

LE AFRINIQUE

ISSUE 1

JUNE 2023



PROFOUND & ZEE NXUMALO

icons in the making

EDITOR'S NOTE

BY SELLOANE MALETSATSI MOLELI

Every time I look back to where Le'Afrinique started one thing is evident... Le'Afrinique is further than we're I'm thinking and at this moment it is showing itself off and I couldn't be prouder to see my baby grow. My editor's note is simply an expression of gratitude for its existence and appreciation for those who put a hand in growing it.

To our talented cover stars and icons in the making Zee Nxumalo and Profound, thank you for allowing us to turn you into breathtaking art pieces. You've been so great to work with and it shows in this very issue. Thank you to our industry friend Punchline Media for always supporting us.

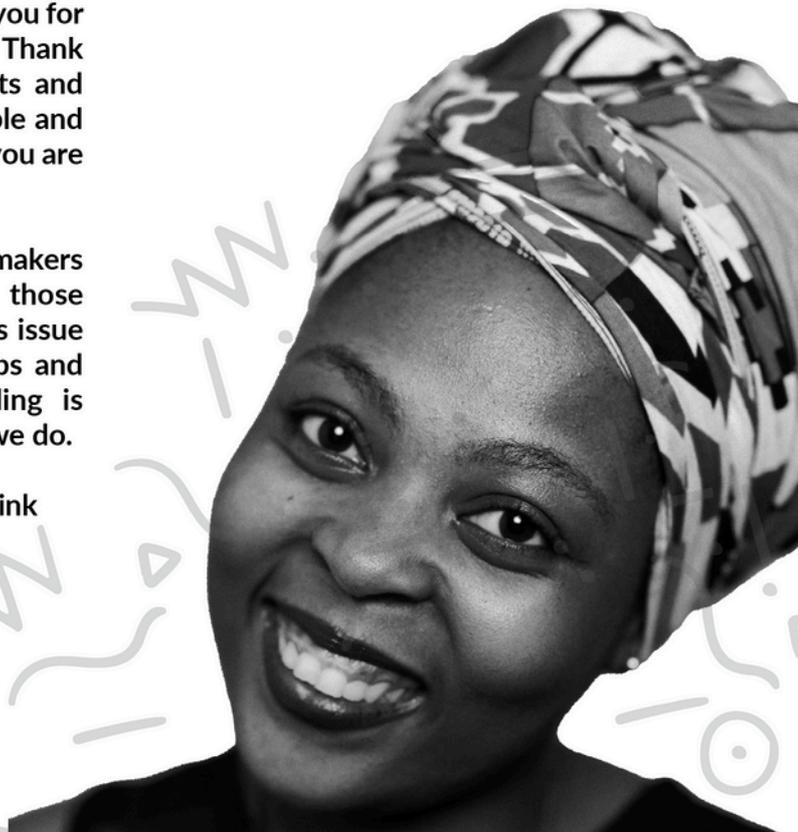
To my expectational team - yoh! We did it guys! It's been a loooooong journey and we're at the finishing line of where our next journey starts. Thank you for putting your best foot forward and pushing through. To past team members, thank you for your efforts - your mark was left. A special shout out to my late friend and event photographer at Le'Afrinique Kenny Dimo - thank you for being so passionate when it came to Le'Afrinique. Thank you for capturing our most memorable moments and always being excited about connecting with people and representing the brand well wherever you went - you are dearly missed!

This issue is dedicated to the future tastemakers of this continent. Those in the magazine and those reading it. We've put a great deal of love into this issue as an independent media house juggling day jobs and Le'Afrinique. Our passion for artistic storytelling is evident; this issue shows our dedication to what we do.

To our readers, enjoy and let us know what you think

@KENNAMALETSAI

“ This issue is dedicated to the future tastemakers of the continent ”



content is the youth p.04



profound
adidas

p.06

LA guide to cool p.16



ZEE NXUMALO

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the rise of digital art p.27



collaborations

p.29

ON THE COVER

Models: Profound & Zee Nxumalo

Make up: Lala Hussin

Studio: Rage Models Studio

Wardrobe Sponsor: Adidas

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CONTENT

CONTENT IS ~~KILLING~~ THE YOUTH

Rethinking the narrative: content empowers, not kills, the youth

@kennamaletsatsi



Social media has been a huge deal for years, and there's this idea floating around that young people are being "consumed" by creating content. You've probably seen comments and tweets saying things like "Content Is Killing The Youth", which sounds pretty pessimistic about what young people can achieve. It got me thinking about how we don't have much faith in our youth. But hey, I'm here to challenge that view a bit!

Let's talk about the youth in South Africa, specifically Gen Z. In 2022, there were almost 27.5 million Gen Zers in South Africa. They're an interesting bunch not only because of the attention they hold on brands as the generation that will hold serious buying power but the anticipated positive impact we've already seen them have collectively as a generation. They're a diverse and socially conscious generation who grew up with Technology, effortlessly using it to connect with others and champion causes they care about using the very same Technology. But they face challenges like limited higher education opportunities and high unemployment rates, but they're not letting that stop them.

Now, let's talk about content creation. It's all about making and sharing different types of media to engage and inform people. It's been around since ancient times when people told stories and expressed themselves through art. But with the internet and smartphones, content creation has taken on a whole new meaning. Social media platforms have made it easy for creators to connect with a global audience. In South Africa, young people are using social media more and more. Content creation gives them a chance to express themselves, show off their talents, and pursue creative projects. It's become a powerful platform for storytelling, activism, education, and entertainment. It's a space where they can share their voice and connect with others. The best part is, anyone with a device and internet access can become a creator and contribute to the digital world. Content creation is not just some random thing; it's a big part of young people's lives. They've grown up with technology, so creating content comes naturally to them.

But it's important for them to use this talent wisely and with a purpose. By guiding them and showing them how to make the most of content creation, we can empower them to grow and develop as individuals.

The creator economy is a fancy term for the economic system that revolves around content creators making money from their creations. It's happening because there are tools and platforms that make content creation accessible, and people want personalized content. The creative economy is a big deal globally. It drives economic growth, innovation, and cultural expression. In South Africa, we have a lot of potential in the creative economy because we have a rich cultural heritage and a diverse arts and entertainment industry. It contributes to our economic development and cultural enrichment while giving creators a chance to reach audiences around the world. The content economy has changed the game, allowing individuals to make money from their creativity and talents.

But here's the thing—there are some important elements to consider for content creation to be successful: quality, branding, engaging with your audience, getting support from brands, making money, and managing everything. These are the keys to thriving as a creator. And let's not forget about the high youth unemployment rate. Content creation is a way for young people to find new possibilities when traditional jobs are hard to come by. It gives them a chance to build careers doing something they love—creating. It's not just about being creative; it's about turning passions into viable career paths. By embracing content creation, young people can tap into their talents and break free from the limitations of traditional employment.

Want to receive a copy of our upcoming guideline for using Content Creation as a promo tool as an artist? Get in touch with us!

CREATOR PLATFORMS

Check out these creator platforms to elevate your skills or show them off

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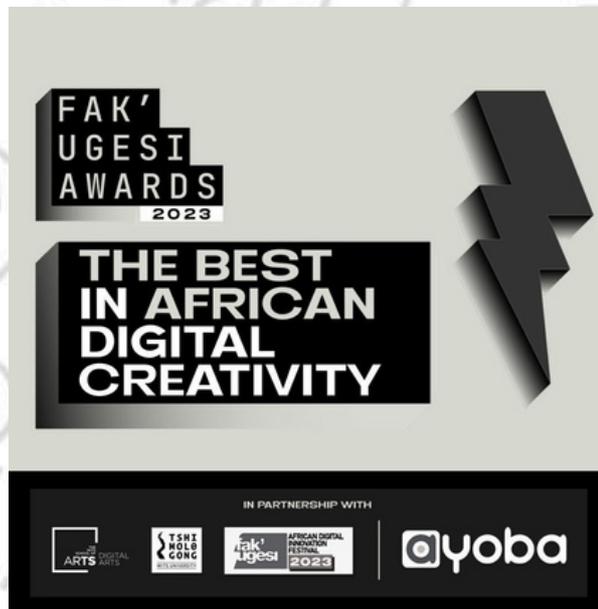
DStv CONTENT CREATOR AWARDS

