ZYNETH MUSIC

2027

OUR STORY & MISSION

ORIGINAL CREATIONS RICH IN NARRATIVE



OUR STORY



THE BEGINNING

Zyneth Music was Founded in October 2023 by Malwandla Nivelle Maluleke “Nivelle”, a High School Learner at Sr Pierre van Ryneveld High School, Kempton Park.

Nivelle was a Music Student, a training Guitarist and a self-taught Music Producer. He honed all this skills and altogether, they made him a well known musician in the school, allowing him to connect with other upcomming musicians and music educators.

The idea of “Zyneth Music” started in 2021, when Nivelle started doing his research on the music industry. He was determined with carving his own path for music as we know it. It was at this moment that Zyneth Music was born.

OUR STORY



THE BEGINNING

Zyneth Music isn't born from a single idea, but a series of events overtime, developing a normative porition (belief, value & guiding system) that is to become Zyneth Music.

Nivelle connected with many different artists within Sir Pierre van Ryneveld High School, like: Timon The Vibe, Mxrcciie, Babushka, DJ Magebeza, Jay.bee, Da Blender, and many more.

Sir Pierre van Ryneveld High School is where Zyneth Music was born. It was the home of our first ever music concert.

SPVR Spring Fest - September 2023 (Our Matric Year)

S.P.V.R SPRING FEST

OUR FIRST MUSIC CONCERT



A PLATFORM FOR MUSICIANS TO PERFORM THEIR ORIGINA CREATIONS



A DAY OF JOY FOR LEARNERS



AN OPPORTUNITY FOR MICRO-ENTREPRENEURS

S.P.V.R SPRING FEST

SPVR Spring Fest, September 2023 was the first time we put action behind our ideas. We proposed a fundraiser for the school, meaning the school would benefit from the concert.

It gave us the freedom to fully plan a concert on our own terms, hiring our own sound (which let to an incredible connection between Nivelle and the Sound Supplier), setting micro-business stands for micro-enrepreneurs to sell their products and co-ordinating with the school throughout.

Zyneth Music became a registered entity one month after this concert. The concert taught us the beauty of original music and live performances. Seeing young learners enjoying new and never-before heartd music and making the most of it.

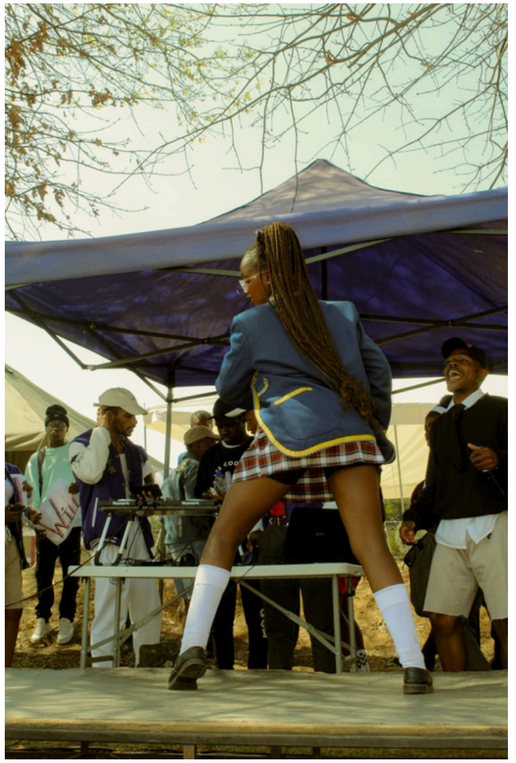


S.P.V.R
SPRING FEST











S.P.V.R
SPRING FEST











WE ARE MUSICIANS

We are a group of Musicians, we like to tell stories through sound

WE WORK WITH CREATIVES

We are creators, We are distributers and We are Promoters

WHO WERE BECOMING

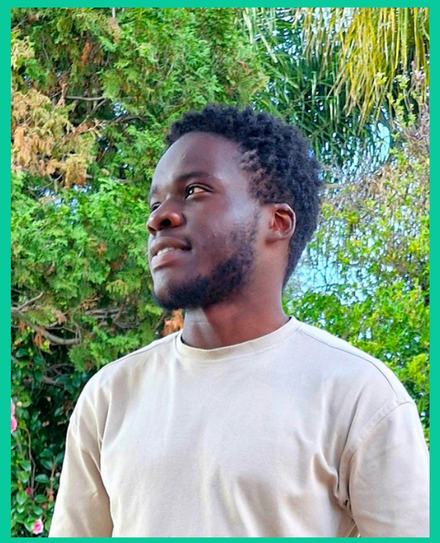
Our goal is to become storytellers in music, taking our audience through the whole process

WHO ARE WE?

