



## **Steyn Entertainment and D’Ussé Partner with Industry Leaders in a Bid to Bring the Arts and Culture Sector to the Forefront of South Africa**

Proudly South African Entertainment, Hospitality and Media powerhouse Steyn Entertainment – known best as the owners and organisers of festival property Rocking the Daisies - alongside D’Ussé Chateau Du Cognac of France – owned by American rapper, songwriter, record executive and businessman, Shawn Carter aka, Jay-Z – have come together in a bid to uplift the Arts and Culture sector of South Africa after a treacherous 20 months with the D’Ussé Summer Series.

With the effects of the ongoing global pandemic bringing the creative and entertainment industry to an abrupt halt, this paramount collaboration between D’ussé and Steyn Entertainment hopes to see an upliftment and regrowth of the industry on which these two companies have forged their foundations.

By connecting the dots throughout four areas - namely Art, Film, Music and Fashion - D’Ussé and Steyn Entertainment aim for the initiative to show a clear industry impact over November and December while Jozi’s Hallmark House Hotel plays host to locally curated art galleries, fashion showcases, short-film submission premieres and music focused events which look to bring new talent to the forefront, whilst highlighting key industry leaders.

As part of the initiative, well-known custodians have been selected that are experts in their relevant industries, who will also be doing their part to uplift and regenerate the arts and culture sectors in which they are each celebrated.

### **ART**

The Johannesburg based visual arts studio and management team from Studio Nxumalo – founded by Musa Nxumalo – have selected eight artists to exhibit their work at Hallmark House during which these artworks may be enjoyed – and purchased at the artists benefit - at events held over the two-month period.

### **FILM**

International award-winning actor-come-casting-director and producer, Aphiwe Mkefe, will be encouraging young filmmakers to submit their short film work at [www.steynentertainment.com](http://www.steynentertainment.com) for the chance to be chosen and showcased in various premiere-style evenings at the Rooftop at Hallmark House. All proceeds from ticket-sales will be donated to the selected filmmakers to assist in furthering their careers.

Tickets to the premieres can be booked here: [Film Friday Tickets](#)

### **MUSIC**

The Rooftop at Hallmark House will come to life over a series of multi-genre inclusive music focused events. Headline acts who have been highlighted as custodians of their genre in South Africa - the likes of **Ayanda MVP, Nalu, YoungstaCPT, Scorpion Kings, DBN**



**Gogo, Focalistic, Zakes and Matthew Mole** - will not only perform, but will also assist in the curation of the evenings line-up leading up to their performance, which will incorporate up-and-coming paid young talent to assist in accelerating the budding artists careers into the limelight.

Tickets to the shows can be booked here: [The Gathering Tickets](#)

## **FASHION**

Founder of one of the foremost local clothing brands in the African and global territory - MaXhosa Africa – Laduma Ngxokolo, through the Eastern Cape Fashion Design Council, will be selecting four candidates who, with their guidance, will showcase their ranges in the Curious Concept Store at Hallmark House for a period of two months, allowing them a platform to retail, as well as the opportunity to receive immeasurable exposure and teachings throughout the project.

Further information is soon to follow as Steyn Entertainment finish the year with a bang and work to assist the arts and creative industries to start 2022 with a much brighter outlook.

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*Founded in 2015 by the Steyn Group - Steyn Entertainment is a Johannesburg based multi-faceted company which has been labelled as South Africa's leading Entertainment, Hospitality and Media House. The business oversees multiple entities including iconic Music and Lifestyle Festivals 'Rocking the Daisies' and 'In the City'; Record and Management Label 'STAY LOW; Jozi's premium inner-city art hotel 'Hallmark House' – home to the globally-renowned Marabi Jazz Club - and bespoke Creative and Marketing Agency 'Co4lition'. Founded with a central goal in mind – to root its purpose in the ongoing upliftment and growth of the creative and entertainment sectors in the territory - Steyn Entertainment is HERE and we are proud of our companies' roots, and home, in South Africa.*