

# LAMMAG



ISSUE 7  
MARCH 2025



## K.KEED

hip hop's fearless storyteller



# CURATOR'S NOTE

**BY SELLOANE MOLELI**

Last year's Flowerz edition was all about celebrating the great talents who've shaped South Africa's Music, Art, and Events scene. It was our first annual dedication to artistry that moves the creative mastery forward. This year, we're shifting focus to the future, spotlighting the artists and events to watch. These are the names that'll be around for the long haul, the ones whose talent and creativity are undeniable.

One of those artists is K.Keed. We take a deep dive into her love for storytelling, unpacking the narratives in her latest album, "Bite The Bullet". For musicians looking to make their mark, we've got something special! A guide from the legendary Wouter Kellerman. With three Grammys under his belt, he's mastered the industry globally, and his lessons might just be the key to taking over the world.

We're also plugging artist and event merch you can get your hands on—because showing love goes beyond just streaming and attending events. This issue is a front-row seat to history in the making. These artists and events are the future.

Watch them work!

This issue, we  
found the

**trailblazers**

shaping

**the future of  
creativity with**

**skill, innovation,  
and boundless  
vision**





## ON THE COVER

Cover Star: K.Keed

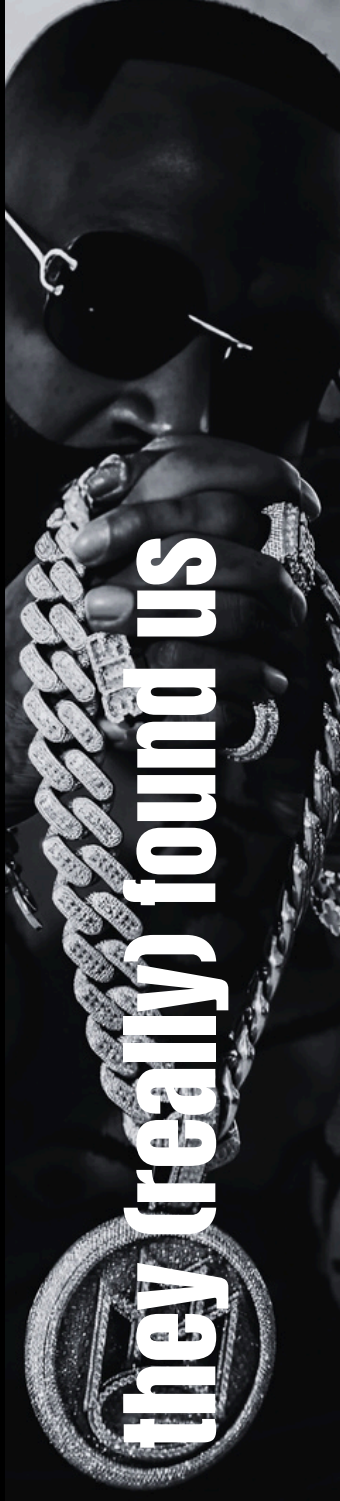
## IN THE MAGAZINE

**Artist & Curator Mentions:** K.Keed, Ego Ella May, Tems, Bobby Nsenga, Phora, Ari Lennox, Masego, Keyshia Cole, Rick Ross, Esperanza Spalding & José James, DJ Lag, Tyla, Sipiwe Mhlambi, Bongeziwe Mabandla, Ricky Tyler, Nthato Mokgata, Moonchild Sanelly, Ben September, Rorisang Sechele, Yolophonik, Bassie, Lia Butler, Keyywav, Chipego, Chley, Wouter Kellerman, Sanele Qwabe, Lola Aikins, Govern Sibisi, Perfecto Mlu, DJ Speedsta, BASMNT, Vuyo McGlad, Omagoqa, and Zukiswa White.

**Event Mentions:** Aptment Life, Cape Town International Jazz Festival, Durban Music Festival, Standard Bank Joy Of Jazz Festival, Hey Neighbour Festival & Rocking The Daisies, Kids Love Jazz, Gqom Therapy, The Hip Hop Floor, Blume, Lekompo Balcony Mix, The Listening Party, and uManyano Lwe Jazz.

