

Cool & Black & listed

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By Helen Grange



Cool & Black editor and managing director Lerumo Maisela with his new directory at the launch at Moloko Strathavon Hotel. Picture: Ouparazzi

It's cool, tasteful and black – and this includes the people who make up its contents. The inaugural edition of *Cool & Black – The Directory* is basically the who's who of black movers and shakers, in entertainment, sport, media, arts, lifestyle, fashion and TV, radio and film production.

Cool & Black – The Directory, introduced to the public last month in a glamorous launch party at the five-star Moloko Strathavon hotel in Sandton, was the idea of Lerumo Maisela, 32, and his partner Tshepo Matsepe, 35, partners in the six-year-old billboard communications agency Kena Media in Bryanston. They funded it themselves – Maisela is tightlipped about exactly how much they ploughed in – and it took two years of research to put it together.

“The idea came to me in the process of running my own business. In looking for celebrities who can work with and deliver to a brand's requirements, I needed to find professionals with a track record. Like most marketers, I used Google, but there was a definite need for a directory you could reliably refer to. I decided to create this platform,” he says.

It was easier said than done. He and his four-strong team did extensive research, consulting industry professionals, to plumb the more “professional” aspects of the careers of over 420

individuals. There are 20 people listed in each category, which include musicians, DJs, actors and actresses, comedians, sports icons, sports presenters, radio personalities, journalists, editors, photographers, marketing and PR agents, visual artists, performing artists, theatre personalities, designers, image specialists, models, music and television producers. Also included in the directory are trendy hangouts, events and awards.

An extra category, appearing in the front, is Cool & Making Moves. Among the names listed are singer Lira, media personality Khanyi Dhlomo, TV personality Basetsana Kumalo, entertainer Trevor Noah, and theatre guru John Kani.

“I targeted only those who had garnered some accolades for their work,” says Maisela. “I was looking for people who have standing within their respective professional fields. It is a directory of people who businesses can rely on to deliver in partnerships or collaborations.”

Cool & Black – The Directory is available in Shesha stores and Exclusive Books (Pretoria, Cape Town and Joburg), for R205.