

Vote for South African city to host Heineken's #SHAPEYOURCITY

In Heineken's global campaign to transform the cities of the world, Joburg, Cape Town or Durban, will set the stage for a unique show-stopping event in a proudly South African context.

Three teams of select 'City Shapers' in each metropolis will compete to bring to life an iconic and highly visible installation that will capture the public's imagination. Ultimately, Heineken wants city lovers to see their city in a different way.



For Johannesburg, Heineken's passionate 'City Shapers', mastermind designer Themba Mekwa and Loerie winning creative trailblazer Karabo Poppy Moletsane are working with the brand on the city shaping experience.

Originally from South Africa Themba Mekwa was raised in the US, but returned to his roots to make Joburg his home. An architect and design mastermind who co-founded his own design company, The MAGI Starchitecture, this city dweller with his sense of style can hardly wait to embrace new and creative approaches to contribute to Joburg's #SHAPEYOURCITY experience.

Joining forces with him, the equally talented Karabo Poppy Moletsane is a Loerie award-winning illustrator, print designer, graphic designer and more recently, business owner of Mother Tongue Creative House. Her work reflects a strong South African aesthetic and when it comes to illustration, her keen eye will add to the artistic appeal of Heineken's event. Her uniquely South African approach to graphic design will undoubtedly inject the installation with local flavour.

Voters may purchase a Heineken, find the unique code under the bottle cap and dial *120*222# to enter the code and vote for either Joburg, Cape Town or Durban as the city they'd like to see receive a City Shaping experience. By voting, you also stand a chance to win the trip to Heineken's home city, Amsterdam, as well as great instant prizes.

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