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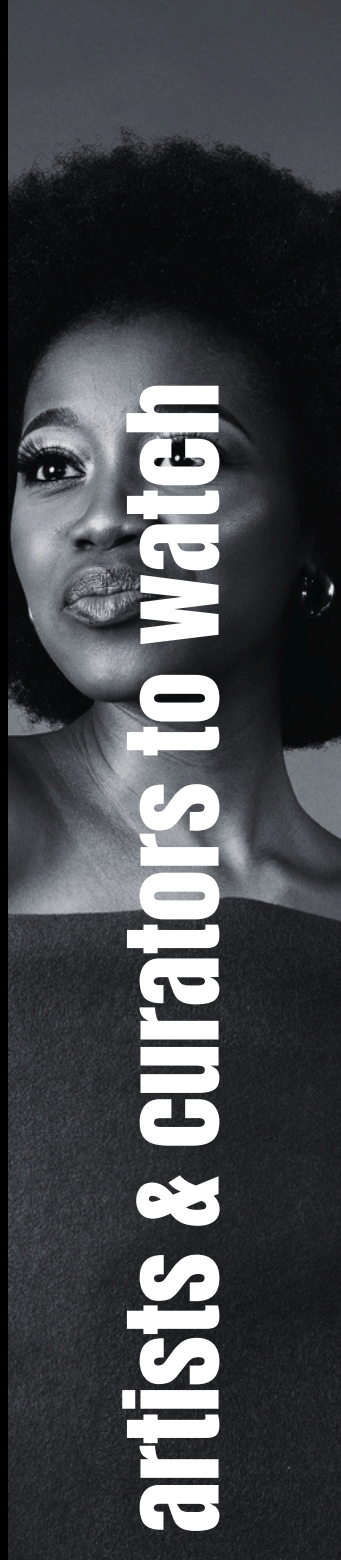
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GOVERNMENTS



# THEY (REALLY) FOUND US

## *South Africa's Growing Appeal to International Artists and Events*



Instagram: @samurai\_farai

South Africa has become a prime playground for international musicians, promoters, influencers, and digital nomads. From packed concerts, stadiums to surprise artist sightings, the shift is evident, and South Africans are taking notice.

### **The Buzz Among South Africans**

A surge in international celebrities enjoying extended stays has prompted mixed reactions. Soulection's Joe Kay expressed reluctance to leave, sparking responses like, "Go home king. We are full." Others lament South Africa's growing global exposure, saying, "I really wish South Africa could go back to being a secret." Locals are noting that "They really found us."

### **The Infrastructure to Match the Demand**

The influx of international artists isn't a passing trend, especially after Chris Brown's record-breaking concert at FNB Stadium, which set a precedent for others to fill Africa's biggest stadium. Additionally, Live Nation's partnership with Stadium Management South Africa and Gearhouse South Africa has led to the launch of the new Dome events venue at FNB Stadium, signaling a long-term commitment to attracting global superstars.

### **Already a Stacked Event Calendar**

- Aptmnt Life in Joburg & CPT (January)
- Ego Ella May at Queertopia Festival (March)
- Tems at the new Dome (March)
- Bobby Nsenga in Joburg and CPT (March)
- Phora in Joburg (March) and CPT (April)

- Ari Lennox & Masego at Cape Town International Jazz Festival (April)
- Keyshia Cole (April)
- Rick Ross at Durban Music Festival (May)
- Esperanza Spalding & José James at the Standard Bank Joy Of Jazz Festival (September)
- Anticipation for Hey Neighbour & Rocking The Daisies to secure top international headliners

Despite hopes, Beyoncé hasn't included South Africa in her Renaissance or Cowboy Carter tours, and Doja Cat has yet to confirm any stops.

### **Tips for International Artists and Promoters**

1. **Deliver a Stellar Performance** – South African audiences expect high energy, punctuality, and top-tier production.
2. **Engage with Local Culture** – Acknowledge local music trends, collaborate with SA artists, and embrace cultural references.
3. **Consider Venue & Ticket Pricing** – Ensure ticket prices are accessible (communicate any ticket changes), with tiered pricing options.
4. **Don't Overstay Your Welcome** 😊 – Keep a low profile beyond performances and be mindful of the sentiment in the country.

