



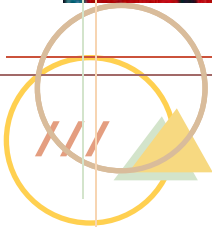
LIVECALM AFRICA
MEDIA KIT



We are LIVECALMAFRICA



51 PIPIT AVENUE, 13 PALMWOOD WOODHAVEN, DURBAN. 4004
REG. NO.: 2015/376521/07





INTRODUCTION



The Livecalm Lifestyle (Pty) Ltd. (also referred to as Livecalm Africa) is a registered creative agency comprising of professionals committed to advancing ideas, culture, media as well as entertainment. Our organization is based in Durban – however, with a very flexible business model, our work and services are accessible throughout South Africa. Since our journey began back in 2013 – over the years we have gathered crucial industry knowledge, formulated healthy business relationships with other organizations from around the world,

and have managed to complete various projects that have changed lives and contributed positively to many artist careers as well as the general community. Today, many have confidently labelled us as one of the most trusted talent and media agency in Durban, South Africa.

OUR SERVICES

EVENT PLANNING

Consulting / Private Functions / Social Events / Exhibitions / Marketing Activations

MEDIA MANAGEMENT

Booking Agency / Digital Marketing

PHOTOGRAPHY

Outdoor / Studio / Wedding / Corporate / Events

GRAPHIC DESIGN

Infographics / Corporate Identity / Logos / Posters / Artworks / Business Cards / Pamphlets

WEBSITES

Official Websites / Blogs / Domain Registration / Monthly Maintenance

ART

Canvases

Like how all efficient organisations operate, we collectively plan, prepare and collaborate on every project or form of work to bring about the best results. We utilize diverse methods and strategies to go about meeting the desired satisfaction of our clients and/or our associates.



Every year, we commit ourselves to improving the organisation by adapting new policies and systems aimed at ensuring we keep up with our vision while expanding in the process. We achieve this and more through our PLAN > PREPARE > EXECUTE initiative.



OUR SERVICES

We are a young team of professionals who are committed to developing and advancing ideas. Part of our work involves bringing plans to life and doing so in a unique and effective way.

Our team is diverse, and by default, the scope of our services is also very broad. Over the years, we have managed to implement various projects and services which have enabled us to build great relationships with exceptional clients, partners and associates.

EVENT PLANNING

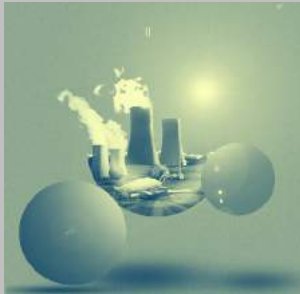
The organises and hosts a wide range of events and social gatherings - from live music shows, exhibitions to formal functions such as business launches, workshops and conferences, and other private gatherings.

The nature of each event is unique, which automatically means the process of planning and execution of each event differs from one event to the next. Most of our duties and responsibilities in this field include:

- budgeting; scheduling; site selection and logistics; security and health facilities; stage and sound set up
- artist/DJ bookings; stalls; camera crew and video production specialists; decor and visual set up;
- marketing; branding; and shuttle services.

We go all out to ensure our supporters, partners, and sponsors are satisfied and present to them the best results possible and experience that every party involved will always remember.

