

Aardklop Nasionale Kunstefees

4 – 8 Oktober 2011 Potchefstroom

'n "Vreemde" woord word 'n volwaardige kunstefees

Die algemene geloof is dat elke kunstefees oor 'n glasië of twee bedink en beklink word. En só was dit beslis met Aardklop.

Op 26 September 1996 is 'n byeenkoms op Stellenbosch gehou waar amper in lighoofdige geesdrif oor 'n noordelike fees gedroom is. Met verloop van tyd en heelwat glasië later is daar besluit op Potchefstroom, wat die ja-woord gegee het, en

die datum van die eerste fees was vasgepen vir die lente van 1998.

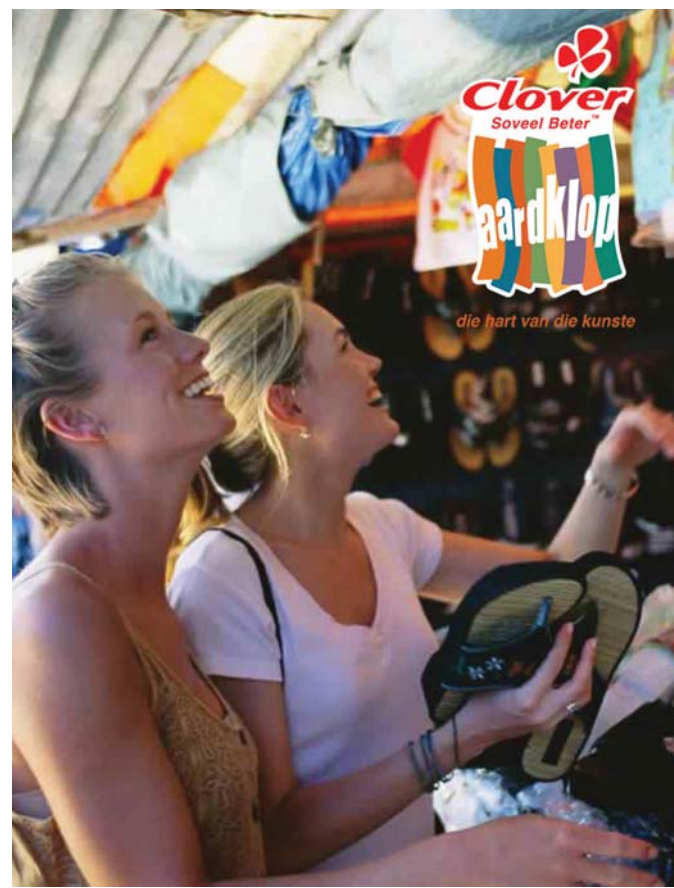
Met Neil van Heerden as voorsitter, wat gesê het dit moet uit huis uit 'n Afrikaanse fees wees met sy deure en vensters oop na buite, is Giep van Zyl nader gehark as feesbestuurder.

Reklameman Ian Bekker het die woord "Aardklop" opgetower – 'n woord wat hoegenaamd geen eensgesinde akkoord van die stigtersdireksie ontvang het nie. Die een het gesê dit is afgrysig, 'n ander het dit snaaks gevind en party het gemeen dis te vreemd, maar uiteindelik het dit met 'n oorweldigende meerderheid gewen. Meer as 15 000 het die eerste fees bygewoon en deesdae staan die besoekersgetalle op 'n stewige 150 000.

Getrou aan Aardklop se missie "om 'n toonaangewende, toeganklike en volhoubare kunstefees van gehalte aan te bied", word daar jaarliks waagmoedig nuwe, opwindende produksies aangebied, terwyl die vermaaklike en klassieke aspek hoegenaamd nie afgeskeep word nie.

As een van die drie grootste kunstefees in die land het Aardklop 'n volwaardige handelsmerk geword en die "vreemde" woord lê nou gemaklik op almal se tong.

Is jy al op pad? Ek sien jou daar!



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DEALERSHIP WILL BE RUNNING EXTENDED HOURS (5-8PM) FOR THE WEEK COMMENCING 17 OCTOBER.
REFRESHMENTS WILL BE PROVIDED. VEHICLE WILL NOT BE AVAILABLE FOR VIEWING DURING THE DAY.



RANGE
ROVER

Nestlé targets Dogs



Rustenburg – Nestlé, one of the world's biggest manufacturers of pet food, said on Friday it had launched the first television commercial designed especially for dogs, using a high-frequency tone to grab their attention.

"Dogs' hearing is twice as sharp as humans. They can pick up frequencies which are beyond our range and they are better at differentiating sounds," said Georg Sanders, a nutrition expert at Nestle Purina Pet-Care in Germany.

The advert, to be screened on Austrian television networks this week, features a tone similar to a dog whistle, which humans can barely hear, as well as an audible "squeak" like the sound dogs' toys make and a high-pitched "ping."

"So delicious, so healthy, so happy," ends the commercial in German, which features a dog pricking up his ears.

Nestlé's said in a statement the commercial follows an award-winning campaign in Germany that featured "sniffable" posters to attract dogs. Petcare division reported first-half sales of 4.8 billion Swiss francs (\$5.4 billion), accounting for almost 12 percent of revenue at the world's biggest food group. It competes with Mars, maker of the Pedigree dog food brand.