DStv

TikTok

ONE-EYED JACK

26 BASA AWARDS



FAK' UGESI AWARDS 2023

THE BEST IN AFRICAN DIGITAL CREATIVITY

IN PARTNERSHIP WITH

AFRICAN DIGITAL ARTS

TSHI MOLO CONG

fak' Ugesi

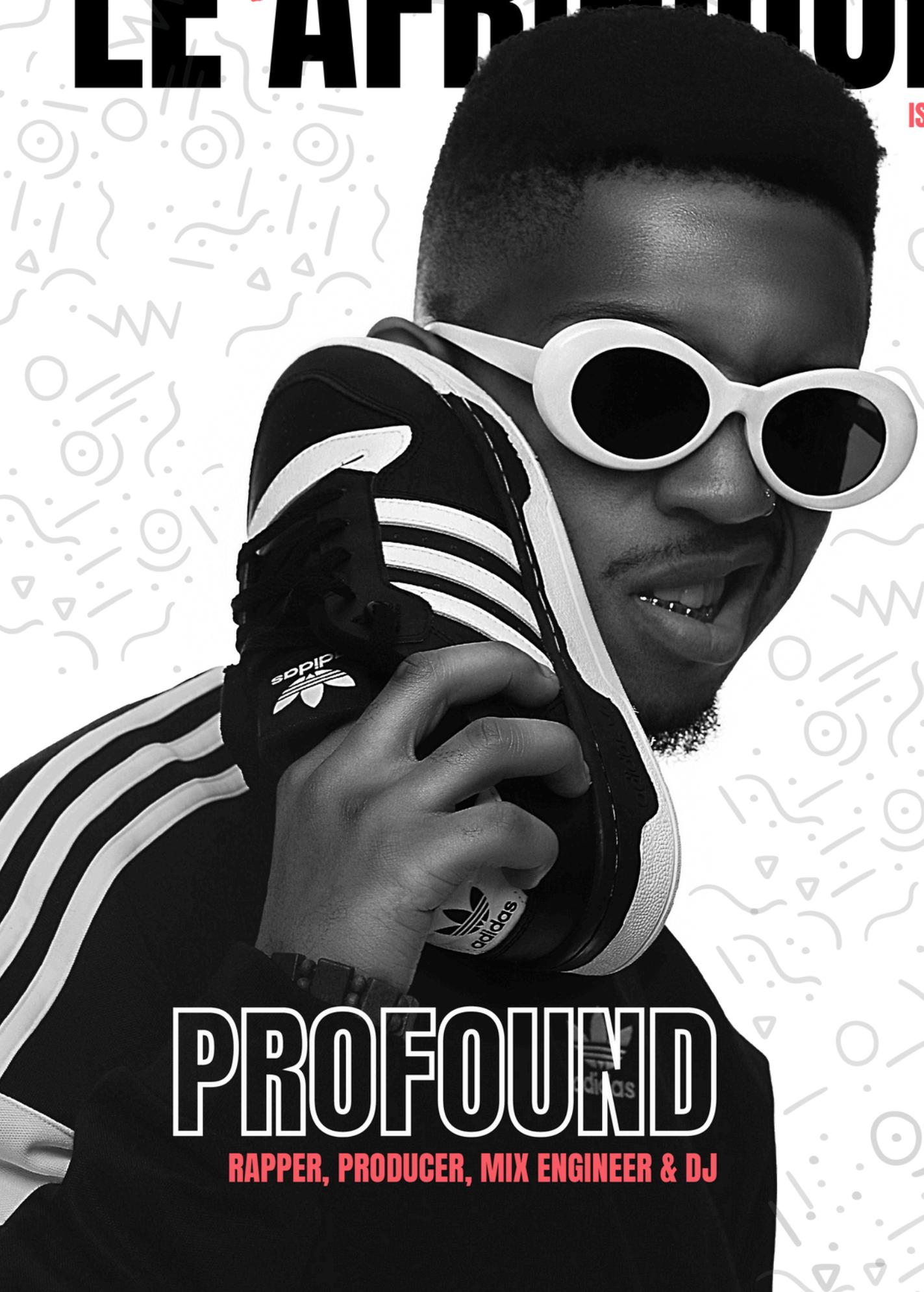
AFRICAN DIGITAL INNOVATION FESTIVAL 2023

yoba

SHOWCASE

LE AFRICA

ISSUE 1



PROFOUND

RAPPER, PRODUCER, MIX ENGINEER & DJ

GET TO KNOW **PROFOUND**

Despite a slew of high profile collaborators and industry nods, South African DJ, hip-hop producer and sound engineer Profound has managed to maintain a low profile and fly under the radar of the African music scene for the last couple of years. Simply put, the 25-year-old has always preferred lighting up the studio more than he has being in front of the spotlight. That narrative somewhat shifted in 2019 when he won the inaugural season of Remy Producers SA, a title he won after beating thousands of producers across the country to be crowned SA's hottest up-and-coming producer. The once elusive character has now emerged as one of the most sought after, on-the-rise producers in SA, with production and/or engineering credits with artists such as Khuli Chana, Kid X, Makwa, Manu Worldstar, Dee Xclsv, Champagne69, Focalistic and many more. Not only has he shown the capacity to compile compelling cross-genre DJ sets, he's also DJ'd for the likes of Benny Afroe

Rowlene and the platinum-selling afropop star, Manu WorldStar. Profound came out as a full-on solo artist in September 2020 when he released his debut single "Abangani Bami" featuring Riky Rick and Emtee. Two years in and the single has already amassed over 150K streams and reached the top spot on 5FM's hip-hop chart with Ms. Cosmo. 2021 saw Profound continue on this momentum by producing for the likes of Khuli Chana, Manu WorldStar, Costa Titch, DJ Kaymoworld and Gemini Major. 2023 has started with a bang as Profound executive produced Zee Nxumalo's "KwaNxumalo Deluxe" project which features the likes of Azana, Mlindo The Vocalist and MFR Souls. He also released a new single titled "Thiba" alongside Pretoria newcomer Tswako. Since its very recent release, the single has received significant playlist support on prominent platforms such as Spotify and Apple Music.

NOTABLE MILESTONES

- Produced for MTV Base Cyphers & Executive Producer for VOOV TV (2017).
- #SAMA27 nominated for "Best Afro Pop Album" with Manu Worldstar's Album "Molimo" (2021).
- Winner of inaugural Remy Producers SA, judged by Riky Rick & Master A Flat (2019). Consequently became head Judge of Remy Producers SA Season alongside Major League DJz.
- Released debut single, Abangani Bami alongside Riky Rick & Emtee (2020).
- Abangani Bami reached #1 on 5FM #LocalTop5; Became Official Resident DJ for Gagasi FM alongside DJ Thuli P (2020).
- "Take Care" released by Khuli Chana ft. Manu WorldStar and Profound (2021) Charted on Kaya FM at #1 for FIVE consecutive weeks.
- 150K+ Cumulative Streams for "Abangani Bami" (2023).
- Production, songwriting and/or engineering credits include: Khuli Chana, Gemini Maejor, Azana, Mlindo The Vocalist, Manu Worldstar, Kid X, Focalistic & many more.

DISCOGRAPHY



LE AFRINIQUE



“

EVERYONE HAS A STORY OF HOW THEY BROKE OUT. OKAY, I HAVE TWO MOMENTS THAT ARE PARTICULARLY DISTINCT. ONE IS BASED ON INDUSTRY ACCESS AND THEN ANOTHER ONE IS BASED ON MY FIRST PAYCHECK

”

- Profound on #LAChats

LE AFRINIQUE



“

SO IN 2017, I GOT MY FIRST REAL INDUSTRY PAYCHECK. I WAS MUSIC SUPERVISING FOR A SOCIAL MEDIA COMPANY CALLED VOOV WHERE I WAS DOING ALL THE BACKGROUND MUSIC. BECAUSE I DID THAT WELL, THEY THEN HIRED ME TO DO THE BACKGROUND MUSIC ON THEIR TV CHANNEL AND THE CHEQUE THERE WAS RIDICULOUS. THAT WAS LIKE MY FIRST SERIOUS CHEQUE.

AND THEN THE SECOND "THIS IS IT" MOMENT OBVIOUSLY WAS WHEN I WON REMY PRODUCERS AND GOT THE BIG COSIGN FROM RIKY RICK. FROM THERE, I THINK WHAT CHANGED IN MY CAREER IS THAT I HAD ALREADY KNOWN A LOT OF PEOPLE IN THE INDUSTRY AND YOU KNOW, I'D BEEN VERY FAMILIAR WITH PEOPLE, CONNECTED WITH A LOT OF PEOPLE THEN, BUT THE RIKY COSIGN REALLY GOT THOSE PEOPLE TO START TAKING ME SERIOUSLY, AND TO FEEL LIKE, OKAY, NOW I'VE EARNED MY STRIPES. SO IT OPENED THIS CAN OF WORMS WHERE NOW I COULD COLLABORATE WITH ANYBODY JUST OFF OF MY CREDENTIALS.

I THINK RIKY RICK WAS THE FIRST A-LISTER THAT I GOT TO LIKE REALLY SIT DOWN AND GET GAME FROM AND YOU KNOW JUST BE IN TUNE WITH, COLLABORATE WITH. THE RIKY COSIGN IS HECTIC FOR ANYBODY. SO THERE'S NO WAY I WOULDN'T INCLUDE THAT. BUT YA THOSE ARE MY TOP TWO. WHEN I GOT MY FIRST BIG CHECK AND WHEN I GOT MY RIKY RICK COSIGN.

”

- Profound on #LACHats

“ WHAT I DO WISH TO SEE IN THE INDUSTRY OBVIOUSLY IS HIP HOP'S GREAT COMEBACK. I THINK I STARTED COMING UP IN THE GOLDEN ERA OF SA HIP HOP, AND I WAS LUCKY ENOUGH TO SEE FIRSTHAND WHAT IT CAN DO JUST FROM A PERSPECTIVE OF CULTURE AND ALSO FROM A PERSPECTIVE OF REAL LIFE. ”

- Profound on #LChats

“

HIP HOP IS THE BIGGEST BLACK URBAN CULTURE, GLOBALLY. SO IT'S ALWAYS ELEVATING THE GENERAL LEVEL OF ENTERTAINMENT IN WHICHEVER COUNTRY IT'S HOT IN.

