

Hello Platform ZA!



Black Cat Bones on Stroom

Synonymous for working together as technical director and supplier on popular art and music festivals across South Africa like Innibos, Klein Karoo Nasionale Kunstefees (KKNK) and Aarkloop, Pieter Jan-Kapp (Kappie) from PJK Management and Christiaan Ballot of technical supplier Blond Productions took the road less travelled over the Covid-19 lockdown and established their very own television show, as only they could. It is a great pleasure to introduce Platform ZA which goes live this Friday, 25 September at 1 pm!

PLATFORM



Platform ZA, a digital pay-per-view channel, has opened doors and created work for over two hundred people, ranging from actors and musicians, cameramen and technical crew. The talented Kappie and Christiaan did not only create Platform ZA, but even the content thereof such as Stroom, a music programme featuring some of South Africa's finest artists, cooking and lifestyle programmes, a fishing show and quite spectacularly, wrote, directed and filmed sitcoms and comedy shows.

While 2020 turned out to be anything but what people initially expected when welcoming in the new year with firecrackers and popping champagne corks, it certainly taught the world how to be creative. You were either going to sink or swim, and finding themselves in an uncomfortable position, Christiaan and Kappie made a decision to rise to the occasion. In normal circumstances, they may have been more hesitant to try something so daring, but in Covid-19, they had nothing to lose.



Donavon Bourne on the Stroom platform.

Very soon, like-minded players within the live events industry, facing the same dilemma, jumped in to be part of the project. Together they have produced content for well over 2 000 minutes, and with the quality of the shows and the interest they are bound to receive, it's very likely that Platform ZA will reach a new audience and continue even once the world returns to normal. Filming took place at the Blond warehouse in Midrand as well as shooting at various locations. The end result sees a fine-tuned product, with a mention to professional gear, Robe lighting and control on a grandMA.



"We are absolutely delighted that the content is proudly South African, even though we have received assistance from a financial investor all the way from Australia" agree Christiaan. "It is such a privilege to have a

showcase that can be viewed accross the world featuring the wonderful talent we as a country have to offer from factors, artists, musicians and our talented technical cre . We are also very proud of the end-product quality, which really is worldclass.”.



Wits Trio

Drawing in a wide variety of people from within the live events industry, made this a personal and inspirational project for Kappie to work on. “Platform ZA will offer diverse content to a diverse audience, and it has been an honour to work with every single individual who have wroked toether to make the magic happen,” Kappie commented.



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