### **A Permanent Fixture on the Global Map**

With packed festivals, viral moments driven by unique local genres, and international stars flocking in, South Africa is no longer overlooked. As global interest grows, its place in the entertainment world is only expanding.





# THE COMMUNITY TAKEOVER

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WEEKENDER EXPERIENCE

24 - 28 APRIL 2025

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& CULT

UMANYANO LWE JAZZ

THE  
JAZZ  
BOX





# “NO DNA. JUST RSA”

Show artists and event curators support with their merch





# MERCH TO BUY



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Hoodie from R699 at  
[mercha.co.za](http://mercha.co.za)



Tyla "TYLA+" Vinyl  
from R673 at  
[tylaworld.com](http://tylaworld.com)



Bongeziwe Mabandla  
"AmaXesha" Tote Bag from  
R200 at [blackmajor.co.za](http://blackmajor.co.za)



Kids Love Jazz x Be Kind To  
This Art Limited Tee from  
R400 at [narowbi.com](http://narowbi.com)



Sipiwe Mhlambi "Rhythms in  
Black and White" Book order from  
[info@brandhillafrica.com](mailto:info@brandhillafrica.com)



DJ Lag "YEBO" Tee  
from R540 at  
[blackmajor.co.za](http://blackmajor.co.za)



Nthato Mokgata "Ghost In  
The Drum" Book order from  
[speekspoek@gmail.com](mailto:speekspoek@gmail.com)



Moonchild Sanely "Full Moon"  
CD + Vinyl + Signed Postcard  
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OMAGOQA "OMG"  
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# X

# 2025

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# LAMMAG



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**K.KEED**

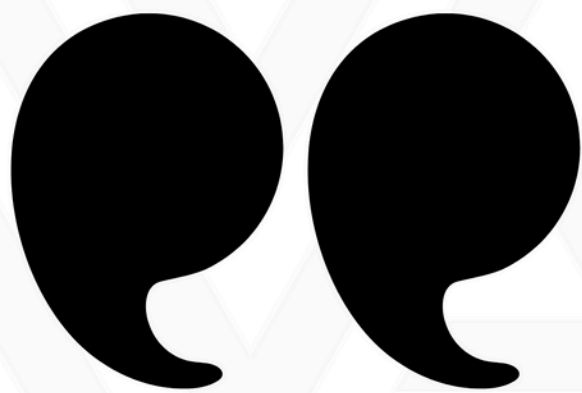
hip hop's fearless storyteller



# FROM K.KEED'S

BY SELLOANE MOLELI

SOUTH AFRICAN RAP SENSATION K.KEED CONTINUES TO REDEFINE THE CONTOURS OF MODERN HIP-HOP WITH HER UNAPOLOGETIC BLEND OF RAW LYRICISM, INNOVATIVE SOUNDSCAPES, AND FEARLESS STORYTELLING. WITH THE RELEASE OF HER DEBUT ALBUM, BITE THE BULLET,



## A Love for Music Born in Poetry

For K.Keed, music wasn't just a passion—it was a natural extension of her love for storytelling. "I was already familiar with writing in general," she recalls. "I used to be obsessed with literature, writing poetry, and reading poetry in school. My friends and I bonded over music, always bumping beats on YouTube. They really encouraged me to start writing my own songs, and it felt like the most organic thing ever, like something I was meant to do." That encouragement pushed her to take music seriously, and before long, her obsession with crafting lyrics became a full-fledged career.

## Shaping Her Sound Through Collaboration

Every artist has moments that define their creative evolution. For K.Keed, two key figures have played an instrumental role in refining her artistry. "When I met Orish, my engineer and producer, he elevated my sound by encouraging me to experiment more. He pushed me to step outside my comfort zone. And then there's Dr. Duda from Mi Casa. I'd say both of them have played such a monumental role in my creative process. They really encouraged me to learn more and get out of my comfort zone encouraging me to be the artist I am today.