I ALWAYS SAY HIP HOP IS THE IS THE BLACK TEMPLATE FOR HOLLYWOOD. SO WHEN YOU WANT SUPERSTARDOM , TO BE AT A HOLLYWOOD LEVEL, YOU NEED HIP HOP TO DO WELL BECAUSE IT'S GOT SO MANY ASPECTS OF ENTERTAINMENT VALUE.

”

- Profound on #LAChats

LE AFRINIQUE





LE AFRINIQUÉ


adidas

Profound wearing: Adidas



“

THE HIP HOP LIFESTYLE IS ALWAYS INSANE.

THE CONTROVERSY IS ALWAYS CRAZY. THE EGOS, THE CONFIDENCE AND THE BATTLE FOR EVERY RAPPER TO BE NUMBER ONE. IT'S A STORY THAT EVERYBODY LIKES SEEING BECAUSE LIKE YOU'RE WATCHING A COMPETITION OF WHO'S THE COOLEST, WHO'S GOT, WHO'S GOT THE BIGGEST

HOUSE, WHO'S GOT THE NICEST CAR, WHO'S GOT THE MOST RECORDS, WHO GOT THE MOST SHOWS. IT BECOMES A STORY THAT THE PUBLIC GETS TO FOLLOW, ESPECIALLY BECAUSE HIP HOP IS A VERY VOCAL CULTURE. SO I CAN JUST IMAGINE THE LEVEL OF CONVERSATION IT'S GOING TO HAVE WHEN IT COMES BACK.

”

LE AFRINIQUE

“

THE ONE THING I APPRECIATE AMAPIANO FOR IS IT ACTUALLY ELEVATED ENTERTAINMENT CULTURE AS WELL BECAUSE THEY ALSO HAVE LIFESTYLE. THEY ALSO HAVE NARRATIVES. THEY HAVE NOTABLE FIGURES. PEOPLE ARE DOING THINGS THAT HAVE NEVER BEEN DONE BEFORE. SO IT'S ALSO QUITE DOPE TO SEE AND I HOPE THAT THEY CAN CONTINUE TO PUSH THE BOUNDARIES.

- Profound on #LChats

”





“

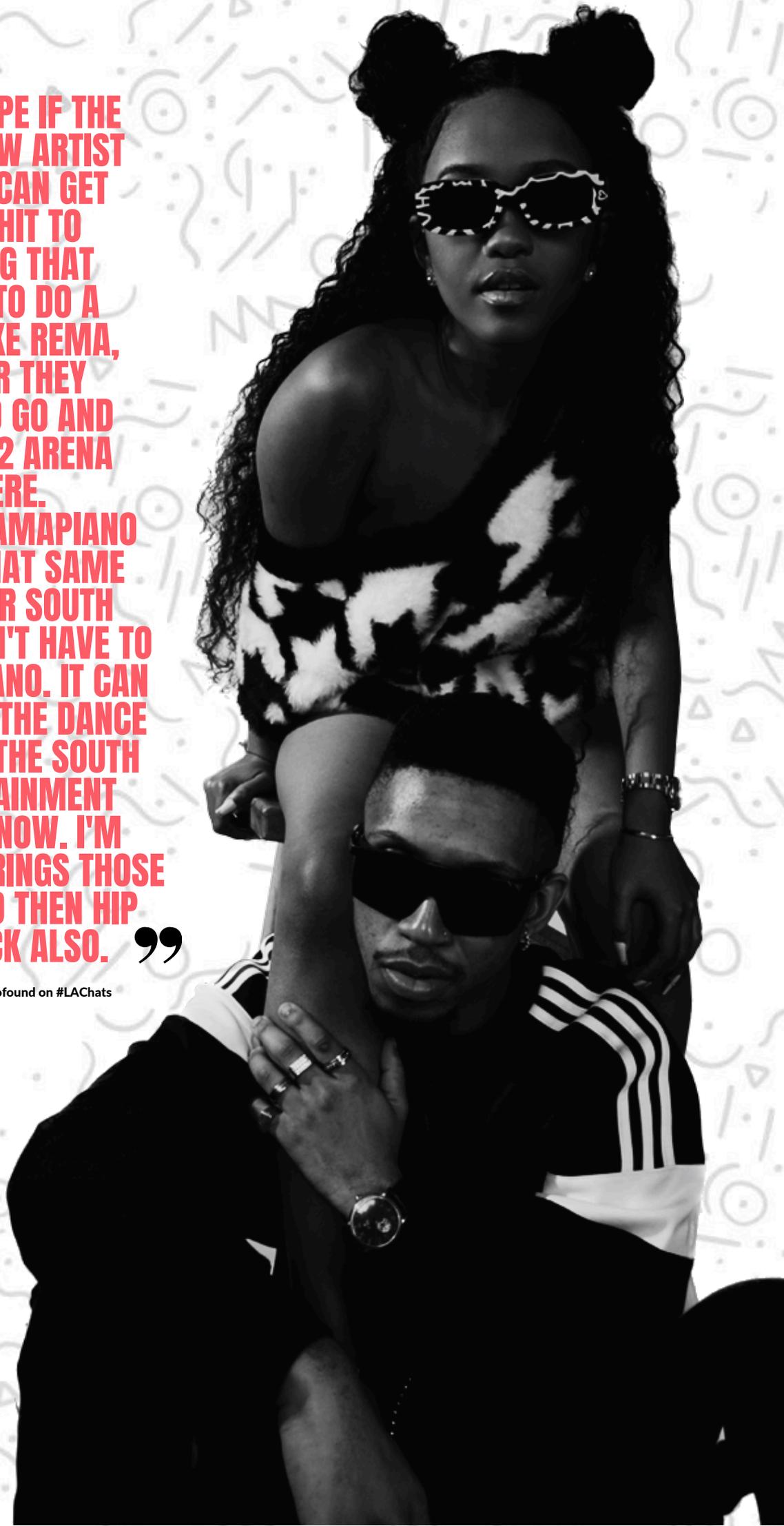
I THINK AT THIS POINT, FOR THE FIRST TIME IN A LONG TIME, WE HAVEN'T HAD A SOUTH AFRICAN GENRE THAT'S REALLY EXPORTABLE ESPECIALLY AT THE LEVEL OF LIKE AFROBEATS AND AFROPOP IN NIGERIA, YOU KNOW. I FEEL LIKE AMAPIANO IS THE COUSIN TO THAT IN TERMS OF EXPORTABILITY. I REALLY WANT TO SEE IT BREAK THE DOORS FOR US TO BE ABLE TO ACCESS GLOBAL

”