	PREVIOUS GIGS	FEATURED GUESTS	VENUE & DATE	DESCRIPTION
		FEEL / SOUND&GOOD NAG / TEABAG / WTF JAYBEE & NHLEGE <small>(artists under mgmt at the time)</small>	Uber Zulu 26 September 2014 Remarks: "great turn out"	- Conceptual event: 1990's theme infused with a modern social set up - Partnership with LVee & Spacebound Ent
		Artists under mgmt at the time: JAYBEE & NGHLEGE and Surprise Dance Group	Montclair Mall 26 June 2015 Remarks: "every store at the centre was full that; such an entertaining fun day"	- Clothing shop launch organised by the company - Featured local clothing brands; modeling; live performances
		NA&TY C / ERICK RUSH / BREEZE PALMTREE PARADISE <small>(artist under mgmt at the time)</small> YBK / ANDY TYLO / TEABAG FUNKYSOUL / +	Club Kulture 16 July 2015 Remarks: "this was the biggest crowd the club has ever received"	- Conceptual event: was based creating a platform for upcoming artists and brands at the time - The event was branded and supported by Jagermeister SA
		DOOWAP / LE SOUL / AEWON MASHAYABHUQE KAMAMBA / GEMINI MAJOR / RICO / PALMTREE PARADISE GOLDEN BLACK / TEABAG WOBBLY / FUNKYSOUL +	Rivertown, 8 Morrison Street 20 February 2016 Remarks: "exceptional performances; a beautifully curated event"	- Conceptual event: 90's Block Party (2014) rebranded. - Public sponsors and branding: Jagermeister and Monster Energy Drink - Private sponsors: Philip Ngcemu & Thola Hlongwa
COMPANY ACTIVATIONS AND CONTRACTS				
		Organised by Funkysoul & team MERLON / BENNY MAVERICK UNPLUGGED / CHYNAMAN JAYBEE & NHLEGE	The Society DBN (Now: AZAR) October 2015	- Funkysoul's Birthday Celebration - company assisted with PR + artist bookings
		Organised by IMPI CONCERTS International and local performances Mural artists: Kev 7 <small>(our then 1/3 company directors)</small>	Underberg, Splashyfen Farm 2017-2020	- 5th art contract awarded to former company director KEV 7 to do all the sponsor and main acts murals before and during the festival - DJ's, Rude Boyz previously under our mgmt performed at Splashyfen 2017 - Dean was the DANCE Stage Assistant at Splashyfen 2017 assisting George from Uber Cool Events with general logistics - Dean has also been one of the faces of Splashyfen's website since 2018.
		Organised by DAF Music & Trace Urban NA&TY C / BEATENBERG RUDE BOYZ / ANDY TYLO	Wave House 2 September 2017	- Company assisted with PR + artist bookings - Managed a full marketing activation (pop up) with company banners, pamphlets, artist CDs and merch, live art and photography section, + Tinz Clothing pop up stall - Also launched a campaign during the festival and awarded the winners of the competition - DJ's, Rude Boyz previously under our mgmt performed at the event

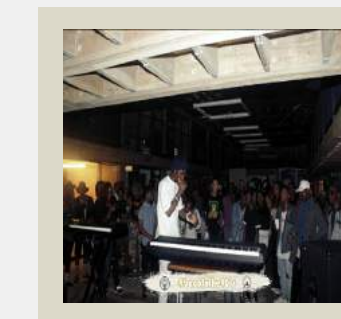
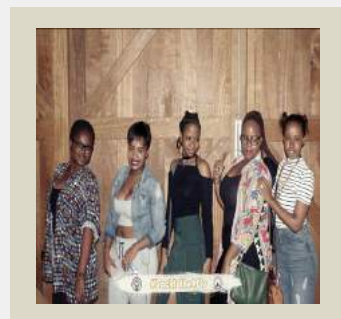
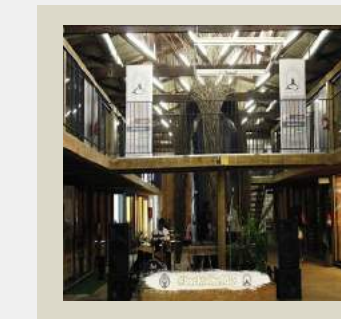
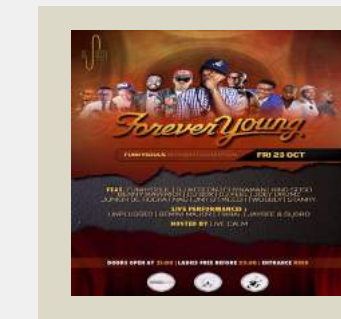
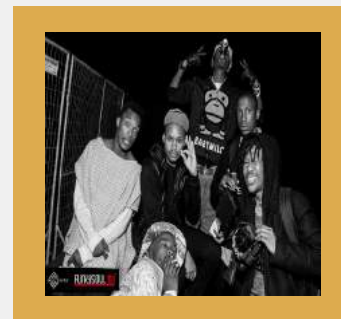
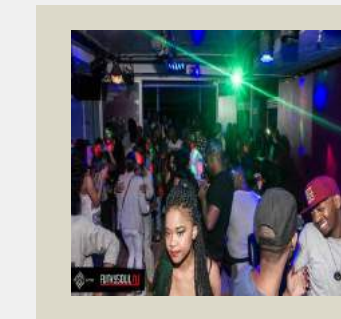


Our Values

- DEDICATION
- INTEGRITY
- AMBITION
- CONSISTENCY
- LOYALTY



Events Exhibition



/// Other creative services: **PHOTOGRAPHY** and **GRAPHIC DESIGN**

The organization has a dedicated creative team that manages all photography work and inquiries. Finally this year, we have teamed with the Nanuja company to ensure our clients and associates receive the best photobooks and albums in town.