# HEART TO YOURS

## A Live Performer at Heart & Her Influence

K.Keed's stage presence cements her connection with fans. "Rocking the Daisies 2023 was a dream—I'd wanted to perform there since I started making music," she shares. "Cotton Fest 2024? The energy was insane. Seeing people scream your lyrics is unreal." But beyond the stage, her focus is impact. "Music shapes emotions, memories, and identity. Being young, I see my influence on the youth, and it's humbling. That's why I'm intentional—because my music might make someone's day or even change their life."

## A Message to Herself

Now that Bite the Bullet has finally reached the world, K.Keed takes a moment to reflect on the journey with a message to her future self on this album:

*"Wow. Take it in—you really did it," she says. "This album has been two years in the making—a project built on relentless resilience and the exhaustion of piecing everything together. It's been a challenge, but I'm grateful you chose this path and never gave up. I'm proud of everything you've achieved. Know that I will always have your back. The country has your back, the city has your back, your family has your back. You've got this—you're doing great, doing amazing. Never doubt yourself. Always have faith, stay humble, and stay blessed."*



With this album, K.Keed proves resilience and passion define her artistry. As she pushes boundaries, one thing is clear—her voice is only getting louder!

>>> Read K.Keed's full #LAChats interview here.



# GET TO KNOW K.KEED



**Organic Beginnings in Music:** K.Keed's love for music started in 2017 through a natural progression from poetry to songwriting, fueled by a shared passion with friends.

**Powerful Live Performances and Fan Connection:** Performing at Rocking the Daisies and Cotton Fest reinforced the importance of intentional stage presence.

**Transformative Collaborations:** Her work with producer and engineer Orish elevated her artistry, encouraging experimentation and refining her sound. Collaborating with Dr. Duda (MiCasa) expanded her understanding of beat selection, lyrical sensitivity, and the technical aspects of music production.

**A Message of Perseverance and Gratitude:** Reflecting on the two-year journey of creating Bite the Bullet, she acknowledges the challenges and triumphs. She remains committed to her belief in herself, faith, and staying humble, with a strong sense of gratitude for her supporters.





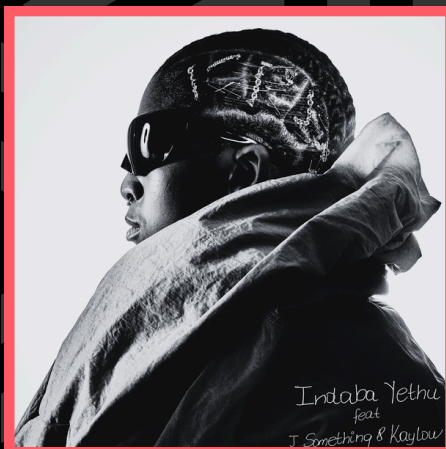
# *bite the bullet* DISCOGRAPHY K.KEED

## The Album



*"the album had reached over 1 million streams on all DSPs by 6 March 2025"*

## The Singles





# ARTISTS *and* EVENTS TO WATCH





# MUSIC

**RHYTHM OF THE BEAT**



# K.KEED



K.KEED, A DYNAMIC HIP-HOP ARTIST FROM GUGULETHU, IS KNOWN FOR HER SHARP LYRICISM AND CHARISMA. WITH NOTABLE PERFORMANCES, FEATURES, AND HER STELLAR ALBUM "BITE THE BULLET," SHE'S QUICKLY RISING AS A FORCE IN SA HIP-HOP.

[FOLLOW](#)



FLOWERZ EDITION

# BEN SEPTEMBER



BEN SEPTEMBER IS A GENRE-BLENDING R&B SINGER AND SONGWRITER. HE DEBUTED IN 2020 WITH “LOVE BUT IT’S NOT” AND EVOLVED WITH “WAVES: VOL. 1” FUSING SOULFUL MELODIES WITH EXPERIMENTAL PRODUCTION AND SHOWCASING VISIONARY TALENT.