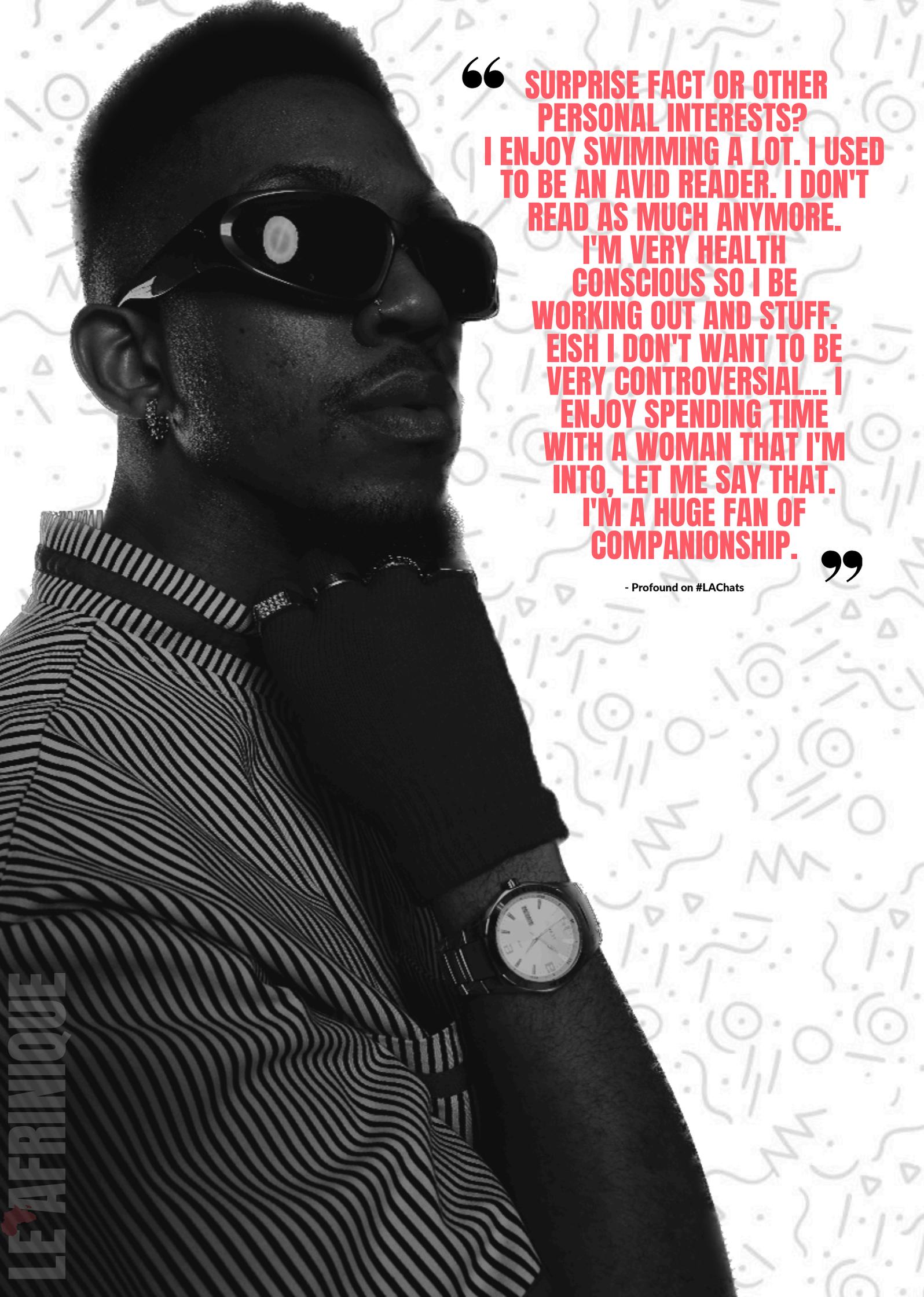
- Profound on #LACHats

“ IT WOULD BE DOPE IF THE SAME WAY A NEW ARTIST FROM NIGERIA CAN GET THEIR DEBUT HIT TO BECOME SO BIG THAT THEY'RE ABLE TO DO A WORLD TOUR LIKE REMA, YOU KNOW. OR THEY REALLY ABLE TO GO AND SELL OUT THE O2 ARENA OR ANYWHERE. I'M HOPING THAT AMAPIANO COULD CREATE THAT SAME OPPORTUNITY FOR SOUTH AFRICANS. IT DOESN'T HAVE TO BE ONLY IN AMAPIANO. IT CAN ALSO BE JUST FOR THE DANCE INDUSTRY OR FOR THE SOUTH AFRICAN ENTERTAINMENT INDUSTRY, YOU KNOW. I'M HOPING AMPIANO BRINGS THOSE DOORS DOWN, AND THEN HIP HOP COMES BACK ALSO. ”

- Profound on #LACHats







“ **SURPRISE FACT OR OTHER PERSONAL INTERESTS? I ENJOY SWIMMING A LOT. I USED TO BE AN AVID READER. I DON'T READ AS MUCH ANYMORE. I'M VERY HEALTH CONSCIOUS SO I BE WORKING OUT AND STUFF. EISH I DON'T WANT TO BE VERY CONTROVERSIAL... I ENJOY SPENDING TIME WITH A WOMAN THAT I'M INTO, LET ME SAY THAT. I'M A HUGE FAN OF COMPANIONSHIP.** ”

- Profound on #LChats

“

EMOJIS MOST USED?

I USE THE SHARP (THUMB) EMOJI A LOT. I USE THE GOAT EMOJI A LOT. I USE THE EAGLE EMOJI. THE STAR EMOJI. THERE'S THIS RED GRAPH GOING UP EMOJI, I USE THAT A LOT. I'M ALWAYS TALKING BIG WITH PEOPLE SO YOU CAN SEE THE EMOJIS ARE JUST BIG TALK.



THE LAST SONG I LISTENED TO (DURING THIS INTERVIEW)? IRONICALLY "PHOLILE 2.0" BY ZEE NXUMALO FEATURING AZANA AND MLINDO THE VOCALIST. AND BEFORE THAT I WAS LISTENING TO JAY Z "IMAGINARY PLAYERS".

A GENRE AS A SUPERHERO?

SA HIP HOP DAWG. COME ON. SUPER MEGA IS A CHARACTER. CASSPER NYOVEST A CHARACTER. OKMALUMKOOKLAT IS A CHARACTER. NADIA NAKAI IS A CHARACTER. IFANI IS A CHARACTER. ANATII IS A CHARACTER AND HE'S LIKE THE SHAPESHIFTER GUY BECAUSE TODAY HE'S IN THE CLUB "GET MONEY ON A SUNDAY" AND THE NEXT DAY HE'S ELECTRONIC BUSHMEN.

IDEAL CONCERT LINEUP?

INTERNATIONALLY: DRAKE AND 21 SAVAGE AS THE HEADLINERS. THEN TRAVIS SCOTT, FUTURE, 42 DUGG, LIL DIRK, AND KANYE.

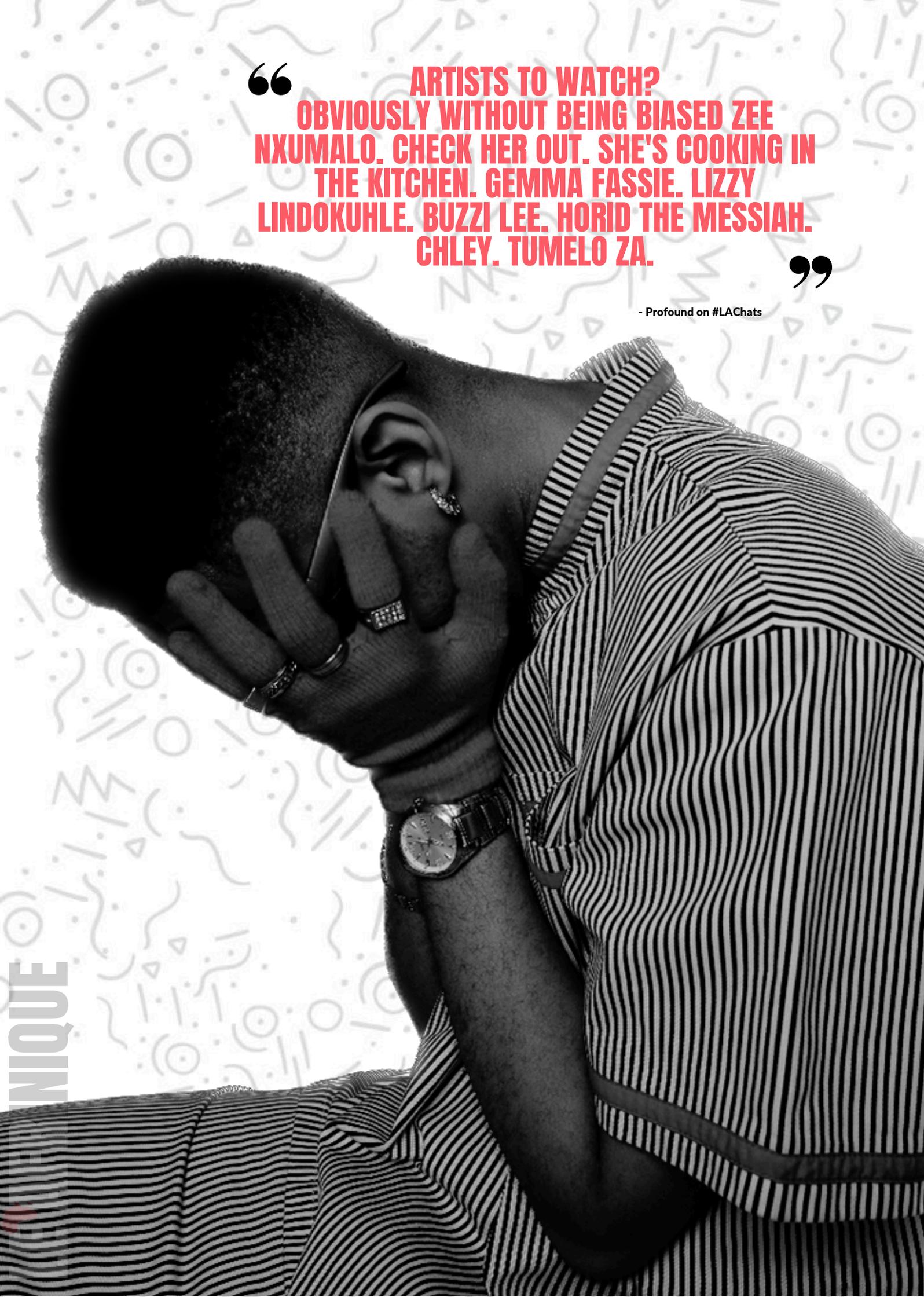
LOCALLY, IMAGINE KABZA AND BLACK COFFEE. THEN YOU HAVE UNCLE WAFFLES, NADIA NAKAI, MUSA KEYS, MAGLERA DOE BOY, THATO SAUL, 25K, DJ SLIQE, FLOW JONES JR, DARQUE, KHAOTIC, READASOUL, AND KELVIN MOMO.

”

“ **ARTISTS TO WATCH?
OBVIOUSLY WITHOUT BEING BIASED ZEE
NXUMALO. CHECK HER OUT. SHE'S COOKING IN
THE KITCHEN. GEMMA FASSIE. LIZZY
LINDOKUHLE. BUZZI LEE. HORID THE MESSIAH.
CHLEY. TUMELO ZA.** ”

- Profound on #LChats

NIQUE



“ PLANS FOR THE YEAR? I'M IN STUDIO MAN. I'M WORKING. EVERY YEAR I COME OUT WITH ONE SOLID ONE. SO I'M WORKING ON THAT RIGHT NOW. I GOT THE ARTIST THAT I THINK I'M GOING TO BE RIDING WITH INTO THE SUMMER... IT'S A FEMALE.

