

Sonar to come to Cape Town in 2014

Sonar, Barcelona's International Festival of Advanced Music and New Media Art, hailing from Barcelona and celebrating its 21st year, is a pioneering advanced music and new media festival with unique content and a format that combines the best local and international electronic music acts with interactive technology exhibits and new media showcases.



Sonar has been constantly on the pulse of the current electronic music landscape and delivers experimentations with music's newest trends, presenting fused collaborations between established artists and emerging talent.

Since 2002, Sonar has hosted more than 50 festivals in all corners of the globe, all imbued with the festival's philosophy of physical spaces and unique environments hosting a balanced mix of the best talent from the international and local music scene.

The award-winning agency, Seed Experiences, will bring Sonar to South Africa on an annual basis, with the inaugural event scheduled for 16 December, 2014, at the Good Hope Centre, Cape Town.

The natural city of choice

Cape Town's recent accolade of World Design Capital 2014 makes it the natural city of choice for Sonar's South African stop and, along with Barcelona, Tokyo, Reykjavik and Mexico, will make up the quintuplet of cities to host Sonar in 2014. Cape Town's instalment will comprise an explosive mix of South Africa's top electronic acts, headlined by one or two of the biggest international names.

Ventura Barba, COO of Advanced Music, the company behind Sonar, commented: "Now part of Sonar, Cape Town joins a global music network, cementing its place in Electronic Music Culture (EMC). One of Sonar's philosophies is to discover talent in new markets and give the artist or DJ the opportunity to perform at one of the global Sonar events. We're looking forward to scouting South Africa's acts and giving fresh talent the opportunity to perform at Sonar around the world."

Brian Little, MD of Seed Experiences, explained the process behind the launch: "In order to ensure that the tour stays true to the essence of the Sonar brand, the entire Seed Experiences team travelled to Barcelona this June to gain insight into the event's roll-out. We met with the production, marketing, sponsorship and artist liaison teams in order to launch a South

African instalment that mirrors the international brand, while ensuring its relevance within the local context."

Staying true to the design theme, Sonar Cape Town will take place at the Good Hope Centre, breathing life into the uniquely designed 1970s' iconic architectural landmark and injecting it with a "cultural twist".

Tickets go on sale in the new year at [Webtickets](#).

Sonar Cape Town website: www.sonarcapetown.com/en/2014

For more, visit: <https://www.bizcommunity.com>