



FOREWORD

MINISTER OF ARTS AND CULTURE, MS LULU XINGWANA

At last, the FIFA 2010 World Cup™ is here. South Africa's six long and busy years of preparation are finally coming to fruition. We have no doubt that South Africa and Africa are ready to offer the world an unforgettable occasion, creating festive hubs to which fans can flock to share their appreciation of the beautiful game and to experience African arts and culture.

With this in mind, we are working hard to ensure that visitors will be able to experience the talents of our artists – the unique and memorable sounds of our music, the sheer vibrancy of African dance and theatre, the visual splendour of our fine art and the vast natural beauty of our varied landscapes.

We have created spaces where audiences can interact and exchange ideas. For example, the African Experience Soccer Lounge in Johannesburg offers an alternative for fans that do not wish to participate directly at any stadium activity but instead opt to enjoy the games in a homely atmosphere. It is an authentically African-themed sports leisure lounge conceptualised by world acclaimed musician and activist Letta Mbulu. The space will blend eclectic African art



and design with rich music and dance that is the heartbeat of African Culture.

FIFA launched the concept of official viewing sites under the name Fan Fest in Germany 2006. As South Africa is fortunate to have a very large international presence through the many international embassies, our metros and seven other international venues will host Fan Fests providing fans with an array of entertainment and leisure while they watch the matches on giant screens.

The Department of Arts and Culture will install two Public Viewing Areas (PVAs) in rural and far-flung areas of the country, as well as contributing to the cultural programmes of ten others around South Africa to ensure that all of our citizens can participate in this once-in-a-lifetime World Cup™ Tournament.

As you will soon see from the contents of this guide, there is much more on offer than football. Our institutions, galleries, theatres and heritage sites have a great deal to offer. We are truly geared up to put the wonderfully diverse historical and cultural fabric of our country on full display.

I am pleased that the South African public have demonstrated their national pride by displaying the South African flag in every possible space they can find and have rallied behind the national team.

Special thanks go to the 2010 Arts and Culture Task Team who provided valuable services in preparation for the Final Draw event held in Cape Town in December last year and in assisting with work on the 2010 FIFA World Cup Arts and Culture Programme.

The 2010 Office at the Department of Arts and Culture faced many challenges, but thanks to the capable team led by the 2010 Project Manager, we have made strides in preparing an exciting programme that will appeal to all our visitors, our youth and people across the length and breadth of the sub-continent.

On behalf of South Africa and the continent, I welcome you and hope you will enjoy all that we have to offer.

