

Pick 'n Pay's Golden Ray Awards



Last year, VVV rang the changes for the prestigious Pick 'n Pay Golden Ray Awards with a three-part experience: from welcoming drinks at the Constitutional Court, in a convoy of taxis to the Johannesburg City Hall for dinner, the awards, and a five-part customised show that covered the city's history in song and dance. Then back into the taxis for deserts, coffee and a party in The Fort on Constitutional Hill.

This year's challenge was to beat that, in Cape Town.

It started, in VVV's trademark style, with a search for an unusual venue that had never been used before. After three days of looking, the team found themselves at the Lourensford Estate in Somerset West, gazing over rows of tech-tech vats in the huge, quadruple-volume winemaking hall.

Three-months later, guests entered the magical, cathedral-like hall which featured over a thousand candles lining three medieval-type banquet tables over 40-meters long. Above them, nestling in a labyrinth of stainless-steel catwalks, the huge wine vats glowed with blue accent lighting.

The dinner, like the venue, was unusual. Fourteen chefs marched in with the food, served dinner-party style in tureens and on platters from which guests helped themselves. The chefs introduced the fare, and the Lourensford winemaker described the wines on offer.

Brief interludes of entertainment came with the courses, appearing on three different stages and in various positions on the catwalks: the five gorgeous girls of Zamar on strings for starters, a powerful drumming quintet punctuated the main course, and a customised operatic rock piece featuring two electric guitars, jazz violin, drum kit, saxophone, and opera singer introduced desert.

At around 10pm, the final surprise was revealed: a cosy, club-like after party venue built beneath the adjoining row of wine vats. Couches and coffee-tables surrounded a dance-floor and DJ, and special coffees, liqueurs, and chocolates were served.

This was without doubt another VWV event which created an experience which the Pick 'n Pay achievers will not easily forget.

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