



FOR IMMEDIATE RELEASE

BASA's Conduct the Orchestra – a highlight at the 2019 JIMF

Business and Arts South Africa NPC (BASA) once again brings Conduct the Orchestra to the jam packed 2019 Johannesburg International Mozart Festival (JIMF).

This charitable event, taking place at the Space Frame Theatre, Linder Auditorium Complex, on Friday 1 February 2019 at 2pm, is open to the public with seats secured via a donation to this year's beneficiary, the Johannesburg Youth Orchestra.

Conduct the Orchestra will see senior managers (some from BASA's member businesses, as well as BASA's incoming CEO) join renowned conductor Richard Cock for a unique experience featuring the Johannesburg Festival Orchestra – one of the most versatile and acclaimed orchestras in the country.

Cock brings vast experience as a musician and a conductor, and will give pointers and basic instruction on the art of conducting, before handing over the baton to five senior managers to try their hand at conducting the Johannesburg Festival Orchestra: Ashraf Johaardien (incoming BASA CEO, currently Executive Producer, National Arts Festival), Azania Mosaka (Entrepreneur, Miss Salon London boutique grooming salon, and 702 presenter), Michelle Green-Thomson (Strategic Market Customer Relations Officer – Government, SA Airlink), Nomfundo Makaya (Head: RMB Human Capital), and Teddy Daka (Group CEO, Etion Limited).

These novice conductors will not only entertain but also give (and gain) insight into the similarities between conducting an orchestra and running a business at senior level.

Celebrating 10 years in the entertainment calendar, the JIMF (presented by Apollo Music Trust and Richard Cock Music Enterprises) has grown into a force to be reckoned with. The festival began as a small selection of concerts, over just one weekend with programmes catered for different audiences, and now boasts nearly 20 events spread over 10 days. More details about all festival programmes, as well as venues and booking information, can be found on the JIMF website: www.join-mozart-festival.org

To book your spot for BASA's Conduct the Orchestra, email rsvp@basa.co.za

Event details:

Date: Friday, February 1st 2019

Time: 2pm – 5pm

Venue: Space Frame Theatre, Linder Auditorium Complex, Wits Education Campus, Parktown (entrance in St Andrews Road)

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Ms. Michelle Constant • Mr. Mandla Langa • Mr. Hilton Lawler • Mr. Andre Le Roux • Ms. Khanyi Mamba • Ms. Dorothea Moors
• Mr. Carel Nolte • Dr. Yacoob Abba Omar • Ms. Charmaine Soobramoney (Chairperson) • Ms. Mandie van der Spuy (Deputy Chairperson)
• Ms. Gail Walters • Ms. Mirna Wessels • Ms. Zingisa Motloba

Chief Executive Officer: Michelle Constant

Company Registration 1997/001920/08



About BASA:

Business and Arts South Africa NPC (BASA) is an internationally recognised South African development agency with a suite of integrated programmes implemented nationally and internationally. BASA encourages mutually beneficial partnerships between business and the arts, securing the future development of the arts sector in South Africa and contributing to corporate success through Shared Value. BASA was founded in 1997 as a joint initiative of the Department of Arts and Culture and the business sector as a public/private partnership. For more information on BASA, contact us on 011 447 2295 or visit our website: www.basa.co.za

About JIMF:

The Johannesburg International Mozart Festival (JIMF) is an annual collaborative festival, held in January, which encourages the promotion of classical music in Johannesburg, as well as the greater Gauteng surrounds. The festival hosts events of many different types including orchestral concerts, interdisciplinary collaborations and educational initiatives, which include both local and international artists. The inaugural festival was held in 2006 to celebrate the 250th birthday of WA Mozart. The Johannesburg International Mozart Festival commemorates the 262nd birthday of the great composer in eight Johannesburg venues. For more information on JIMF, contact us on 011 447 9264 or visit our website: www.join-mozart-festival.org

About RCME:

Richard Cock Music Enterprises is the company through which Richard Cock, South Africa's own 'Mr. Classical Music', runs his entrepreneurial activities. These range from conducting to motivational talks, relating business to the arts, and more. He is equally happy working with leading international soloists and introducing young children to the joys of classical music through various educational initiatives. His activities take him to all corners of South Africa, working with both amateurs and professionals. For more information on Richard's activities, contact his office on 011 447 9264 or visit his website: www.richardcock.co.za

About Apollo Music Trust:

The Apollo Music Trust was founded in 1981 by Richard Cock and Nick Lewis as a platform for South African performers and as a vehicle to provide financial aid to students pursuing tertiary level music studies. There have been dozens of beneficiaries, many of whom have gone on to extremely successful performing or teaching careers. Other important aspects of the Trust's work are educational concerts and the Sundown at Northwards Concert Series, which aims to provide local musicians with a platform for performance. For more information on the trust and its activities, visit: www.richardcock.co.za/apollo-music-trust

Media Queries:

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