

Project
STARTING FROM
THE BOTTOM

SFTB
City of Phoenix

ON SHOW

PROJECT SFTB PRESENTS:

**SIX PART
CREATIVE
COMPOSITION**

INSTAGRAM GUIDES BY KANANELO SEEMAHALE



KANANELO SEEMAHALE
CREATIVE MANAGER

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A SIX PART CREATIVE COMPOSITION

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**A
SIX
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KANANELO SEEMAHALE

AMAPIANO DEFINED BY KANANELO

IN THE REALM OF SOUTH AFRICAN MUSIC, AMAPIANO HAS EMERGED AS A POWERFUL GENRE, ENTHRALLING THE HEARTS OF MUSIC ENTHUSIASTS. THIS ARTICLE EXPLORES THE GENRE'S METEORIC RISE, DISSECTING ITS CAPACITY TO CHANNEL A MULTITUDE OF LIFE EXPERIENCES, STIR DEEP EMOTIONS, AND NARRATE COMPELLING STORIES THROUGH ZULU VOCALS. AMAPIANO'S ECLECTIC RANGE OF THEMES, FROM THE STRUGGLES OF HUSTLERS TO THE CELEBRATIONS OF THE "GROOVE LIFESTYLE," PAINTS A VIVID TAPESTRY OF HUMAN EXISTENCE.

THE MUSIC'S ABILITY TO TRIGGER NOSTALGIA, JOY, AND INTROSPECTION IS TRULY REMARKABLE. THE INFUSION OF ZULU VOCALS ADDS A UNIQUE DIMENSION, ALLOWING LISTENERS TO IMMERSE THEMSELVES IN CAPTIVATING NARRATIVES. AMAPIANO'S JOURNEY FROM OBSCURITY TO MAINSTREAM RECOGNITION SPEAKS TO ITS IRRESISTIBLE ALLURE, AND AS A FERVENT MUSIC LOVER, I'M EAGERLY ANTICIPATING FURTHER ADVENTURES IN THIS ENCHANTING MUSICAL LANDSCAPE.

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PAGE ONE

NOSTALGIA: BROUGHT TO YOU BY SYNTHWAVE

THE TEXT SERVES AS A WARM INVITATION TO THE WORLD OF SYNTHWAVE, EMPHASIZING ITS UNIQUE ABILITY TO TRANSPORT LISTENERS BACK TO THE 1980S THROUGH A FUSION OF ELECTRONIC BEATS AND NOSTALGIC EMOTIONS. IT HIGHLIGHTS SYNTHWAVE'S SONIC TIME MACHINE QUALITY, INVOKING THE ERA'S ICONIC SOUNDS AND EMOTIONS. THE TEXT UNDERLINES HOW SYNTHWAVE SEAMLESSLY MERGES NOSTALGIA AND MODERN TECHNOLOGY, REKINDLING MEMORIES OF CASSETTE TAPES AND ARCADE GAMES.

IT EMPHASIZES THE GENRE'S CAPACITY TO EVOKE VIVID IMAGERY AND EMOTIONS, MAKING IT AN IDEAL SOUNDTRACK FOR RELIVING THE PAST. IN ESSENCE, IT INTRODUCES SYNTHWAVE AS A TIMELESS BRIDGE BETWEEN THE PAST AND THE PRESENT, APPEALING TO BOTH EXISTING FANS AND NEWCOMERS.

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"BABY, YOU'RE A FIREWORK"

"FIREWORK" BY KATY PERRY IS CELEBRATED NOT JUST FOR ITS CHART-TOPPING SUCCESS BUT FOR ITS REMARKABLE ABILITY TO INSPIRE SELF-CONFIDENCE AND SELF-EXPRESSION. THE MUSIC VIDEO'S BOLD CHOICE OF LOCATION AT BUDA CASTLE IN BUDAPEST REINFORCES THE SONG'S MESSAGE OF EMBRACING INNER BRILLIANCE AND LETTING IT SHINE. "FIREWORK" IS A LYRICAL MASTERPIECE THAT RESONATES WITH THOSE WHO HAVE GRAPPLED WITH SELF-DOUBT, URGING THEM TO BREAK FREE AND RADIATE THEIR UNIQUE TALENTS.

