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PLATINUM PR SCORES WITH 2010 WORLD CUP™

Friday, April 9, 2010

Platinum Public Relations has won the only two art related projects endorsed by FIFA, a first ever in FIFA's 80 year history. The clients, namely, The 2010 Fine Art collection and The SPace - Artists of Africa have added a new dimension to the World Cup™ and continues to draw all eyes on Africa.

The Artists of Africa is the first contract that was awarded to Platinum Public Relations, in conjunction with the FIFA 2010 World Cup™. Platinum facilitated the launch of the Artists of Africa at Museum Africa in September last year. The curatorial concept was unveiled at an exclusive media breakfast held at the Westcliffe hotel on Wednesday, March 17, 2010.

The SPace: Currencies in Contemporary African Art will be held at Museum Africa, Johannesburg from Tuesday, May 11, 2010 to Sunday, July 11, 2010 and is an official 2010 FIFA World Cup™ Host City Johannesburg Event.

"The focus of the Artists of Africa-SPace exhibition is unique in its aim to showcase Artists from across the continent. This non-commercial exhibition will enhance the artistic backdrop in Africa and create a platform for contemporary dialogue," said Nevasha Naidoo, Director of Platinum Public Relations.

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The second project is the 2010 Fine Art Collection which saw the unveiling of Keith Calder's epic sculpture entitled "Penalty." Platinum Public Relations was able to draw a variety of broadcast and print media to witness the unveiling of this national treasure which will be displayed at the Nelson Mandela Square for the duration of the 2010 FIFA World Cup™.

"Winning these two art projects has diversified our organisations clientele and has given us the opportunity to highlight Africa as the first African country to host the FIFA World Cup™. Platinum Public Relations is a proud supporter of the milestone and we are all geared up for 'kick off' come June 2010," concludes Naidoo.

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For media queries contact:

Bianca Brimiah/ Adelaide Ncube

Tel: (011) 706-1160 / (011) 463-8190

Cell: 084-622-4447 or 072-184-5306

E-mail: bianca@platinumpr.co.za / adele@platinumpr.co.za