

# THOUGHT-STARTER: WHAT ARE SOUTH AFRICA'S YOUNG PEOPLE FIGHTING?

By Holly Friend and Livvy Houghton

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*Jamal Nxedlana, creative director of Johannesburg-based youth intelligence agency **Bubblegum Club**, on the importance of dance for the nation's youth and why they are still fighting battles from another era.*

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Bubblegum Club is a platform for people on the fringes of society, 'people who are doing super-interesting things, but the mainstream media is not interested in representing them for various reasons,' Nxedlana tells LS:N Global.

'They consume. They consume culture, popular culture. And they participate in it. I would say the biggest interest of young people, especially when it comes to creative expression, is music and dance. Maybe even dance first and then music. Those two are so linked together – at clubs, at home, on the streets. Pretty much everywhere to be honest.'

Nxedlana also explains how today's teenagers are not so different from the generation before them. 'They want to be seen. They want to be visible. I think these are things that inherently, as human beings, we want. I think those things were there, even with the older generations. Our parents fought for freedom. And now we're fighting for economic freedom or we're fighting to break down structural racism or structural apartheid.'

Read the full Q&A [here](#).