I'VE KIND OF LIKE TRANSITIONED MY TRAJECTORY. I FEEL LIKE ON MY CREDITS, I'VE WORKED WITH A LOT OF MALES. I FEEL LIKE THERE'S A BARRIER TO ENTRY FOR FEMALES TO BE GETTING ACCESS TO REALLY GREAT AMOUNTS OF STUDIO TO DO REALLY DIVERSE COLLABS... SO I'VE BEEN WORKING WITH A LOT OF FEMALES LATELY. WORKED WITH ZEE, WITH GEMMA FASSIE. I'M WORKING WITH THE BIGGEST FEMALE RIGHT NOW, AND SHE'S BEEN THE BIGGEST, YOU KNOW WHAT I MEAN?

AND OBVIOUSLY ALSO JUST DOING MY OWN DEMOS. DOING MY OWN RELEASES. RUBBING SHOULDERS WITH SOME LABELS. RUBBING SHOULDERS WITH PEOPLE THAT I USUALLY WORK WITH LIKE MA-E, DJ MR X AND THEM... I DON'T WANNS RELEASED TOO MANY NAMES MAN, BUT YEAH, I'M IN STUDIO OKAY. WE ARE ALSO TRYING TO GET THE SUMMER CORRECT.

SECRET PROJECTS? THERE'S ONE WITH THE BIGGEST FEMALE I MENTIONED. WATCH OUT. WE COME IN. WE COMING! I GOT ONE FEMALE ACT THAT'S GONNA SHUT THIS WHOLE SHENANIGAN DOWN.

UPCOMING GIGS? JUST PEEP MY SOCIAL MEDIA PAGES TO SEE WHERE I'LL BE AT.

