10 TECHNOLOGY
CHANGING THE WAY WE CONSUME CULTURE
Pioneering African Solutions

THE INVISIBLE BORDERS TRANS-AFRICAN ROAD TRIP

The Invisible Borders Trans-African Road Trip annually assembles up to 10 African artists from different countries in Africa to embark on a road trip across the African continent with aims to animate discourses on borders and Trans-African exchange. During the road trip, artists make valuable encounters and interactions while reflecting on the eventualities of the road trip. They conduct art workshops and presentations in art centers as well as create works inspired by the many experiences — in the form of photography, writing, video, performances and graffiti. These works are shared with the general public in real time through social media platforms but most significantly on the official blog of the Road Trip project. So far there have been four editions of the road trip and the group is currently on the 5th edition which is also the first transcontinental road trip. This year's trip takes 9 artists from Nigeria, South Africa, Kenya, Eritrea and Egypt from Lagos to Sarajevo, traversing over 20 countries in 151 days. In this light, the sharing of works through social media has evolved to include a web app for mobile phones and tablets, available for Android and iOS. Through the app, called 'The Road Trip', users can follow the road trip on a daily basis and also the 9 artists individually. The app is designed to function in such a way as to accommodate daily entries from the 9 artists in different categories of their activities, creating an archive of the evolution of the journey from day 1 to day 151. In order to retain the performative nature of the project, the app acts as a platform that articulates the processes and mechanisms that becomes the road trip.
Download here: www.app.invisible-borders.com

BOZZA

Africa is undergoing a seismic shift in content creation, demonstrated by an insatiable hunger for content and a need for people to engage, interact and express themselves. Add to this the impact of mobile technology on the continent, and the exciting opportunities become clear, both within the effective distribution of authentic, relevant content and also exploring associated revenue streams. However, due to limited resources and access to finance, up until now a large pool of creative entrepreneurs and their communities remain excluded from participating and benefiting from the global creative economy. Creative entrepreneurs such as musicians, poets, photographers and filmmakers ultimately want to get their digital products to their fans and also convert likes, shares and views into tangible outcomes. This is where Bozza offers a pioneering solution for the creative and also the community. Already established as a trusted, transparent platform where creatives maintain their intellectual property and creative integrity, Bozza is the innovative plug and play solution for every emerging and established African creative entrepreneur. By effecting distribution and thereby enabling Pan-African communities to experience and support their favourite creatives across music, poetry, photography or film – Bozza seeks to unlock Africa's creative currency.
Download here: www.bozza.mobi

21 ICONS

The 21 Icons App was launched at the MOAD exhibition of the '21 Icons' portraits. Visitors to the exhibition were treated to an audio-visual, interactive walk-through that showcased the original portraits and accompanying short films. In addition to the tactile experience visitors had access to the 21 Icons smartphone Augmented Reality (AR) app that acted as a personal exhibition guide to the project's suite of audio-visual assets. On entering the Museum, visitors were notified of the app and offered Wi-Fi access in order to download the app for free. Users simply held their smartphone up to the image of the icon which triggered an animated title to appear, identifying the icon and prompts to further engage with the content. The app is not exclusive to the exhibition and users are encouraged to enjoy the content in any location. Users have the option to scroll through an image gallery to activate and engage with content. A menu offers a view the portrait, short film, behind-the-scenes stills and a read of a short profile or essay on the icon. Built-in share functionality allows the user to pass all of these assets on to others via social media.
Download from the Apple iTunes App Store.

FORMULA D INTERACTIVE

Local interactive technology design expert Formula D interactive has worked with local museums in Southern Africa to upgrade their exhibitions by introducing various advanced technological elements to transform the museum goers' experience.
According to their Chief Executive Officer Michael Wolf, storytelling in South African museums is undergoing enormous change thanks to the advances in computers, electronics and information technology.
"Museums play an important part in telling the history of a nation and are a crucial component of any educational system," said Wolf.
"We apply creative design solutions through interactive technologies in order to make education and knowledge communication effective, engaging, adaptable and accessible to all."
Thus far, Formula D has already developed partnerships with the Johannesburg Holocaust and Genocide Centre, Stellenbosch Museum, Morreesburg Wheat Museum and The Thaba Bosiu Cultural Village in Lesotho, the national heritage site that marks the beginnings of the Basotho nation.
"A really exciting potential of technology is that we can now allow visitors to museums to contribute to exhibitions." said Mr Wolf. "Museum visitors have often themselves witnessed important historic events, for example, they may have experienced apartheid and the liberation struggle. Interactive technology enables us to record this crucial oral history at the museum."
**www.formula-d.com**

CREATIVE CAPE TOWN

Creative Cape Town is out to map the city's creativity with a free-to-download app. Designed to facilitate a connected environment within Cape Town's creative industries, the Creative Cape Town app aims to link local creative practitioners, service providers, events and prospective clients. Users are able to search for creative businesses, suppliers and learning centers (by list or geographically) with an easily navigable directory. It also features the option to scout for talent, jobs and collaborative opportunities; additionally registered app users can showcase their work by uploading it to their very own mini-portfolio. Debuting as the first-ever dedicated mobile events portal for the local creative sector, the app includes an events feed with map integration featuring creative and cultural activities. Added functionality incorporates the option for users to add events directly to their own personal mobile device calendar. The #CCTapp was developed in partnership with local agency Domino Digital in response to an increased need for a centralised resource hub specific to the creative industries. It is currently available for iOS with an Android released planned in the next few months.
Download from the Apple iTunes App Store.
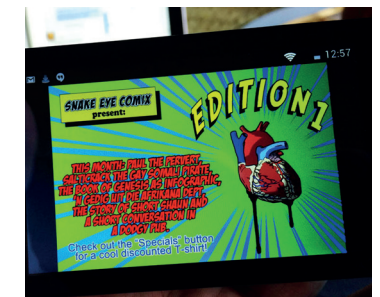
SNAKE EYE COMIX

Snake Eye Comix is the first locally developed Comics Reader app, dedicated to promoting South African comic art and artists. The biggest problem facing the local comics scene is the high cost of printing and distribution. Snake Eye Comix offers artists a digital platform to publish their comics free of charge, and remuneration through downloads of their work. It also offers a worldwide audience the opportunity to download South African comics and read them on their phone anywhere, anytime. Current contributing artists to the first two anthology editions include the likes of Johan Jack Smith (Die Avonture van Malboer), writer/illustrator team George Rudman and Ben G Geldenhuys (Final Judgement) and Slang. The first complete stand-alone comic to be published on the app is 'Ma: The Tree of Life' based on one of humanity's oldest creation myths. Writing and lettering was done by Mark McKeown and illustration by Andre Human. Current content ranges from free to ZAR29, 99.
Download for Android only from the Google Play App Store.