

Adrien Conradie releases short film "The State of the Arts - The Forgotten Industry"



By [Martin Myers](#)

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A brand new South African documentary, "The State of the Arts - The Forgotten Industry", is a compelling snapshot of the struggles faced by some of the country's entertainment and live-performing artists during the Covid-19 pandemic and the still-ongoing lockdown restrictions.

The short film weaves together stories of various entertainment artists, including Kyle Watson, TIMO ODV, Majozi, Goodluck, Dean Fuel, Lady Lea and others, who have been unable to derive an income even as restrictions eased for virtually every other industry in South Africa.

"The State of the Arts" director Adrien Conradie, aka Aidin Caye, DJ and producer, says he was inspired to undertake the project to showcase the difficulties faced by his colleagues and friends who are reliant on live performances for the majority of their income.

"At no point in the last 15 months have nightclubs legally been allowed to operate as they are seen to be high risk for the spread of Covid-19, and as much as the lockdown restrictions have eased as the time has gone by, the ability for our industry to operate has constantly been restricted, with very little support."

Says Conradie: “Musicians who cannot work don’t just suffer financially; they grieve for the creativity and connection that their music usually brings. The State of the Arts’ is meant to shed light on our industry and to provide a platform for those who were prepared to share their experiences in the hope of educating and also comforting others who are going through the same struggle and knowing they are not alone.”

For anyone wishing to support the arts and the various stakeholders, there are initiatives like the [South African Fund for Entertainment](#) and [Cash for Creatives](#).

Says Conradie: “If in watching these conversations you feel compelled to support your favourite artists but are unsure how to do so, the most important thing you can do is support their art. Buy their merchandise, watch their live streams, stream their music and, when Covid abates, buy tickets to their shows.”

I chatted to Conradie last week.



Image: Supplied

■ ***The new decade means:***

New technology, same human nature.

■ ***Fame is about:***

Being known without being present.

■ ***Retirement will happen when:***

Money no longer motivates your work.

■ ***I don't do:***

Listening without questioning.

■ ***What does music mean to you?***

The world is made up of vibrating particles resonating to form life, thus our connection to the frequencies in music can be felt much deeper than what our ears and brains can perceive.

▣ ***My music is about:***

An outward expression of something I have trapped inside that I wish to get out.

▣ ***I would love to co-write with:***

Matthew Mole.

▣ ***What is the most enjoyable aspect of your work?***

Seeing people share how it's brought them joy.

▣ ***The song you must do in every show:***

"Hypnotize".

▣ ***Any funny moments on stage:***

I once pulled out the wrong USB and cut the music in front of 2,000 people.

▣ ***What is your most treasured possession?***

My Nespresso machine.

▣ ***What makes you stand out?***

My weird haircut.

▣ ***If you were not a musician, what would you do?***

A lawyer.

▣ ***Who would play you in a Hollywood blockbuster and why?***

Twenty-five-year-old Brad Pitt. Apparently, we have the same features.







Image: Supplied

■ ***Pick five words to describe yourself:***

Determined, supportive, calm, collected, passionate.

■ ***Favourite SA albums:***

Soul Candi – *Session 1-3*

Zebra & Giraffe

Fokofpolisiekar

■ ***What is your favourite word?***

Think.

■ ***Favourite fashion garment:***

Sneakers – preferably Adidas.

■ ***Give us some real proper slang and what it means:***

Honestly, *jussis*, it might offend some people but I use it several times a day and it is versatile. Can mean something is shocking, surprising, disappointing, frustrating, etc.

■ ***Your greatest achievement:***

Creating the “State of the Arts” and seeing the positive impact it has had on people.

■ ***What do you complain about most often?***

The government.

■ ***What is your fear?***

Not being remembered.

■ ***Happiness is:***

A sunset in the bush.

■ ***On stage, I tend to:***

Look down and get lost in what I'm doing.

■ ***The best life lesson you have been taught:***

People care more about themselves than they do about you.



Image: Supplied

■ ***Where would you like to be right now?***

Eating pasta in the Italian countryside.

■ ***Do you do charity work and, if you do, what do you do?***

I haven't done enough in my life to give back and in this time I have done what I can to support others. I have started a crowdfunding campaign to raise money for families most affected by lockdown.

■ ***Wishes and dreams:***

To travel the world and love what I do.

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ABOUT MARTIN MYERS

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