- Profound on #LACHats

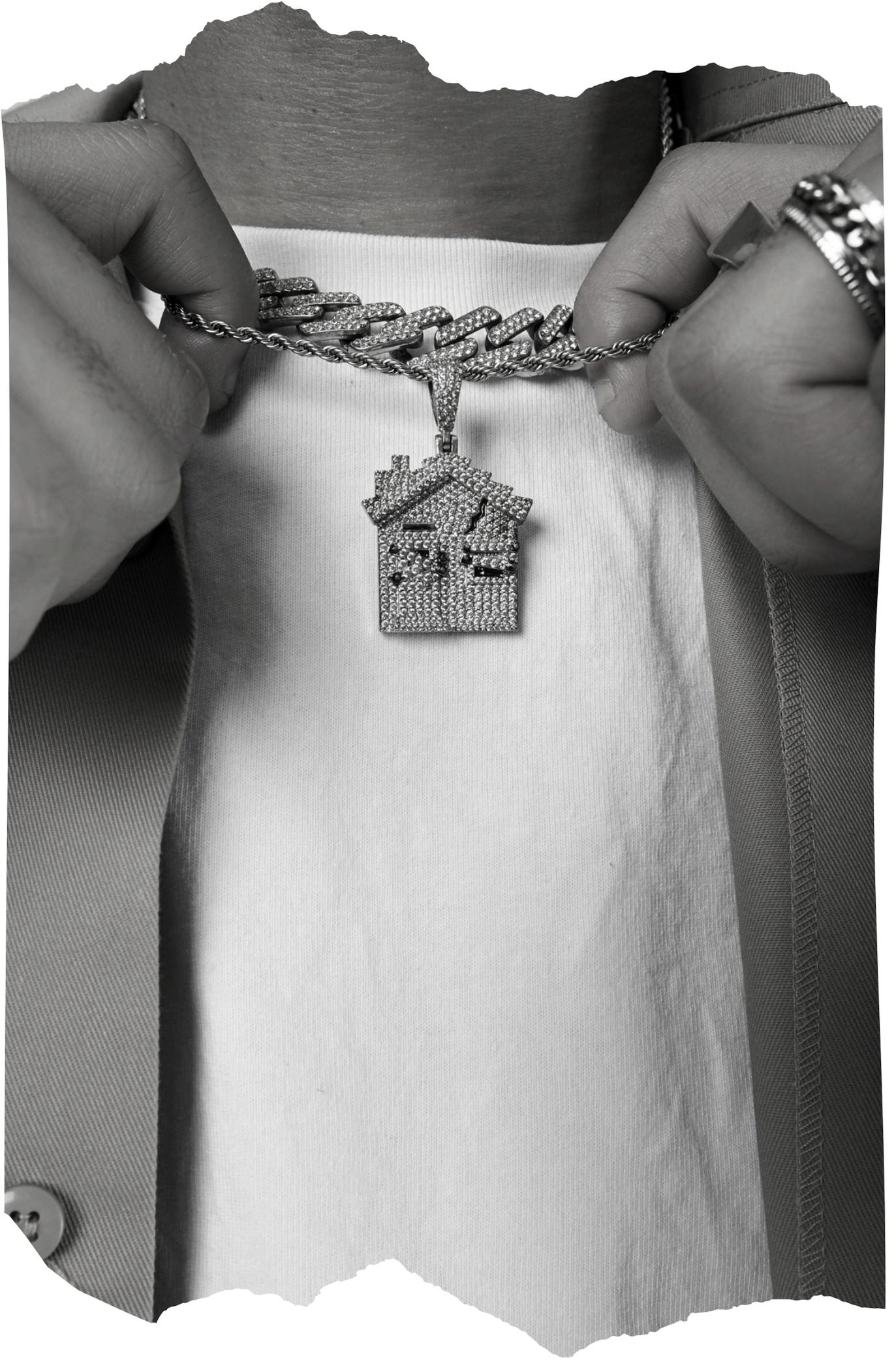


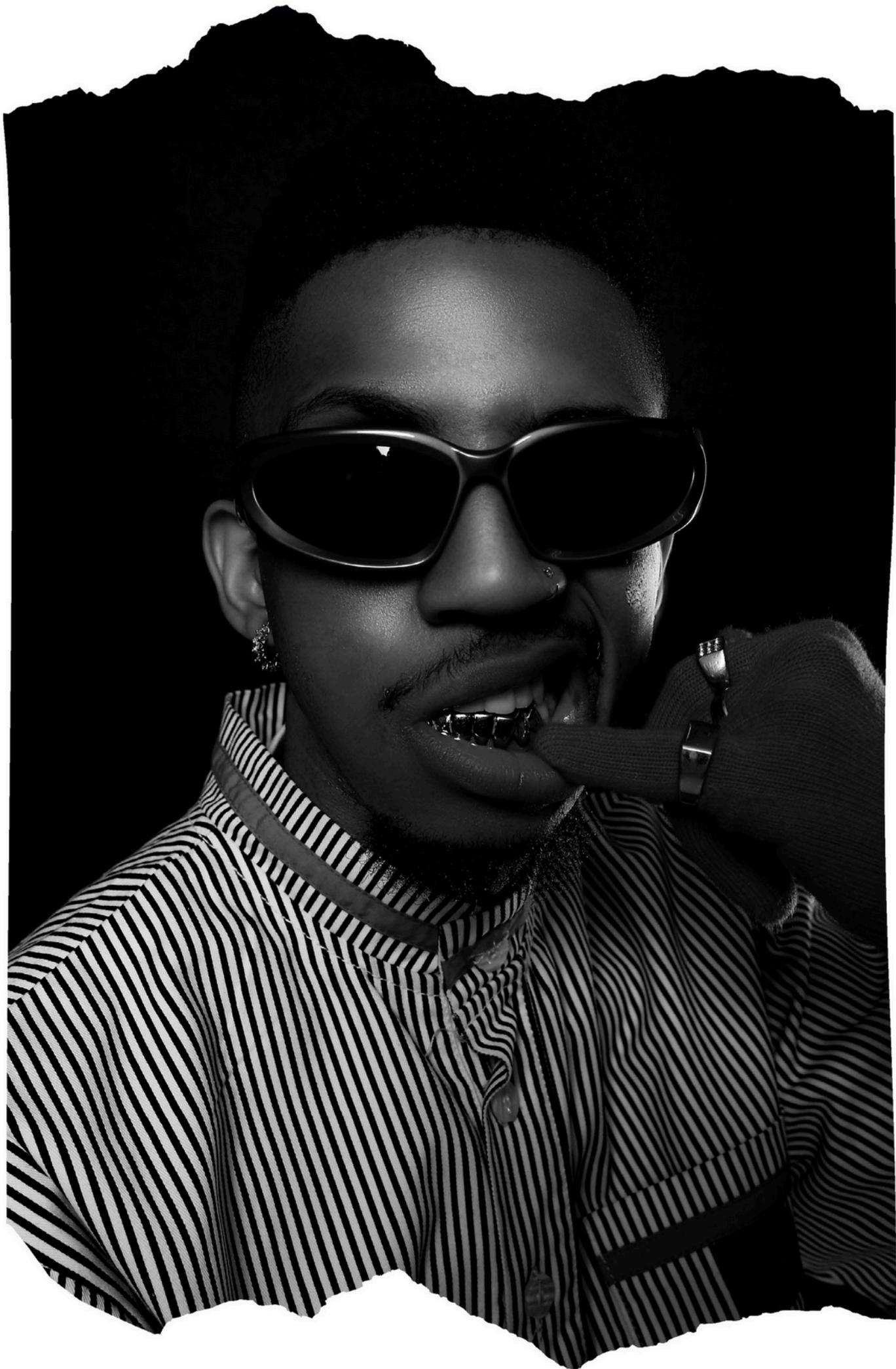


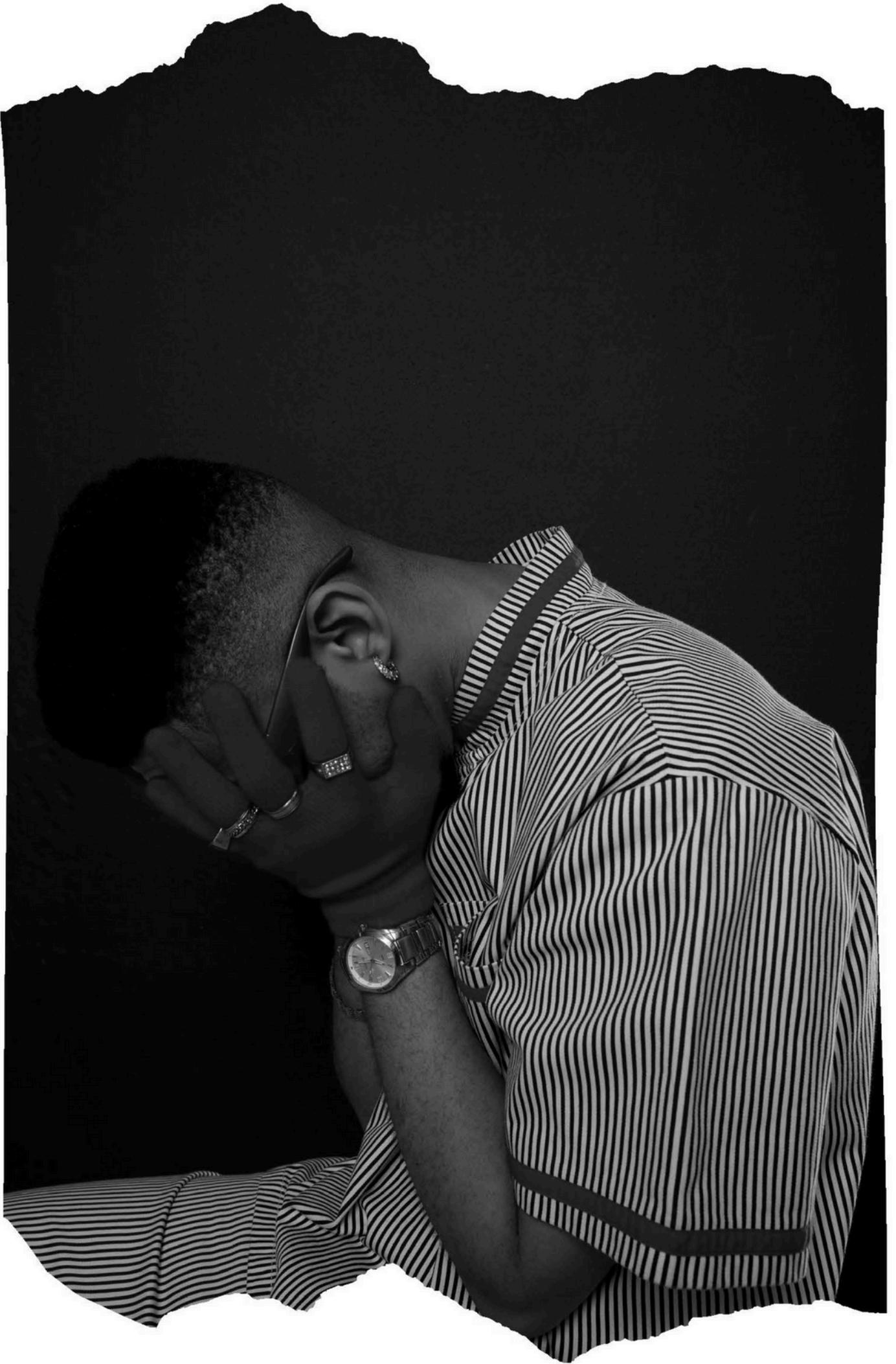














GUIDE TO COOL

LISTEN TO

Greg Soleri Presents The Melodic Hype Mix #5



Soul Candi Announces First Compilation In 8 Years



COP IT

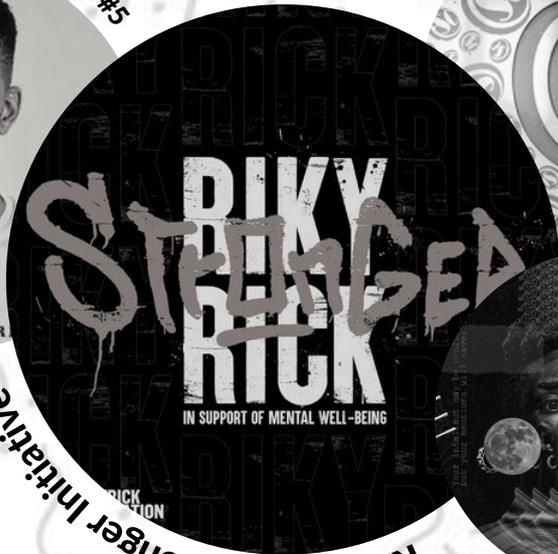
OPPO N2 Flip



Levi's Iconic 501 Style



Riky Rick's Stronger Initiative



Le'Afrinque "Beyond The African Soil" Playlist

Ray-Ban Reverse Collection



ROCK UP

Converse Celebrates Individual Expression For Pride



"Orange Is" Honors South African Jazz



Matheane's National Arts Festival



Usurpa Digital Gallery Heads To Decorax



Cotton Fest Durban



YFM GRIND



GRYND

LE AFRINIQUE

ISSUE 1

ZEE NXUMALO

SINGER, SONGWRITER & TIKTOK SENSATION

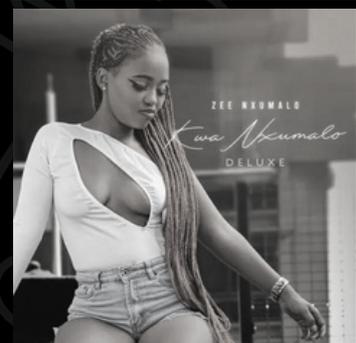
GET TO KNOW ZEE NXUMALO

Three years on since she first captured the public's eye with her viral cover of Mlindo The Vocalist's "AmaBlessed" (currently sitting at well over 1 million views on YouTube), 20-year old South African singer-songwriter Zee Nxumalo recently marked her arrival with the release of her anthemic debut single titled "Siyajola" last February. Having honed her craft over the years and re-emerged as a polished star ready to make her mark on the music industry, Zee recently joined forces with platinum-selling independent label Punchline Media to officially launch her solo career. Inspired by the likes of Kelly Khumalo, The Soil and Brenda Fassie, Zee is a potent songwriter with the rare ability to pen catchy yet meaningful music that tugs at your heartstrings.

Despite having gone viral on several occasions and establishing herself as a growing TikTok star over the past year, Zee is a muso at heart. Her quirkiness, humour and larger-than-life persona has seen her rapidly generate over 500k followers across Instagram and TikTok. Last year, Zee released her debut EP, "KwaNxumalo". Since its release in June 2022, the EP has already garnered over 200K streams and has seen her featured and interviewed on platforms such as Morning Live, Massive Music, The Morning Show,

The Sowetan, and IOL. Now, just a year into her professional career, Zee has started the year off with a bang with two singlea: "Sobabili" featuring MFR Souls and Profound, as well as "Pholile 2.0" ft. Azana and Mlindo The Vocalist . She then followed that up with her latest project, "KwaNxumalo" Deluxe project in March.

DISCOGRAPHY





LE APER



“

**GROWING UP IN
ESWATINI WAS FINE.
ALSO I WAS QUITE
YOUNG SO THERE
AREN'T TOO MANY
MEMORIES THAT I CAN
EVEN COMPARE IT
WITH.**

**AND IT'S ALSO
PROBABLY BECAUSE
I'VE ALWAYS WANTED
TO COME TO
JOHANNESBURG AND
SEE THE LIGHTS.**

- Zee Nxumalo on #LAChats

”

THE AFAMQUE

“

I GREW UP WANTING TO BE A LAWYER, WHICH IS WHAT I'M STUDYING RIGHT NOW.

I TOOK A CHANCE AT MUSIC AS A HOBBY UNTIL I GOT TO A POINT WHERE I GOT SIGNED. I SAW A DIFFERENCE AND I WAS LIKE, WELL, ACTUALLY, THIS THING IS SERIOUS.

STUDYING AND MAKING MUSIC IS FINE. IT'S FUN. IT NEEDS A LOT OF HARD WORK AND DISCIPLINE WHICH IS SOMETHING THAT I'M TRYING TO INSTILL IN MYSELF SO THERE ISN'T CONFLICT BETWEEN THE TWO.

