

# 2010 closing ceremony, an African feel

The VWV Consortium produced the closing ceremony for the 2010 FIFA World Cup in South Africa, held before the final match on 11 July 2010. The performance involved approximately 730 cast members and included technology and projection that aimed to create an African feel.



The event began with a countdown as the South African Air Force Gripen Fighter Jets from 2 Squadron flew over the stadium. The ceremony followed central themes that included: a return to the calabash, a tribute to the fans, honouring the rival teams, and a celebration of the South African spirit.

## Highlights of the show

Highlights of the show included a herd of life-size elephant puppets, a projected newspaper page peeling back to reveal match footage, and a rendition of a Sophiatown gumboot dancing sequence. The spectacle included high-flying pyrotechnic 'comets', and a thunder storm with projected rain that abated to reveal a water-hole set in the African bush.

Abey Mokgwatsane, CEO of VWV Group said, "The plan for the closing ceremony was an infusion of lights, a colourful cast and a musical extravaganza. We are very pleased with the end results of both this and the opening ceremony, and are convinced that our two years of planning and diligent work paid off. Feedback is that the world enjoyed our productions, and our hard working team took honour in producing the events."

## Musical talent

Musical performances included African talent such as Stoan, Jozi, Zulu Boy, Silkour, Kwesta, 2 Face, Chameleone, Awadi, Rola Saad, Krotai, Samini, Ladysmith Black Mambazo, Ishashemhlope, Malaika, Nianell and the Africa United Performers. Shakira and Freshlyground performed the 'Waka Waka' song that became synonymous with the 2010 world cup.

"With a litany of extremely talented artists out there it was a difficult task to decide between performers; we do however believe that our selection offered depth and variety, and successfully showcased the finest talent on offer," said Mark Steinhobel, co-executive producer for the ceremonies and chairman of VWV.

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