

New-look *Rhythm City* set to be unveiled

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Thursday, 23 October at 6.30pm

In the constant pursuit of providing high quality television viewing, e.tv soapie *Rhythm City* is switching to high definition, which provides a resolution that is substantially higher than standard TV. The soap will pair this up with an introduction of a new and township inspired title sequence on Thursday, 23 October 2014, at 6.30pm on e.tv.

The new title sequence is bolder, better, and reflects the stature and prestige which the show has achieved in the years since the original title sequence was shot in 2007. The title sequence is still inspired by the original storyline as it follows a pulse of energy travelling through the township and spreading out into the urban centre.

The premise of the show involves contrasted cultures and colourful stories of young people who move in between the upmarket suburbs of Johannesburg and the vibrant surrounding townships. Its storyline revolves around the trials and tribulations of those who are trying to break into the music industry. It depicts genuine life struggles involving anything from infidelity, backstabbing, abortion, homosexuality, love and drug addictions of those who have made it in the business.

"After seven years, the show has evolved and it needed a creative revamp. The new title sequence was designed to complement the show's upgrade to HD. This is the first move towards a fresh, new look for the show. It also serves as a forerunner to other new elements in the pipeline which are planned to roll out over the next few months," said Yula Quinn, Series Producer for *Rhythm City*.

The sequence music is performed by vocalist and songwriter, Samkelo "**Samthing Soweto**" Mdolomba, former and founding member of The Soil. The music style is kasi soul, layered in a cappella reminiscent of Iscathamiya.

The sequence was filmed over Soweto, Alexandra and the Johannesburg CBD, and on the street level in and around Ghandi square. It features aerial shots, high and wide above the darkened city, as a pale blue pulse of energy surges across the landscape, converging on an open square, where it lights up the enormous neon *Rhythm City* logo, suspended like a hologram in space.

View the new *Rhythm City* title sequence:

Catch *Rhythm City* weekdays at 6.30pm on e.tv.

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