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# RORISANG SECHELE



📷 : @rorisangsechele

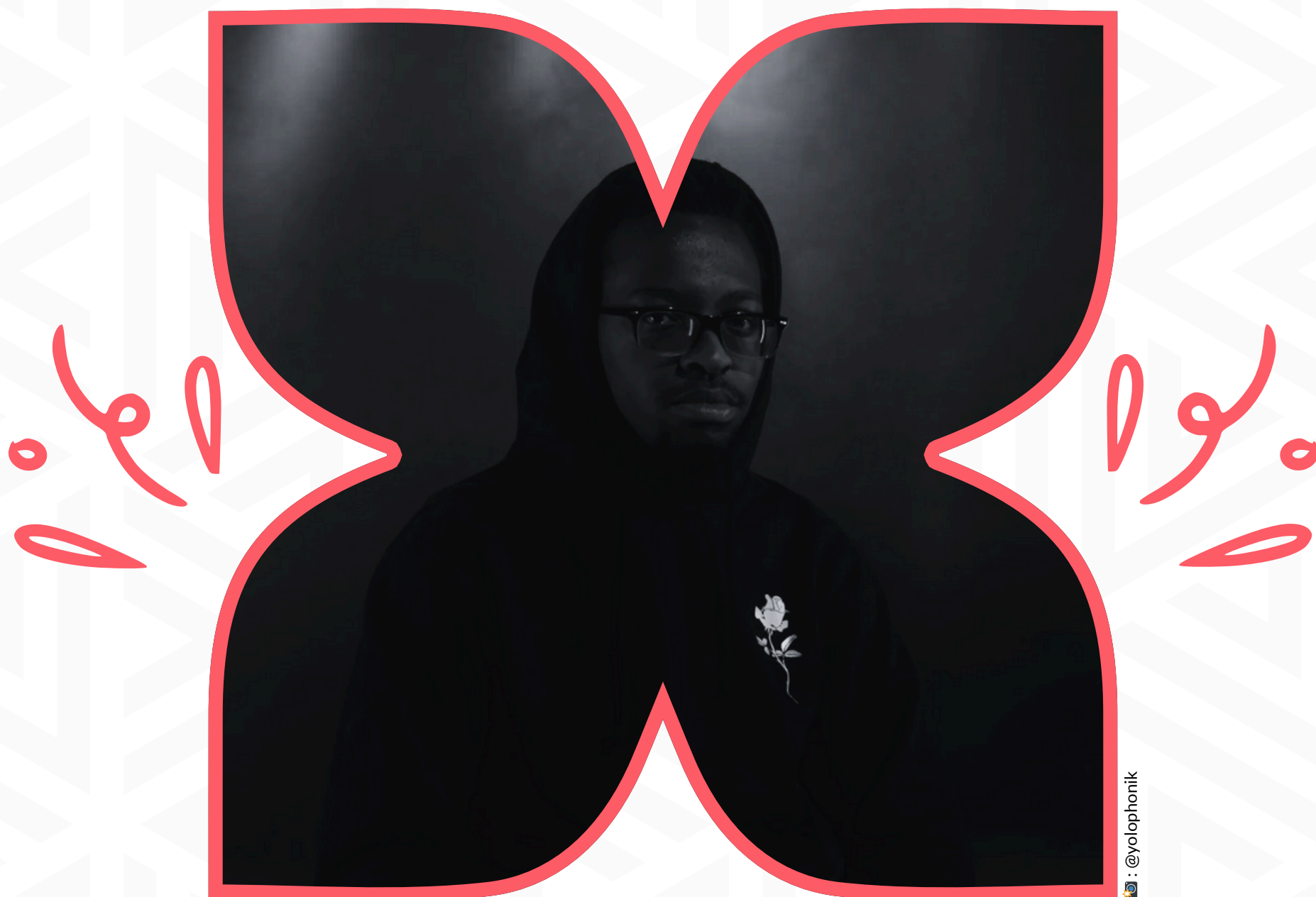
RORISANG SECHELE IS A VOCALIST AND SONGWRITER WHO BLENDS SOUTH AFRICAN JAZZ HERITAGE WITH MODERN STYLES. HER EP “THE SEED” AND COLLABORATIONS WITH THE ANCHORED QUARTET AND ARTISTS LIKE MSAKI SHOWCASE HER VISION AND STORYTELLING.

