

AMAGINTSA @VVD

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# AMAGINTSA EVYBE

EVENTS DECK

# AMAGINTSA E'VYBE

**AMAGINSTA E'VYBE** is a multimedia brand and cultural movement dedicated to showcasing the sound and music culture of South Africa. Founded with the mission of carving out a space for Afro and South African music in New York and Los Angeles, the brand aims to amplify these sounds across the U.S. and onto the global stage. With a strong focus on promoting the music of Southern Africa—as well as the broader African continent—AMAGINTSA e'VYBE operates as a collective of music advocates, actively DJing and curating events in key cultural hotspots such as Hollywood and New York City.

## AMAPIANO LIFESTYLE SATURDAYS

**AMAPIANO LIFESTYLE SATURDAYS** series showcases both unreleased and well-known Amapiano tracks through Apiwe Bubu's eclectic DJ sets. Featuring a carefully curated lineup of top international talent alongside leading DJs from New York and Los Angeles, the series offers an immersive experience that celebrates and amplifies South Africa's evolving soundscape.

### STATS

#### EMAIL LIST

2.6K

#### DURATION

MARCH - NOVEMBER 2024 (Bi-Weekly)

#### AVERAGE ATTENDANCE PEAK

120 - 250  
290

#### HOURS

2PM - 8PM (6HRS)

#### ENTRY

FREE RSVP ENTRY +/-or (\$10-\$20) DONATIONS

### SALES

#### TOTAL SALES

FOOD & BEVERAGES

#### AVERAGE

\$2 850 - \$5 930

#### PEAK

\$9 412

#### INITIATION BUDGET

PRODUCTION & BOOKINGS - \$500  
MARKETING - \$100





**CREATIVE DIRECTOR**

DJ/EVENT PRODUCER

# APIWE BUBU

WWW.APIWEBUBU.COM/EPK



## *ABOUT*

APIWE  
BUBU

As a DJ/Producer, Apiwe Bubu creates and connects South African drum rhythms, grooves and ritual sound infused with Hip Hop and Contemporary music. He brings the newest South African hits of Amapiano, touches of Gqom, Kwaito, RnB and Top 40 chart music to his audience.

Part of his influence stems from Jazz, 90's & 2000's Deep House, Afro Beat, Hip Hop, to Bossa Nova, East African music, Rock and Soul.

Having traveled and collaborated with different artists/DJ's across the globe, he has acquired a distinctive style that contributes to his particular DJ selection and love of music.

**12k**

WEBSITE & BLOG  
HITS

**12.5k**

INSTAGRAM  
FOLLOWERS

**5k**

FACEBOOK  
FOLLOWERS

WWW.APIWEBUBU.COM/EPK

# PROFILE

Now based in both New York and Los Angeles, Apiwe Bubu brings a distinctive DJ style and curates events that bridge and celebrate the African sounds of Amapiano, Afrobeats, and Afro-House, alongside Hip-Hop and R&B—genres that resonate strongly within these two influential cultural hubs

On any given weekend, Apiwe Bubu can be found behind the decks at popular venues such as The Library Bar, St. Felix, and Mama Shelter, or performing at exclusive private events for high-profile clients including Snoop Dogg and Sofia Reyes, as well as corporate functions and club nights across New York and Los Angeles. He also regularly appears at premier venues including the luxury hotel Sofitel, the boutique members' club The Aster, and nightlife staples such as Los Globos and The Resident DTLA, while curating exclusive events in New York City. Under his flagship multimedia brand, AMAGINTSA e'VYBE, he has launched a series of vibrant dance experiences—Afro Sonics, Jaiva99, and Amapiano Lifestyle Saturdays—each dedicated to celebrating and elevating Afrocentric sounds and culture.

# RESIDENCIES

- MAMA SHELTER (Hollywood, Los Angeles)
- ST FELIX HOLLYWOOD (Los Angeles)
- THE LIBRARY BAR (Downtown Los Angeles)
- JW MARRIOTT L.A. LIVE (Downtown Los Angeles)

# ARTISTS & GIGS

## ARTISTS

- SNOOP DOGG
- SOFIA REYES

## GIGS

- AMAPIANO LIFESTYLE SATURDAYS
- JAIVA99
- TRYBVL - DANCE AFRICA
- MCH VIRTUAL WEEKEND
- AFRO SONICS

# MEDIA



5K  
followers



12K  
Website & Blog  
hits



12.5K  
followers





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