THE SONG'S METAPHORICAL PARALLEL BETWEEN PEOPLE AND FIREWORKS EMPHASIZES THE IDEA THAT MOMENTS OF BRILLIANCE MAY BE TRANSIENT BUT LEAVE A LASTING IMPACT. IT'S A SYMPHONY OF EMPOWERMENT, CELEBRATING SELF-EXPRESSION AND THE COURAGE TO BE AUTHENTICALLY ONESELF.

SOARING ABOVE ADVERSITY

"FLY" BY NICKI MINAJ AND RIHANNA, RELEASED IN 2010, GOES BEYOND BEING A CATCHY POP TRACK. IT DELIVERS A PROFOUND MESSAGE OF RESILIENCE AND EMPOWERMENT, INSPIRING LISTENERS TO OVERCOME LIFE'S OBSTACLES AND AIM FOR GREATNESS. NICKI MINAJ'S VERSES DELVE INTO PERSONAL STRUGGLES, EMPHASIZING SELF-BELIEF AND DETERMINATION, WHILE RIHANNA'S POWERFUL CHORUS AMPLIFIES THE CALL TO BREAK FREE FROM CONSTRAINTS AND FIND INNER STRENGTH.

THE MUSIC VIDEO, SET IN A POST-APOCALYPTIC WORLD, VISUALLY COMPLEMENTS THE SONG'S MESSAGE, PORTRAYING THE ARTISTS AS WARRIOR-LIKE FIGURES OVERCOMING CHALLENGES. WITH BOTH ARTISTS ADVOCATING EMPOWERMENT, "FLY" SERVES AS A TIMELESS ANTHEM OF STRENGTH AND DETERMINATION.

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“IN GOD WE TRUST”

THE COLLABORATION BETWEEN METRO BOOMIN AND TRAVIS SCOTT IN THE SONG "TRANCE" IS A TESTAMENT TO THE GROUNDBREAKING ACHIEVEMENTS OFTEN BORN FROM PARTNERSHIPS IN HIP-HOP. THIS TRACK EXPERTLY BLENDS TRAP, RAP, AND ETHEREAL ELEMENTS, CAPTIVATING LISTENERS WITH HYPNOTIC BEATS AND ETHEREAL SYNTHS.

LYRICALLY, IT DELVES INTO MODERN HIP-HOP CULTURE, EXPLORING THEMES OF SELF-DISCOVERY, THE ALLURE OF ESCAPE, AND THE SURREAL EXPERIENCES OF FAME. "TRANCE" SHOWCASES THE FORWARD-THINKING NATURE OF CONTEMPORARY HIP-HOP, PUSHING BOUNDARIES THROUGH ITS MESMERIZING PRODUCTION AND THOUGHT-PROVOKING LYRICS, DEMONSTRATING THE CREATIVE HEIGHTS ACHIEVABLE WHEN TWO MUSICAL GIANTS JOIN FORCES.

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WE DWELL FROM THE SCORPION KINGS ERA

THE SCORPION KINGS, KABZA DE SMALL AND DJ MAPHORISA, ARE INFLUENTIAL FIGURES WHO HAVE RESHAPED THE AMAPIANO GENRE, LEAVING AN INDELIBLE MARK ON SOUTH AFRICAN MUSIC. THEIR DYNAMIC PARTNERSHIP HAS EARNED THEM THE TITLE OF "ARCHITECTS" OF AMAPIANO'S GLOBAL RISE. THEY SKILLFULLY BLEND SOUNDS, MELODIES, AND EXPERIMENTATION, PRODUCING ANTHEMS THAT RESONATE WITH DANCE FLOORS AND COMMUNITIES, TRANSCENDING MUSIC TO INFLUENCE DANCE, FASHION, AND A SENSE OF UNITY AMONG AMAPIANO FANS.

THE SCORPION KINGS EMBODY A CULTURAL MOVEMENT THAT CELEBRATES THE EUPHORIA AMAPIANO BRINGS, CROSSING GENRE BOUNDARIES AND ESTABLISHING THEMSELVES AS MASTERS OF A UNIFYING MUSICAL WORLD.

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THANK YOU

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