

Introducing Parkflix, a new drive-in theatre concept to launch in KZN

The organisers of the Splashy Fen Music Festival, Impi Concept Events, are set to reintroduce the South African public to the classic drive-in theatre. In light of the current Covid-19 global pandemic, Parkflix, the modern-day model of the classic drive-in concept, will allow fans to enjoy live music, movies, comedy and more all from the safety of their cars.

“Right now, there is a need for innovative and creative thinking in our industry; and we’ve been working around the clock to create feasible new outlets for fans, artists and workers within the entertainment field,” says Stu Berry of Impi Concept Events. “We are extremely excited to be launching Parkflix, in association with Splashy Fen, and working closely with the government to get the concept up and running as soon as we can.



“As a company, we have worked hard over the years to secure our place as the foremost live outdoor entertainment providers in KZN. This allows us to provide three separate venues to existing and new fans in order to meet everyone’s entertainment needs in the best way we possibly can under the current conditions.”

Three locations in Hillcrest, Durban and Umhlanga have been earmarked for the shows and will ensure that attendees can enjoy different forms of entertainment through the safe and compliant staging of movies, music and other varying productions. The venues will also provide options to church groups and other functions such as educational productions, weddings and even funerals; offering a solution in a period where uncertainty lies ahead on when we will all be able to gather again without social distancing measures.

Depending on the venue, up to 250 vehicles can be accommodated at a time; with attendees arriving in their cars and tuning in via their FM radio sets. The concept ticks all the boxes in terms of safety, as entertainment is displayed on the

large screens, giving attendees no reason to leave the car – other than to visit the bathroom.

“We have already met with the government and are all aligned in terms of this new potential offering. Together we are all very excited to launch this as a concept that meets all of the requirements and regulations pertaining to each of the Lockdown levels being implemented,” says Berry.

“While it’s impossible to set firm launch dates just yet, we are excited to be working closely with government departments to make it happen. We share a common goal of bringing entertainment to the people of Ethekewini as soon as possible.”

Studies have shown that during this time, people are missing that sense of community that they would usually get from social gatherings such as concert and church services. Parkflix will open up the opportunity to create safe spaces, offering attendees a form of community that is very low risk - lower than the risk people are currently taking in going to shop for groceries.

For more, visit: <https://www.bizcommunity.com>