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FLOWERZ EDITION

# YOLOPHONIK



YOLOPHONIK IS AN ALTERNATIVE DJ, MUSIC PRODUCER, AND SONGWRITER KNOWN FOR HIS EXPERIMENTAL REMIXES AND TRACKS THAT BLEND ELECTRONIC INNOVATION WITH TRADITION, REDEFINING SOUND AND PERFORMANCE ART.

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FLOWERZ EDITION

# BASSIE



📷 : @real\_bassie

BASSIE IS AN AMAPIANO VOCALIST AND SONGWRITER, BLENDING SOULFUL MELODIES, URBAN POP, AND TRADITIONAL SOUNDS. HER DEBUT ALBUM “UMCULO” REFLECTS HER JOURNEY, SHOWCASING VERSATILITY AND POWERFUL ARTIST COLLABORATIONS.

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# LIA BUTLER



LIA BUTLER PIONEERS NEO-ZULU BY BLENDING NEO SOUL, R&B, AND TRADITIONAL ZULU MUSIC. WITH SINGLES LIKE “IMIMANGALISO” AND COLLABORATIONS WITH OTHER ARTISTS, SHE CREATES CULTURALLY RESONANT SOUNDSCAPES, SHOWCASING INNOVATIVE EXPRESSION.

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# KEYYWAV



📷 : @metrofmisa

KEYYWAV IS AN “R&BHINCA” PRODUCER BLENDING R&B, NEO SOUL, AND TRADITIONAL SOUNDS. HE SHOWCASES HIS UNIQUE FUSION WITH COLLABORATIVE SINGLES LIKE “STHANDWA SAM,” “THANDOLWETHU” AND “SOUR”.

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FLOWERZ EDITION

# CHIPEGO



CHIPEGO IS A SINGER-SONGWRITER WITH A UNIQUE, GENRE-BLENDING SOUND THAT COMBINES R&B, SOUL, AND AMAPIANO, WHILE ALSO EMBRACING COLLABORATION TO CONTINUOUSLY EVOLVE HER MUSIC.

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FLOWERZ EDITION

# CHLEY



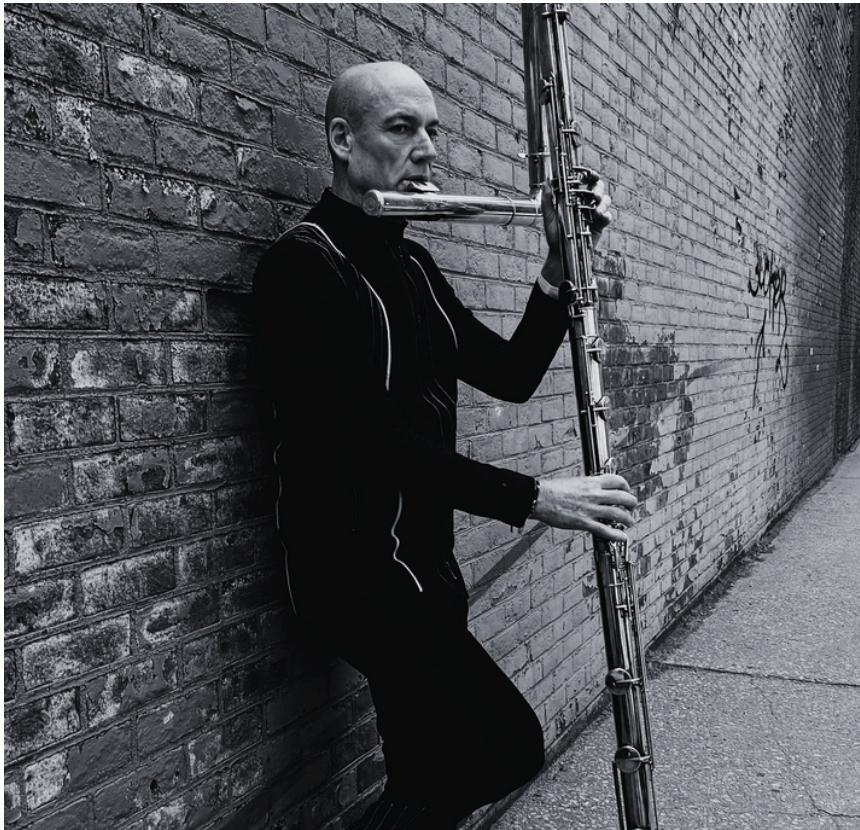
CHLEY IS AN AMAPIANO VOCALIST WHO CAPTIVATES AUDIENCES WITH SOULFUL VOCALS AND DYNAMIC PERFORMANCES. HER DEBUT EP, 2SPIN, SHOWCASES A UNIQUE BLEND OF INFECTIOUS RHYTHMS AND HEARTFELT STORYTELLING.