OUR | STORY | OUR VALUES | OUR MISSION

THE TEAM

THE PEOPLE WHO LEAD ZYNETH MUSIC



NIVELLE

FOUNDER, MUSICIAN, PRODUCER, GUITARIST

O.C.R.I.N (EXPLAINED LATER)



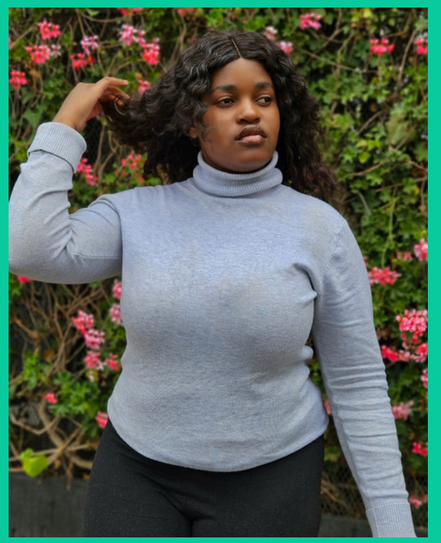
KULANI
MULTI-INSTRUMENTALIST

BAND PERFORMANCES (EXPLAINED LATER)



KAGISO
PRODUCER, DJ

DJ PERFORMANCES (EXPLAINED LATER)



NTSAKO
SINGER

SINGING & STORYTELLING (EXPLAINED LATER)

OUR MISSION

ORIGINAL CREATIONS RICH IN NARRATIVE



ORIGINAL MUSIC



TELLING MUSICAL STORIES



CREATING EMOTION, AND MUSICAL EXPERIENCE

MISSION STATEMENT

READ OUR FULL MISSION STATEMENT HERE:

HTTPS://ZYNETHMUSIC.CO.ZA/OUR-MISSION/

PRESENTING:

O.C.R.I.N

A PROGRAM THAT CHALLENGES MUSICIANS TO TELL A STORY TROUGH **ORIGINAL MUSIC**. EVERYTHING FROM THE COMPOSITION TO THE SOUND RECORDING IS THE ARTIST'S ORIGINAL MATERIAL.



OCRIN (ORIGINAL CREATIONS RICH IN NARRATIVE) IS WHY ZYNETH MUSIC EXISTS. TO INSPIRE MUSIC ARTISTS TO GIVE **MEANING & IDENTITY** TO THEIR MUSIC. MUSIC SHOULDN'T JUST BE A COMBINATION OF SOUNDS THAT JUST SOUND GOOD, BUT IT SHOULD ALSO **BRING VALUE TO ITS LISTENER**. MUSIC SHOULD BE IMPACTFUL AND MEMORABLE, WHILE ALSO BEING **RICH IN NARRATIVE (STORYTELLING) AND CULTURE** (ELEMENTS THAT ARE ASSOCIATED WITH A GROUP OF PEOPLE BELONGING TO A CERTAIN CULTURE, TIME IN HISTORY, PLACE, COUNTRY, TRADITION, ETC.)

PROBLEMS WE AIM TO COMBAT

The Music Industry is constantly adapting to new Technologies Everyday. Technology has made Music easier to make and easier to access, but this reduces the value of Music, making it harder to monetise.

MUSIC VS. TECHNOLOGY



01 RISE OF AI

AI is currently the pinnacle of Human Innovation, but it also poses a threat to the Music Industry. Trained on the infinite catalogue of existing music, AI removes the act of making a song entirely, reducing it to a simple 1 sentence prompt.

Implications

- Artist's stop being creative
- Music loses Quality
- People Stop learning Music, Instruments & Theory



02 SAMPLING & PACKS

Samples and Sample Packs & Loops make music easier to make, but also create copyright problems if not done correctly.

Implications

- Copyright Issues
- Music Soundings the Same
- Lazy Productions
- Music is too Repetitive

03 STREAMING

Streaming, our saviour from Piracy, has Made music widely & easily accessible to our audience. It was the perfect solution, but also had 1 problem from the start that still affects artists to this day: "ROYALTIES".

New Problems Include "Streaming Fraud", "Lack of Profile Security" & "Playlist Bots"

Implications

- Less Royalties earned
- Unfair Record Deals

PRESENTING:

THE VIDEO SERIES

A SERIES OF VIDEO COMPILED BY ARTISTS MAKING & PERFORMING THEIR MUSIC USED TO CREATE A VIDEO YOUTUBE SERIES

THIS WILL BE OUR BIGGEST MARKETING CAMPAIGN TO TELL THE STORY OF AN ORIGINAL CREATION. THE SERIES GOES HAND IN HAND WITH THE THE OCRIN PROJET, DJ SETS AND THE BAND PROJECT

CURRENT PROJECT

YOU ARE BY WARONA, SEKHANI HILA, NIVELLE & KUKS (IN PRODUCTION & FILMING)



PRESENTING:

THE BAND



A PROGRAM THAT AIMS PERFORM LIVE MUSIC ACOUSTICALLY. WE PERFORM ORIGINAL MUSIC MADE USING THE OCRIN PROGRAM.

Live music still stands as the best way to listen to music, so by doing this we expose the artists to real audiences that could eventually become a big fanbase.



PRESENTING:

DJ SETS

A PROGRAM THAT AIMS TO GET DJS GIGS BY CREATING A SYSTEM THAT ALLOWS THEM TO FILM THEIR DJ SETS & POST THEM TO ZYNETH MUSIC'S YOUTUBE CHANNEL

Live music still stands as the best way to listen to music, so by doing this we expose the artists to real audiences that could eventually become a big fanbase.



COLLABO-RATIONS

USING THE SKILLS HONES IN OUR PROJECTS, WE AIM TO COLLABORATE WITH VARIOUS INDUSRIES IN THE CREATIVE WORLD TO CREATE UNIQUE AND BEAUTIFUL CREATIONS

LET’S BUILD SOMETHING THAT LASTS

THANKYOU

LET’S BUILD SOMETHING THAT LASTS, OR FURTHER DISCUSSIONS:

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