

Vega Johannesburg launches TEDx

The Johannesburg campus of Vega School of Brand leadership hosted its inaugural TEDx evening, TEDxVega 2015, to an audience of industry influencers, students, parents and the public on 1 October 2015.



Third year Vega student and event organiser, Devon Solomon, says the theme for the 2015 event, *Rethink/ Unlearn*, conceptualised by fellow student and organiser Terri Cameron, made the most sense for them and aligned well to their curriculum, which challenges them to push boundaries with creative and innovative ideas.

"Einstein said, 'we cannot solve our problems with the same thinking that created them'. Our theme was aimed at challenging the ways we perceive and interact with the world around us. Companies and individuals across the globe are abandoning the ways of old and seeking to generate disruptive change; revolutionising how we work, play and even fall in love".

Speakers

First was award-winning record producer, DJ and entrepreneur, Black Coffee, who recently received two awards at the Ibiza Festival. He spoke about how his success was built solely by seeking the road less taken and turning challenges into opportunities. Samkelo Radebe spoke about how the body always follows the mind and how practicing this in his day-to-day life enabled him to climb Mount Kilimanjaro and go on to win numerous awards both here at home and abroad as a Paralympic sprint runner and high jumper - this besides having his hands amputated at a young age. Award-winning journalist and author, Gia Nicholadis, reminded the audience that it was only by embracing change that they could achieve greatness; while Vega co-founder, Gordon Cook, said that when we start to see each other as one as a human race, then can we let go of the things that hold us back, such as prejudice.

Other speakers included the chief economist, Dawie Roodt, Kelsang Mila, a Buddhist nun, author Lebogang Matseke and director and writer Hannecke Schutte.

The TEDx programme is designed to help communities, organisations and individuals to spark conversation and connection through local TED-like experiences, where presenters spark deep conversation and connections at the local level. TEDx events are planned and coordinated independently, under a free license granted by TED. TEDxVega is set to become an annual feature on the school's calendar.

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