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## **PLATINUM PUBLIC RELATIONS LAUNCHES 2010 ART EXHIBITION**

Wed, September 16, 2009

Platinum Public Relations has been appointed to publicise the media launch of the prestigious “Artists of Africa” Pan African 2010 exhibition. Government officials, artists, curators, the media, captains of industry, stakeholders and supporters of the African contemporary arts industry will be hosted by The City of Johannesburg at the Joburg Theatre today (September 16, 2009) to launch *The Artists of Africa Exhibition*.

This important Pan African Exhibition has been recognised as an official 2010 FIFA World Cup™ Host City of Johannesburg Event.

Platinum Public Relations is geared to be part of the event which will set the stage for the media and VIP launch tonight. This event will launch the year long tour around Africa in which a team of handpicked curators will gather talent. This tour will culminate at a grand exhibition on May 11, 2010.

Director of Platinum Public Relations, Nevasha Naidoo says, “We are proud to be a part of the 2010 hype and promote arts and culture in South Africa. With the support from the media as well as the public we believe this event can be a huge success.

Acclaimed curators, writers and artists from the continent will collaborate at “The Artists of Africa” exhibition to showcase a unified, dignified and above all extremely talented Africa to the world. In addition, at the launch on 16 September 2009, the curatorial team and some of the participating artists will be in attendance to unveil the exciting curatorial concept and vision.

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The exhibition will be open to the public at Museum Africa from 11 May to 11 July, 2010 and is expected to attract large crowds of art lovers, collectors, tourists, the media and students.

The “Artists of Africa” will not only benefit the industry and our artists directly during the period of the tournament but profiling our industry to such a large global audience is sure to provide us with benefits way beyond the 2010 FIFA World Cup™.

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**Issued on behalf of Platinum Public Relations**

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