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# LESSONS FROM WOUTER

## A Guide for Artists on Winning a GRAMMY®



Winning a GRAMMY® is not just about making great music—it's about strategy, persistence, and connection. Three-time GRAMMY® winner Wouter Kellerman has mastered the art of blending cultures, building an international presence, and crafting music that resonates across borders. Here's a step-by-step guide, inspired by his journey, for South African artists looking to make their mark on the world stage.

### 1. Create a Unique, Culturally Rich Sound

"I've always been fascinated by the idea of blending different musical traditions. Music is a universal language, and when you merge elements from different cultures, you create something fresh and deeply moving."

### 2. Collaborate with Different Artists

"When picking collaborators, I look for artists whose sounds are emotive and passionate, and touches my heart. I value authenticity, unique cultural perspectives and the willingness to step out of one's comfort zone. These partnerships not only enrich the musical tapestry but also challenge all of us to expand our creative horizons, resulting in work that is richer and more dynamic."

### 3. Build Your International Presence

"Gaining recognition outside South Africa took years of dedication. I made a conscious effort to perform internationally, network within the industry, and collaborate with artists across borders."

### 4. Stay Resilient Through All The Setbacks

"Every artist faces setbacks—it's part of the journey - in fact, it feels like you fail much more often than you succeed! I've had projects that didn't take off as expected, performances that didn't go as planned, and many moments of doubt. The key is perseverance and to keep pushing forward with passion and resilience."

### 5. Stay True to Your Artistic Identity

"Balancing artistic integrity with broad appeal is always a challenge, but I believe that authenticity is what ultimately connects with audiences. Rather than chasing trends, I focus on making music that moves me, trusting that it will find the right listeners."

### 6. Position Yourself for Industry Recognition

"Being active in the GRAMMY® community, attending industry events, and ensuring my music reaches the right ears has also been crucial."

### 7. Treat Your Music Like a Business

"Put your music out there, and manage your music business with the same attention as the music itself."

### 8. Celebrate Your Cultural Heritage Globally

"Artists can stay true to their cultural heritage by weaving traditional sounds, stories, and instruments into their music in a way that's reflective of their identity. When you share these elements with the world, you not only preserve your cultural legacy but also create a universal language that resonates with people everywhere."

>>> Read Wouter Kellerman's full #LAChats interview [here](#).



**EXPRESSION OF THE SOUL**



# SANELE QWABE



SANELE QWABE IS A MULTIFACETED CREATIVE WHO FOUNDED KIND KID, A BRAND TURNING CULTURAL MEMORIES INTO DECORATIVE TOYS. A GRAPHIC DESIGNER, PHOTOGRAPHER, AND FILMMAKER, HE BRIDGES ART AND DESIGN WITH AESTHETICS, INSPIRING INNOVATION.

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# LOLA AIKINS



📷 : @mg.co.za

LOLA AIKINS IS A PIONEERING FILM DIRECTOR AND ANIMATOR. AS THE FOUNDER OF THE HIDDEN HAND STUDIOS, SHE CREATED THE ANIMATED SHORT NALEDI, WHICH RECEIVED INTERNATIONAL ACCLAIM, INCLUDING A STANDING OVATION AT COMIC CON AFRICA.

