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Subject Line: Celebrate human heritage

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Hey {first name},

First things first.

Evoking Art Experience 2.0 is happening this weekend. Saturday, 25th September 2021, Heritage Day weekend, Timberlake Village.

It's going to be bigger and better than the first one. With double the amount of artists on display and some amazing acts headlining the event, you don't want to miss this one. If you don't have a ticket yet...

***Whaddyawaitingfor???***

Get your ticket [here](#) before they're all gone.

**Evoking banner**

Evoking is a growing platform for local artists to display their work. As art imitates life, it's a snapshot of the Garden Route's heritage, a microcosm of our creative culture. And this got me thinking, how does this fit into our South African heritage?

I decided to dig a little deeper and, well, things got deep.

My digging took me to The Cradle Of Human Culture, down the road at Pinnacle Point in Mossel Bay. The St. Blaize Cave is the site of some significant discoveries relating to human history. Particularly, the emergence of artistic expression by humans.

It's the place where the earliest evidence of humans using pigment has been found.

So what does this mean?

It means humans began exploring our potential for innovation in this cave. It's where we began to express ourselves both spiritually and creatively. It means our ancestors had great taste.



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In fact, South Africa's artistic heritage emerged on these shores.

The ramifications of this are bigger than that cave. It informs the culture of the Garden Route. But it goes beyond our Southern Cape paradise.

It informs the heritage of our country and her people. It goes further still, reaching beyond our borders and informing the heritage of the African continent as a whole.

But does it stop there? Or does it give us insights into what it means to be human; what it means to be a part of humankind? That's for you to decide.

Energy is cyclical. It can't be created or destroyed. The energy in this cave is palpable. It's visceral, ancient. This creative energy has been cycling through this landscape for years; 164 000 years, to be exact.

All this to say, Evoking 2.0 is a display of the current manifestation of this ancient creative energy. It's our turn to channel it, and it's up to us to celebrate it. Don't you think the original artists in that cave would appreciate it?

[Evoking Line-Up here](#)

Sitting in that cave...

Feeling the timeless creative energy cycling through the landscape...

Reflecting on what it means to be human...

A painting began to take shape.

A print of which you'll get as part of the VIP package at Evoking 2.0

[Cave Painting deets here](#)

## VIP treatment at a bargain price

Introducing the best deal on the block. If you're after a tailored experience at Evoking 2.0, you need a VIP ticket.

VIP's get:

- Complimentary wine



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- Complimentary canapes
  - Limited edition 'feature' art print by Ingrid Nuss
  - R200 auction bidding credit
  - Reserved seat at a VIP table

If you're into numbers, you can do the maths and figure out for yourself that all of this is worth more than 500 bucks.

At last count there were only 8 VIP tickets left, so move fast before 88 other people realise what a screaming deal this is.

VIP's this way please

## **A double thumbs up from the Mayor**

In anticipation for the most amazing arts festival the Garden Route has ever seen, Mayor of George, Leon Van Wyk, paid us a special visit the other day. He joined us for the press release of Evoking 2.0 and personally gave us his blessing.

The truth is, if we have our way, the Garden Route will become the creative capital of the country. It makes a huge difference to have the support of an excited Mayor. Big things are happening and the right people are jumping on board. We're looking forward to more support from and collaborations with the municipality.

## **I was on TV! And other cool things**

I made my TV debut! How cool is that?? I was interviewed for a talk show called Fiesta. I had to brush up on my Afrikaans, since Fiesta is an Afrikaans talk show, but I had so much fun.

I'm still riding the high from being featured in the last issue of Zigzag. Now, in their latest issue, my work features again! It's not a full length feature article this time. It's a painting of mine used as the feature image for a fascinating article about the island of Kubu in Botswana.

My work fits beautifully with the article and I'll always be stoked to see my work in South Africa's core surf mag.



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While we're on the topic of magazines, I was also featured in local holistic magazine, Odyssey, for their Canvas and Clay spring edition. There's a feature on me and my art. My work was also used extensively in an article about holistic medicine and healing. Check it out [here](#).

## Last but definitely not least

Big thanks have to go to our sponsors for Evoking 2.0, without whom this event wouldn't be possible.

Check out Art Savings Club in George for anything art related, Distell for your liquor needs, Wilderness Tourism for anything Wilderness related, and Kloppers for absolutely anything under the sun. Seriously, all our sponsors are awesome and are proving that they are committed to keeping the Garden Route amazing.

[Banner of sponsors logo's here.](#)

Alrighty, that's it from me.

I still have plenty to do to make sure Evoking 2.0 is the best dang art experience you've ever been to. In the meantime, go grab one of those VIP tickets if there are any left.

See you on Saturday!

Ingrid

**P.S:** Did you just scroll to the bottom? Only VIP's do that. Go [here](#) to claim your VIP ticket before someone else does.