- Zee Nxumalo on #LACHats

”



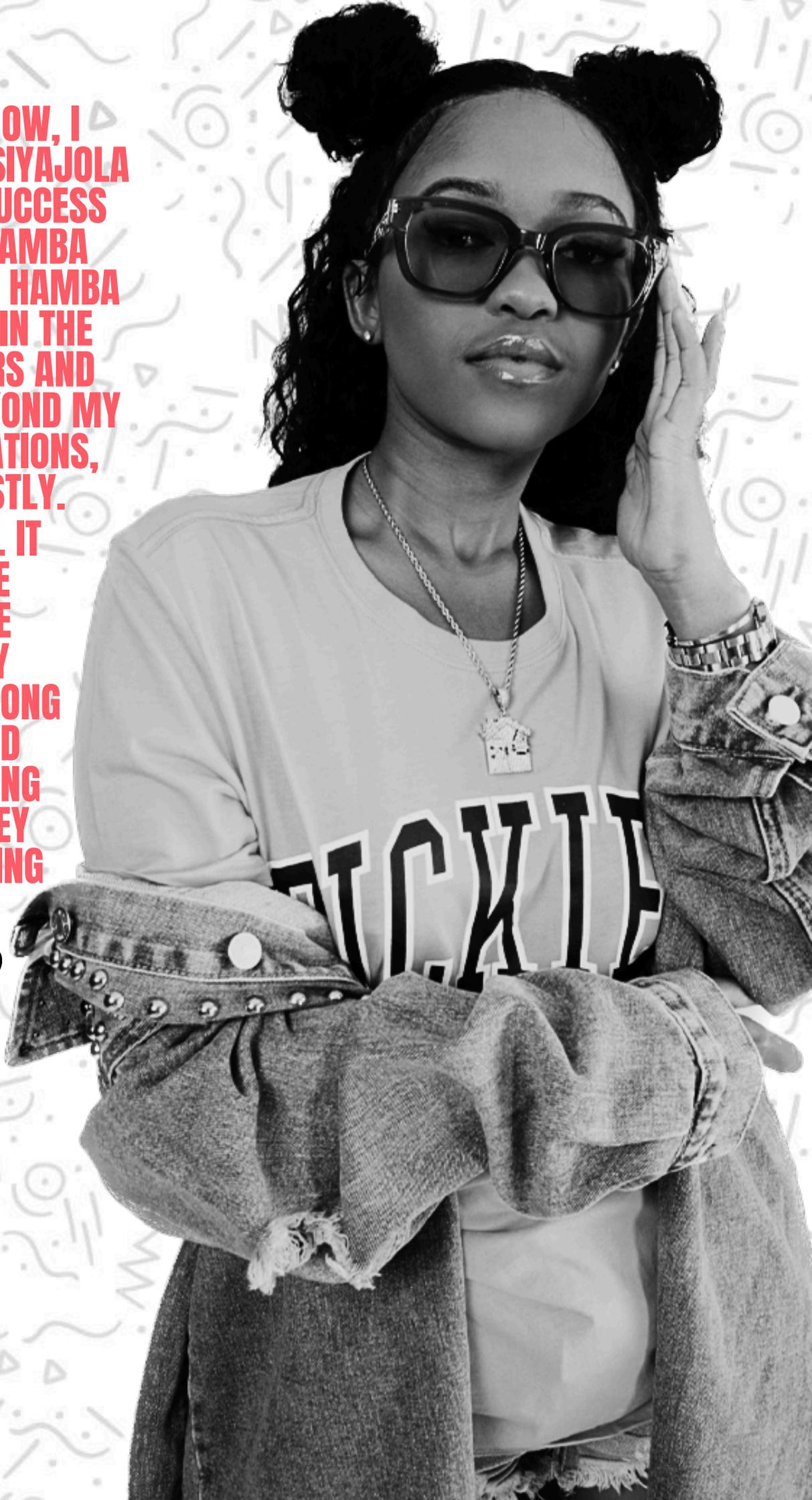
“

**YOU KNOW, I
THOUGHT SIYAJOLA
WAS A SUCCESS
UNTIL HAMBA
DROPPED. HAMBA
PULLED IN THE
NUMBERS AND
WENT BEYOND MY
EXPECTATIONS,
HONESTLY.**

**IT FELT GOOD. IT
WAS A NICE
EXPERIENCE
ESPECIALLY
HEARING MY SONG
PLAYING AND
PEOPLE TELLING
ME THAT THEY
WERE LISTENING
TO MY EP.**

”

- Zee Nxumalo on #LACHats





“

**KWA NXUMALO IS
INSPIRED BY HOW I
GREW UP. WE CAN
ACTUALLY SAY IKWA
NXUMALO YAKU
XALA IS UZEE
NXUMALO WA SE
SWATINI BECAUSE
IT'S VERY TRIBAL.
IT'S VERY
TRADITIONAL. IAFRO
POP... YOU KNOW
UZEE WA SE
SWATINI.**

”

- Zee Nxumalo on #LACHats



ZEENICCI BOUTIQUE

Zee Nxumalo wearing: Adidas & Nicci Boutique

**“ KWA NXUMALO
THE DELUXE IS
UZEE NXUMALO
WA SE JOZI...
EVEN THE
FEATURES ON UZEE
NXUMALO WA KU
DELUXE ARE QUITE
DOPE LIKE A BO
NTOKZINI AND MFR
SOULS. IT HAS AN
AMPIANO SOUND.
IMODERNIZED
MAHN. IT STILL
DOESN'T TAKE
AWAY FROM THE
FACT THAT IKWA
NXUMALO
YAKDALA IS
BEAUTIFUL. IT'S
NATURAL AND IT'S
ME. ”**

- Zee Nxumalo on #LAChats





“
**KWA NXUMALO
YA MANJE I
UZEE WA
MANJE**
”

- Zee Nxumalo on #LACHats



“

THE PEOPLE THAT I'VE WORKED WITH HAVE ADDED A LOT ON TO MY PROJECT... NTOKZIN ADDED PIANO... A DIFFERENT THEME TO THE PROJECT. MFR SOULS ADDED A DIFFERENT FEEL. AZANA, MLINDO THE VOCALIST AND PROFOUND OBVIOUSLY BEING THE EXECUTIVE PRODUCER BEHIND THE MUSIC. THEY CONTRIBUTED A LOT TOWARDS THE MUSIC AND I REMAIN FOREVER GRATEFUL.

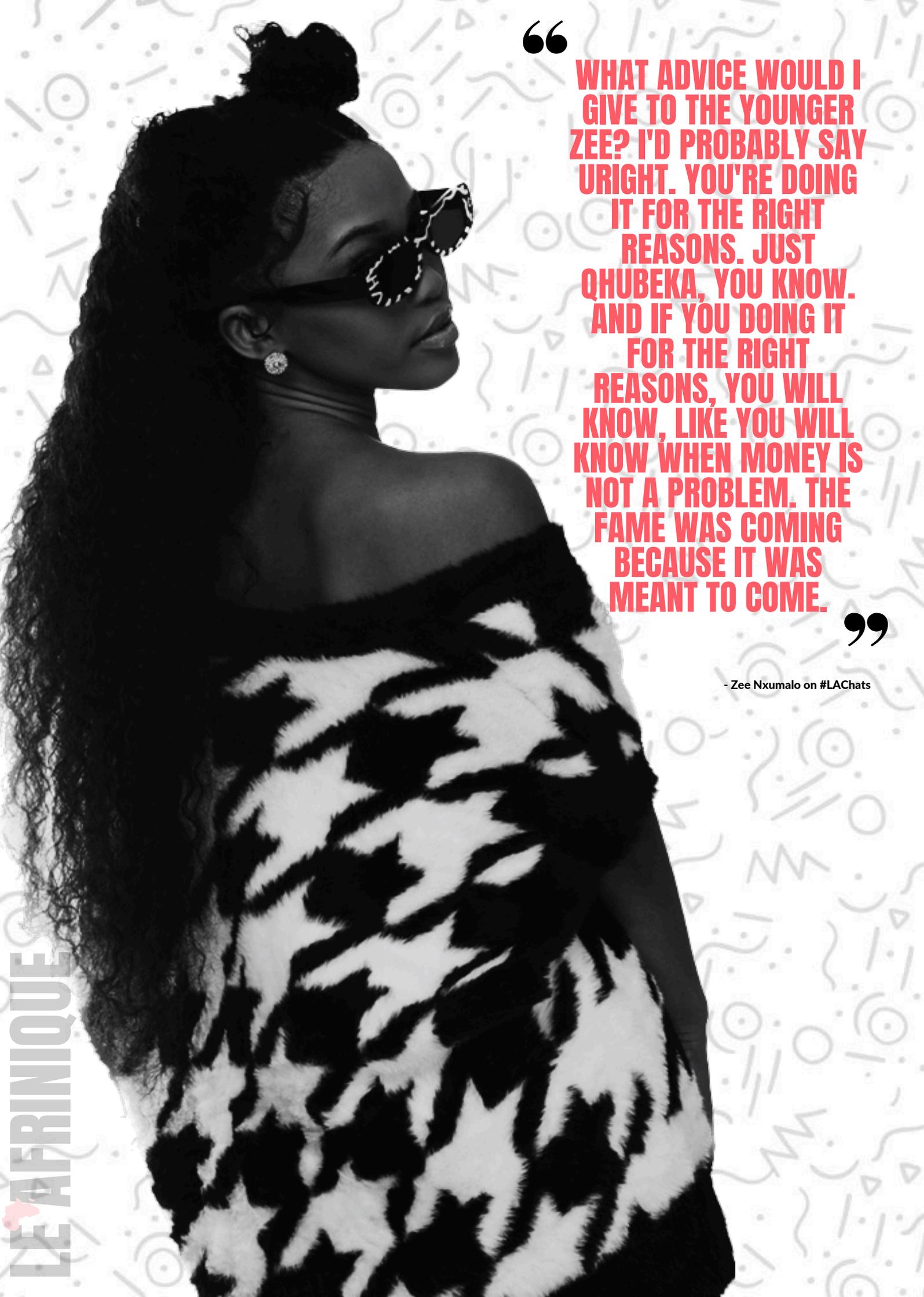
- Zee Nxumalo on #LACHats

”



LE AFRINIQUE





“

WHAT ADVICE WOULD I GIVE TO THE YOUNGER ZEE? I'D PROBABLY SAY URIGHT. YOU'RE DOING IT FOR THE RIGHT REASONS. JUST QHUBEKA, YOU KNOW. AND IF YOU DOING IT FOR THE RIGHT REASONS, YOU WILL KNOW, LIKE YOU WILL KNOW WHEN MONEY IS NOT A PROBLEM. THE FAME WAS COMING BECAUSE IT WAS MEANT TO COME.