PHOTOGRAPHY CATEGORIES

- Fashion photography
- Vehicle photography
- Family photography
- Wedding/Event photography
- Studio/Outdoor photography
- Conceptual photography



Photography references

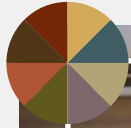
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|---|
| Producers; Artists; DJs: Tweezy; Rude Boyz; DJ Le Soul; + |
| KIA Motors Umhlanga |
| BMW SMG Umhlanga via DJ Le Soul |
| Nando's Drive Thru Richards Bay Activation 2017 |
| Nando's Pinetown Grillers Challenge Activation 2017 |
| Nando's 320 Building Activation 2017 |
| Red Bull Corner 2 Corner (Rude Boyz Actiavtion) 2017 |
| Durban High School Drama; Sports; Functions 2017 |
| + Many more clients work |

With years worth of experience in the field, our **GRAPHIC DESIGN** team is led by **Lungelo 'Thisls Lungstar' Myeza**, one of our creative directors. In a nutshell, our graphics team can basically cater for all your graphic design needs such as: **logos and corporate identity; infographics such as banners, posters, billboards, business cards, pamphlets, +**

Unless otherwise stated, our work with clients is always a collaborative effort. Over the years, we have managed to work with various corporates, government departments, artists and other local creatives and professionals.

The **ART** service before 2021 was fully taken care of by **Kevin 'Kev 7' Ngwenya** who covered: **live art; advertising and creative solutions; decorative murals; + more**. Kevin now operates independently and the service has now been reduced to the sale of creative canvases designed and developed internally by our Graphic Designers.





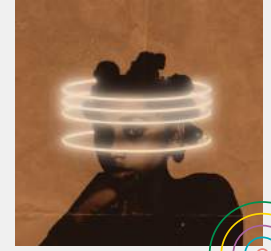
graphics gallery



ARTCHILD & 031 MOVEMENT
Dancing during Rude Boyz x Red Bull
Corner2Corner activation at UKZN



PAPA GROOVY, ANDILE T and DEAN
During Rude Boyz x Red Bull
Corner2Corner activation at UKZN



Creating awareness is one of our strongest point and here we focus on developing businesses, brands and products, property, influencers as well as artists. Other services falling under our media management service include:
Marketing and Booking Agency



MARKETING



BOOKING AGENCY

Our marketing team focuses on both on-field (direct) marketing and digital (online) marketing. We engage in various initiatives and utilize unique methods on the field and online. A few on-field activities include: creative advertising and solutions; public mall, traffic-robot, and college activations; distribution of branding; + Online, we make use of different tools to target audiences such as sponsored adverts, google adverts, SMS portals, mailing lists, promoters, blogs, our website and other online marketing platforms. Depending on the client, we can also go to the extent of publications such as radio, TV and various print media platforms.

The table located in the centre of the page highlights the list of artists we have worked with previously either through artist management or booking agency. Through genuine teamwork, the assistance of close associates and with the help of the artists themselves, they have shared stages with exceptional performers and DJs such as MONIQUE BIRGHAM, JOEY BADA\$\$, AKA, FEEL, MAGGZ, KWESTA, +

DJ LESOUL (16'- 18')	PALMTREE PARADISE (15'- 16')
NELZ (18' - 19')	RUDE BOYZ (17'- 18')
ARTCHILD (18')	VINCI (19' - 21')
CHRISOUL INACTIVE (19' - 21')	MS. ANDII (19' - 21')

On the 2nd of May 2016, we were the company responsible for handling the debut music release of hip-hop group 'Palmtree Paradise' titled Unbelievable via ETV Morning Sunrise Show. Not so long after the songs release, it was well received by radio stations and was successfully playlisted on various stations including: YFM, TransAfrica Radio, Gagasi FM, Metro FM and many other local stations.

In 2017, we assisted Aljazeera English TV in covering a very interesting documentary on Gqom music and Gqom pioneers, Rude Boyz.

Around mid 2018, the team assisted close associate Bjoern from WOZ Die Wochenzeitung (a Swiss German-language weekly Newspaper) documented a very informative article that covers various insights and provides a wide overview of Gqom, culture and Durban's dance scene and puts you in the front seat of Bjørn's experience while here in South Africa that year. The article also touches on a conversation he had with the Queen DJ LeSoul.

