a performance piece about the complexities of inter-culturalism, I chose to portray different societies or cultures symbolically as shrines.

"Indefinable as they are, our cultures are sacred to us. At the heart of each glows a unique cluster of precious jewels; our myths and histories, our heritage, our values and social structures, our cosmology and relationship to the ultimate....", he continued.

Hosted by the National Arts Council of South Africa, the opening event of the 4<sup>th</sup> World Summit on Arts & Culture marks the beginning of what is heralded as a catalytic event for the arts sector in South Africa and across the African continent.

"This event has been over two years in planning and we are glad that it is here at last. The Opening night performance will bring home the core pillars to be debated at the Summit. The issues relating to cultural diversity and inter-cultural dialogue affect us all. We look forward to meaningful dialogues, sharing knowledge and unpacking projects which highlight best practices", said Annabell Lebethe, CEO: National Arts Council.



Co-hosts



Partners





**Notes to editors:**

The 4<sup>th</sup> World Summit on Arts and Culture is hosted by the National Arts Council and the International Federation of Arts Councils and Culture Agencies (IFACCA).

South African partners include: the Department of Arts and Culture, the Gauteng Department of Sport, Arts, Culture and Recreation, the City of Joburg, Joburg Tourism and Business and Arts South Africa.

International partners include: Arts Council of Finland, Danish Arts Agency, Arts Council of Norway and the Commonwealth Foundation

The World Summit on Arts and Culture is a triennial event created by the International Federation of Arts Councils and Culture Agencies. It is the only international event of its kind within the arts and culture policy development field. The World Summit events are a pivotal platform for national arts councils, ministries of culture and other agencies active in the global arts and culture sector across the world.

Key website links:

- Official 4th WSoAC website: [www.artsummit.org](http://www.artsummit.org)
- IFACCA: [www.ifacca.org](http://www.ifacca.org)
- National Arts Council: [www.nac.org.za](http://www.nac.org.za)

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