”

- Zee Nxumalo on #LACHats

LE AFRINIQUE



“

**IF AFROPOP WAS A
SUPERHERO, THE
MOST IDEAL
SUPERPOWER IT
WOULD HAVE IS THE
POWER TO HEAL
PEOPLE. IT'S JUST
MUSIC FOR THE
SOUL... SI PHOLISA
AMAXEBA NGE
AFROPOP**

”

- Zee Nxumalo on #LACHats





“
**PLANS FOR THE
YEAR... EXPECT
MORE OF
PHOLILE.**”

- Zee Nxumalo on #LAChats



Zee Nxumalo wearing: Adidas



Zee Nxumalo wearing: Adidas



Profound & Zee Nxumalo wearing: Adidas



Zee Nxumalo wearing: Adidas & Nicci Boutique



adidas
ADVENTURE



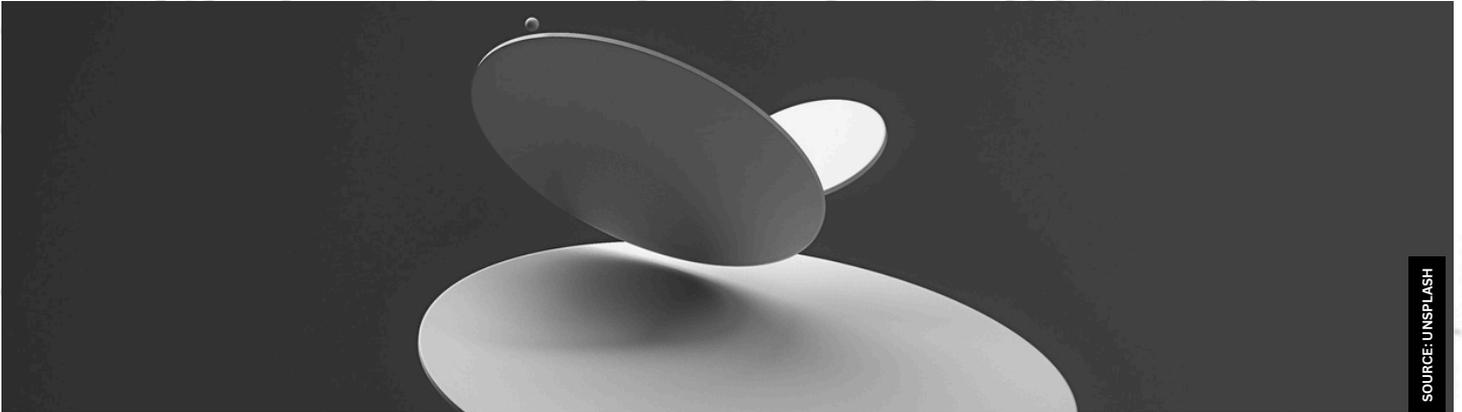




THE RISE OF DIGITAL ART

And its impact on the entertainment industry

@gabbymath



Art has always been a reflection of society. Throughout history, as society has evolved, so has art. Recently, we've witnessed the rise of a new type of art that's gaining worldwide attention: digital art. This art form uses digital technology to create or improve artwork, and its popularity is rapidly growing. The impact of digital art on the entertainment industry has been significant, and it's transforming the way we experience various forms of entertainment.

One of the most notable impacts of digital art on the entertainment industry is the rise of virtual concerts. With the COVID-19 pandemic restricting in-person gatherings, musicians and performers turned to virtual concerts as a way to connect with their fans from anywhere in the world. Virtual concerts allowed artists to perform from any location, reaching a larger audience than ever before. Digital art is also transforming the world of art exhibitions. In the past, art exhibitions were limited to physical spaces, and only a limited number of people could attend at any given time. However, with the rise of digital art exhibitions, it is now possible to experience art from anywhere in the world. Digital art exhibitions are also more accessible, as they can be accessed from a computer or mobile device, and often have lower or no admission fees.

Moreover, digital art is changing the way we consume other forms of entertainment such as movies, TV shows, and video games. Special effects in films and TV shows heavily rely on digital art to create realistic and immersive experiences. Video games, in particular, have seen a tremendous impact from digital art as advancements in graphics and animation make games more immersive than ever before.

In conclusion, digital art is transforming the way we experience entertainment. From virtual concerts to digital art exhibitions, it's providing new and exciting ways to engage with the entertainment industry. As technology continues to advance, we can expect to see even more innovative uses of digital art in the future. It's worth paying attention to, whether you're a fan of music, art, movies, or video games. The rise of digital art is a phenomenon that's here to stay.

TIPS TO HELP YOU ON YOUR ARTISTIC JOURNEY

Hey young artist, you may feel like the only one chasing your artistic dreams, but the truth is that the world is full of talented creatives just like you. And let me tell you, you have the potential to be one of the greats. Here are some tips to help you on your artistic journey:

1. **Practice is key-** the more you create, the more you hone your craft. Set aside time every day to work on your art, no matter how small the window of time might be. Every little bit counts.
2. **Mistakes are not failures,** they are opportunities for growth and improvement. Embrace them and learn from them.
3. **Experiment and explore!** Try different mediums and techniques until you find the ones that work best for you. You never know what hidden talents you might discover.
4. **Look for inspiration from everything around you.** Nature, music, books, and other artists can all provide valuable insight and ideas. Surround yourself with things that inspire you.
5. **Don't compare yourself to others:** Each artist has their own unique style and perspective. Embrace your individuality and let it shine through your work.
6. **Get feedback from others who have experience in your field.** Constructive criticism can help you improve and grow as an artist.
7. **Attend workshops, art shows, and events to connect with other creatives and learn from their experiences.**
8. **Most importantly, believe in yourself and your abilities.** You have the potential to create something truly remarkable.
9. **Keep an open mind and be willing to try new things.** The art world is constantly evolving, and new styles and trends are always emerging.
10. **Always stay true to yourself and your artistic vision.** Don't compromise your creativity for the sake of others.

Remember, the world needs your unique voice and perspective. Keep creating, dreaming big, and never give up on your passion. You have the power to make a difference through your art and entertainment. Keep shining bright, and keep pursuing your dreams with all your heart.

Do you want to receive a guideline of practical ways you can take advantage of the Creator Economy? Sign up [here!](#)

ARTISTIC COLLABORATIONS

A selection of works of art we love and appreciate

ILLUSTRATION MEETS MUSIC

Snalo Ngcaba x Choplife Vol1



Karabo Poppy x Mass Country



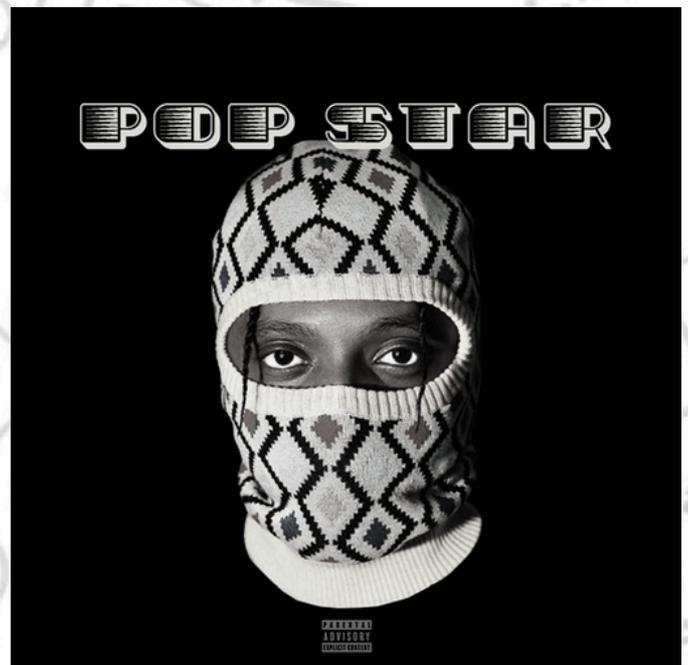
SCUPLTING MEETS MUSIC

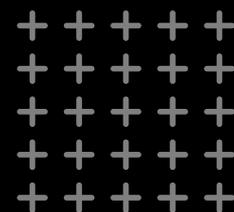
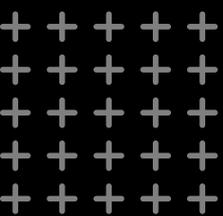
Hedi Xandt x Rumble In The Jungle



FASHION MEETS MUSIC

Maxhosa x Yanga Chief





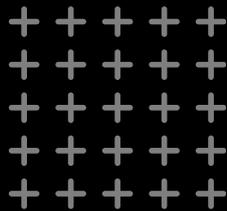
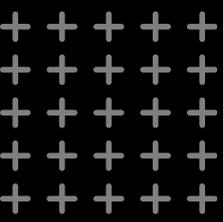
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