

# Bassline Brad goes back to school

Issued by [AFDA](#)

21 Oct 2011

AFDA, South Africa's leading motion picture and performance school, is excited to announce the appointment of local music industry legend Brad Holmes as the new driving force behind AFDA's music performance discipline, part of the BA Live Performance degree.



As a self-starter with the Bassline live music venue and successful music promotion and staging entrepreneur with the likes of Live8 South Africa, eight years of Africa Day and eight years of the Arts Alive International festival behind him, Brad believes that it's time to give back, heading up a unique music course that offers training for aspirant musicians to create a sustainable career behind the mike or behind the scenes. Says Brad:

*"I have been in the music business for 19 years and have had the honour of working with fantastic talent like Abdullah Ibrahim, SAMA Award 2011 winner Professor Baaba Maal, and international superstar Sean Kingston, to name but a few. In this time I have also come into contact with many aspirant musicians battling to forge a music career without the necessary skills to do so. This is where I would like to give back to the industry, running a degree program that marries talent and business and theory and practice - giving new talent the skills to forge a sustainable career in this very tough industry."*

AFDA offers an authentic learning environment for students to meet the vocational challenges of a post-modern society, ensuring that students receive the appropriate skills to create entertainment products that meet the demands of local and international audiences. Music students get to collaborate with student filmmakers, TV producers and actors alike, together growing and developing in their fields of specialisation to create the various facets of the future entertainment industry of South Africa.

Adds Holmes: *"It is not just about being talented - there is lots of talent around - it's more about developing, managing and sustaining your talent through learning and experience - it's about who knows you and who you know - this is what I want to teach aspirant talent who genuinely want a career in the music industry."*

If you are interested in a career in the music and entertainment industry contact:

Brad Holmes: 082 333 8224

Nikita - Johannesburg: 011 482 8345

Lanna - Cape Town: 021 448 7600

[www.afda.co.za](http://www.afda.co.za)

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° Afda alumni in key roles on film which inspired Beyoncé's new album *Cowboy Carter* 5 Apr 2024

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## AFDA



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