

PAINTING THE TOWERS SOWETO GOLD

When it comes to having iconic status, no part of our country has more of it than a place called Soweto. It embodies the tenacity, passion and spirit of Mzansi.

It's steeped in history, home to many icons past and present, and the birthplace of South Africa's newest icon: Soweto Gold – Born eKasi Brewed For All.

A BREW THAT SYMBOLISES THE ENTREPRENEURIAL SPIRIT OF OUR PEOPLE.

So when South Africa's newest icon launched, we needed to stand out, stand tall and stand proud, as the beer for the people, by the people.

And what better way to introduce a brand-new Soweto-born icon, than by using another famous icon that stands out, stand tall and stands proud: The Orlando Cooling Towers.

In a visual ode to the birthplace of Soweto Gold, we captured the vibrancy of Soweto, the Kasi connection moments that bring its people together, the expressiveness of language and the pride of its people with the help of local artist and Soweto native, Karabo Poppy Moletsane whose design uses an African aesthetic in a modern way.



With a lineage rooted in Soweto, Moletsane's art vividly interprets the heartbeat of Soweto's streets.

The artwork looks at the many layers that make Soweto such a powerful source of Kasi pride for people everywhere – taking the seemingly ordinary but presenting it in an extraordinary way.

The Towers have a new life, constantly reminding us of its inspiration: the sights and sounds of Soweto and its people.

The newly decorated Soweto skyline will pay tribute to the birthplace of South Africa's newest icon, celebrating everything that's made it what it is today.

From sun up, to sun down, the tower will stand testament to Soweto Gold's roots and will remind people of the love we have for the birthplace of the beer Born eKasi Brewed For all.



Not For Sale To Persons Under The Age Of 18. Drink Responsibly