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# GOVERN SIBISI



📷 : @govern.sibisi\_

GOVERN SIBISI IS A SELF-TAUGHT VISUAL ARTIST, FASHION DESIGNER, AND CONCEPTUALIZER. HE IS KNOWN FOR HIS SIGNATURE PORTRAITS AND LIVE PAINTINGS AT EVENTS, SHOWCASING HIS DYNAMIC AND CAPTIVATING ARTISTIC STYLE.

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# EVENTS

**FEELING OF THE EXPERIENCE**



FLOWERZ EDITION

# GQOM THERAPY

*by event curator Mlungisi Sibiya*



GQOM THERAPY IS AN EVENT SERIES CELEBRATING GQOM MUSIC. WITH CURATED DJ LINEUPS AND A NO-PHOTO POLICY, IT CREATES IMMERSIVE DANCE EXPERIENCES, LETTING DANCE FLOOR ADDICTS LOSE THEMSELVES IN THE RHYTHM AS A FORM OF THERAPY.

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FLOWERZ EDITION

# THE HIP HOP FLOOR

*by event curator DJ Speedsta*



THE HIP HOP FLOOR IS A CELEBRATION OF HIP-HOP CULTURE. WITH LIVE PERFORMANCES AND DJ SETS, IT CREATES AN ELECTRIFYING ATMOSPHERE, BRINGING ARTISTS AND FANS TOGETHER IN SPACES THAT STAY TRUE TO THE GENRE.

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FLOWERZ EDITION

# BLUME

*by event curator Khanyisile Dube*



Instagram icon : @basmnt\_

BLUME MERGES MUSIC, NATURE, AND CULTURE IN A FLORAL, ECO-CONSCIOUS EXPERIENCE. INSPIRED BY "BLOMMA" (TO BLOOM AND CHILL) IT CULTIVATES SUSTAINABILITY, CREATIVITY, AND CONNECTION, LEAVING A LASTING IMPACT BEYOND THE EVENT.

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FLOWERZ EDITION

# KIDS LOVE JAZZ

*by event curator Vuyo McGlad*



📷 : @thlphotography\_

KIDS LOVE JAZZ IS AN ALL-AGES EVENT REDEFINING JAZZ. SHOWCASING DIVERSE MUSICIANS REINTERPRETING CLASSIC AND MODERN JAZZ, IT CREATES A FAMILY-FRIENDLY ATMOSPHERE THAT MAKES THE GENRE ENGAGING, ACCESSIBLE, AND FUN FOR EVERYONE.

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# LEKOMPO BALCONY MIX

*by event curator Lekompo Culture Mix*



LEKOMPO BALCONY MIX IS A LIVELY EVENT SERIES CELEBRATING LIMPOPO'S LEKOMPO MUSIC. IT FEATURES LIVE PERFORMANCES BY LEKOMPO ARTISTS, WITH DANCING AND FANS SINGING ALONG, CREATING A FULLY IMMERSIVE EXPERIENCE IN THE GENRE.

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FLOWERZ EDITION

# THE LISTENING PARTY

*by event curators Omgoqa*



LISTENING PARTY, HOSTED BY DURBAN TRIO OMAGOQA, IS A GQOM-CENTERED EVENT FEATURING ELECTRIFYING PERFORMANCES. IT CREATES AN INCLUSIVE SPACE FOR FANS TO CONNECT AND CELEBRATES THE MUSIC THAT MOVES THE PEOPLE.

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# UMANYANO LWE JAZZ

*by event curator Zukiswa White*



UMANYANO LWE JAZZ IS A FESTIVAL CURATED BY ZUKISWA WHITE, CELEBRATING JAZZ IN ITS ESSENCE. THE FESTIVAL RECENTLY HONORED ROBERT SOBUKWE'S CENTENARY WITH PERFORMANCES BY BOTH RENOWNED AND EMERGING ARTISTS.

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