PREVIOUSLY, this service included artist management and digital distribution. Today, the scope of the service is much broader and we have fully replaced artist management with Booking Agency. The service has assisted us in developing our business model to a more flexible and interactive one, granting us access to work in different industries without stepping on the toes of laws, regulations and policies.

The booking agent service operates in a way that is not limited to assisting artists solely, but also covers a wide range of professionals such as: photographers, video directors, stylists, graphic designers, shuttle owners, property owners, dancers, DJs, + We are your 'go to negotiators' when you are in need of the above mentioned professionals or services executed by the above mentioned professionals.

Our website service operates as an independent entity. The department is administered by Nduduzo 'Aceburg' Ngcemu with his ACBG team which forms part of the organisation. We offer: Domain Registrations, Hosting, Maintainance, SEO, google adverts, plus much more.



Annually, we make it our duty to contribute whatever we can towards the community by engaging in charity activities.

In 2016, we took part in organizing and hosting KIA MOTOR'S UMHLANGA x LE SOUL Drive Hope where we visited a disadvantaged special school in Umlazi.



We educated the kids and also gave out donations in the form of food and toys.

Since then, we have been donating clothes and groceries to the Durban & Coastal Mental Health centre in Umlazi every year and we

Appreciation Certificates as a form of recognizing our efforts. As we grow as an organisation, we hope to achieve all of our set goals in order to be able to do more for the community.

The Livecalm Lifestyle appreciates and supports all local talent by offering FREE guidance and advisory assistance to the creative community.



COMPANY VALUES & SIGNIFICANCE

- DEDICATION
- INTEGRITY
- AMBITION
- CONSISTENCY
- LOYALTY



These concepts have guided the company from the get-go. They have contributed significantly in our growth over the years and have assisted us in producing exceptional work.

Another reason why we respect these values is due to the fact that they have been responsible in our ability to always meet exceed expectations set by our clients, investors and partners.

HERE IS A SHORT LIST OF EVENTS AND FESTIVALS artists and DJs under our agency have performed at:

- SPLASHYFEN FESTIVAL 2017 (Underberg)
- GOOD SUNDAE 2016-2017 (Durban)
- MIELIEPOP FESTIVAL 2017 (Mpumelelo)
- ROCKING THE DAISES 2017 (Cape Town)
- LOVE&GQOM 2017 (DURBAN)
- OPTIONSTHURSDAYS 2016-2018 (DURBAN)



A few crucial amendments have been made to our services and service rates directed at benefiting our clients and associates financially.

Our website in 2020 underwent a few changes which enabled it to be more user-friendly and advance as possible. The latest



2023 is here and we have implemented positive changes in our communication platforms.

We have made it Accessible for you to reach us Wherever you are in the world without any hassle. Our business hours are still the same:



STAY IN TOUCH through our website and social media platforms.

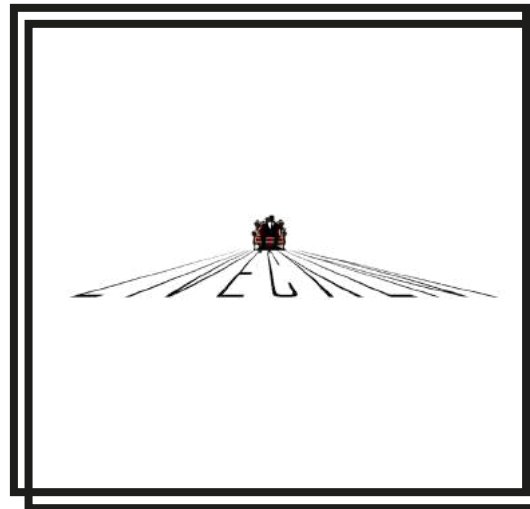


This year finally, some of our visual and graphic content secured over the years will be made available at our live exhibitions and at our new open plan studio set to launch mid-year.

Hold on tight, P.P.E initiative is taking over by storm!



CLASSIC LOGO (inside box)



MERCH/GEAR LOGO (inside box)



OFFICIAL LOGO (inside box)

announcements on company projects and booking agent signee interactions are also shared on our digital platform.



7:30am - 6pm,
Monday - Saturday.
Emails and DMs
are welcome
on Sunday.



Be sure to get your tickets to #Splashyfen2024





CONTACT US

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SOUNDCLOUD: The Livecalm Lifestyle

New offices opening soon . . .

