

Kara all the way for Blackmotion Production



Blackmotion's Lawrence Sefojane, Lebogang Phahlamohlaka, Kagiso Moima Wa Masimini and Sipho Nkosi.

For the past 14 years, Blackmotion Productions, a 100% black owned company, has provided technical solutions to live events ranging from concerts, theatre attractions, and television studio work to smaller gatherings like birthdays, bar mitzvahs and weddings. With a mission statement to pursue excellence, the company has taken their service offering a step further by investing in a brand-new L-Acoustics Kara modular line source array system, which has already been put to the test.

The Kara system was used by Blackmotion Production in the Nelson Mandela Foundation's event, 'Is'thunzi Sabafazi'-translated to "Dignity of a Woman"- hosted at the University of Johannesburg's Soweto campus. The event celebrated women and spoke out against the systemic injustices that many women face. The event had key speeches by several extraordinary women, including Oprah Winfrey.



'Is'thunzi Sabafazi'-translated to "Dignity of a Woman" (Photo credit: Distilled Photography.)



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The system didn't rest as it was used again at the Nelson Mandela Tribute to honour the former president and his legacy, five years after his passing. The event was headlined by the internationally acclaimed author and activist Chimamanda Adichie Ngozi. Everyone attending clung onto her passionate delivery, word for word. The emphasis on vocal clarity was clearly a priority, and the Kara delivered in bounds.

The Kara also proved to be spectacular at a festival in Limpopo, the Florence Palms Beach Party, where the audience was close to 20 000 people, and were also used in the corporate environment for the Nedbank Retail Leadership Conference event hosted at MAD GIANT at 1 Fox.

Kagiso Moima Wa Masimini, President and founder of Blackmotion Production, fondly recalls his days as a student at the Tshwane University of Technology. "Interestingly, I wanted to be a sound guy, but lighting always underpinned my interest in the industry. I've bought different audio brands over the years, but I now realize that I've shot myself in the foot by not investing in a proper audio system from the word go."



Distilled Photography



Distilled Photography

Of course, it takes a while for an up-and-coming company to make a calculated investment into professional gear, and it's with great excitement that Kagiso now has 18 Kara and 12 SB18 subwoofers, purchased from DWR Distribution, Certified Provider Distributor for L-Acoustics in South Africa.

"This is a definite leap of faith right here, and a huge jump from what we have been doing!" said Kagiso. "It places us on a new playing field. There is a network of five technical suppliers who I've been talking to already, all of whom are passionate users. This has been a long time coming and proves the fact that hard work, consistency and continuously investing in the business can reap results. Most importantly, it's about having great relationships with suppliers. I am very grateful that there is a great affinity between DWR and Blackmotion."

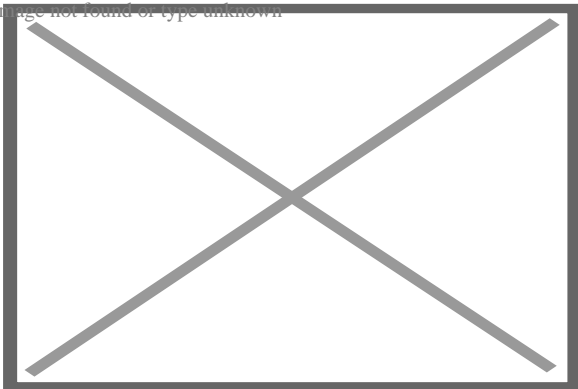


Kagiso Moima Wa Masimini

Having used the Kara, Kagiso says, “The system is beyond amazing, its ability to throw the distance and keep the audio clarity. For me the system’s precision, articulation and clarity are reassuringly too Dope!”

For the team at DWR, it has been phenomenal to watch Blackmotion Production continually deliver excellent service over the years. “The Kara, a well-balanced box capable of doing both large and small events, is perfectly suited for Kagiso’s current market and for Blackmotion Production’s continuous growth,” said Jaco Beukes of DWR. “L-Acoustics is a world-class product, and a good financial decision. We can’t wait to see what the future holds for this vibrant and dynamic company!”

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About Kara

The Kara modular line source delivers ultimate flexibility to any sound design, with its optional low frequency extension. This active, two-way compact enclosure boasts exceptional throw as well as smooth and wide horizontal directivity

Deployed alone, Kara is ideal for enhanced speech and vocal programs. With the SB18 subwoofer, Kara delivers a full range performance, capable of reproducing high impact low frequency for the most energetic music concerts.

An install version with streamlined rigging and a custom color palette allows Kara to adapt to any install which calls for architectural discretion.

