

Pxl_shft kicks off with high demand

Creatives vote through their active participation in inaugural Photoshop series.



Pxl_shft, the independent, high-end, in-demand Photoshop conference that will take place across South Africa this month, kicks off with the Joburg leg this weekend (8 May) followed by Cape Town (14 May) and Durban (21 May). The lecture-style convention has attracted experts and aficionados from across the Photoshop gamut coupled with overwhelming demand for seats.

"We've managed to increase capacity in Johannesburg to cater for the phenomenal uptake of tickets" says Amanda Rogaly, MD of Kadoro Events and Communications and co-founder of Pxl_shft. "People are encouraged to book soonest to snap up the few remaining seats that are available and stand in line to win many cool prizes" she adds.

With the recent release of CS5, attendees have been promised they will get an unbiased view of the new features and how these can benefit creative workflows alongside real-world how-to's encompassing fire, metal, water, channels, fine selections, colour management and more.

Being a soapbox for anybody who is doing amazing work, the event has attracted superior speaking talent as well as keen support from top brands and media alike. Speakers include Robin Olivier - Digicape, Andrew Human - Loeries, Leonard Rabotapi - Adobe, Carla Scholtz and Miguel de Carvalho - MSD, Igno van Niekerk - Imagineers, Johann Booyens - Concept Interactive, Wynand Lens - Learn2, Skye Badrudin - Keyline, Matt Raven - Ivok and Mohammed Jogie - my main mojo, amongst others. MC's include Alan Goldberg - Project 3 and Tebogo Serebatse - Nemisa.

"Of course, all of this is not possible without the significant support of our partners and participants, for which we are extremely thankful" says Mohammed Jogie, founder of Pxl_shft and principal at my main mojo.

Through these partnerships, participants are promised great content and stand to win cool prizes from creative kit courtesy of Digicape to portable projectors with 3M and much more from Adobe, MSD, Keyline, Loeries, Comztek and many others. All participants are automatically entered into a draw for 1 of 100 2Gb memory sticks from Digicape. A select number of Pxl_shft tickets have been given away through online and media partners representing top brands the likes of Biz Community, Enjin, Design, Design Times, Pix, Viscom and Viscom Africa. "The media support has been fantastic and there still are a few tickets that can be snapped up, so be sure to look out for these. I encourage Cape Town and Durban

participants to get their bookings in early,” says Rogaly.

Pxl_Shft costs R750 per seat for professionals. Student tickets are available at the discounted price of R350. “Pxl_Shft is a part of a broader platform for creatives vis-à-vis Creative Week, and will stand alongside gigs taking place through the year. We are working on 14.9 for video, animation and effects; dot.gain for print and prepress, and //forward slash for working the web” concludes Jogie.

Jeanine Marx from the Internal communication division of Univision - The Univision Group - is the winner of the Jhb leg of the competition. To enter the Cape Town and Durban legs of the competition, go to www.bizcommunity.com/Pxl_shft%20Competition.html.

For more go to www.creativeweek.pro

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