Crewtives

Issue 8 | December 2023

#Celebrating Maskandi Musicians

ABAFANA BENEMANE

AMATHWASA

INTOMBI VABELUNGU

INTOME! YOKUKHAN

MADLAKSHISA

ZONDA MTHAKATHI

MGCOTSHWA

AMATSHEWONDO AMAHLE (ZOM)

UMENZ' OMUHLE

NKOSAZANE

NKAZOLAZO

IZINKANYAMBA

MAQHUZL

2000

BANELE

MQAPHELISI NYATHI

BONGY



CONTENTS

REGULARS

03 Editors Note

FEATURES

- 4 Bongi
- 6 Zonda Mthakathi Amatshewondo Amahle (ZOMAA)
- 7 Nkosazane
- 8 Izinkanyamba
- 10 2000
- 11 Mqaphelisi Nyathi
- 13 Abafana Benemane
- 14 Intombi yokukhanya
- 15 **Amathwasa**
- 16 Intombi yabelungu
- 17 Madlakshisa
- 18 Mgcotshwa
- 19 Banele
- 21 Maghuzu
- 22 UMenz' Omuhle
- 23 Nkazolazo









Here is our last issue of the creatives magazine for the year 2023. On behalf of the magazine team I would like to express my utmost gratitude for sticking with us and believing in our brand. We are what we are because of you the creatives who many a times give us constructive feedback necessary for our brand to grow in a positive way. You always make us shine, your works are truly amazing and worth writing about.

We are thankful to you for the accolades we received in 2023 that are a clear testimony that without you, we are nothing. This issue celebrates maskandi musicians, it features local and international features local and international icons with a clear mindset of excelling in what they do. As a passionate team, united for a common goal in uplifting creatives we always thrive to do our best in delivering quality products and services even under very difficult situations

Enjoy the read and we wish you a productive year 2024.

Description of the second seco





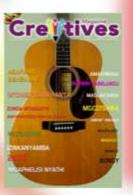
















Sibonginkosi Sibanda is a Maskandi gospel artist and presenter, based in Bulawayo. She is popularly known as Bongy in the arts and entertainment sector. She has been in the music industry since childhood and says that she cannot specifically say when this breakthrough happened. "I have been doing music since I was in Grade 1, my whole entire life I have been practicing and learning music at the same time, it's been music my whole life" She has managed to showcase her talent locally and internationally in both rural and urban areas. She has been to Zambia, Malawi and South Africa where she has marketed her music widely using platforms where she has been granted an opportunity to perform. In recognition of her works, Bongy has 3 awards and is optimistic that she will surely get more awards as long as she continues upgrading her works.

So far she has released 3 Maskandi singles which are, Kubuyiselwa, Vuleka and Nguwe. Bongy has done collaborations with several artists who include father Mahendere, Marve T and Ronald Stone. When asked about where she gets the motivation from in music, Bongy explains, "My number one motivation in music is my family background looking at the things that I see, the things that I go through and the way I was brought up. When we go through a lot of things the only way we can express ourselves, our great escape, is through music and this is exactly what I am doing".

In her family she is the only person with so much passion for music, she is thankful for the support she receives from her brother as she says he is one family member who is musically minded and really understands her love for music.

She has enjoyed sharing a stage and having moments with great artists in the music industry and she says that this is a dream for every artist to hang around with such people. She is highly excited to have met the Finance minister, Mthuli Ncube.



ZONDA MTHAKATHI AMATSHEWONDO AMAHLE (ZOMAA)

The ZOMAA is a maskanda music group formed in 2012 and is made up of the following artists Brian Ncube, Mbekezeli Ncube, Comfort Ndlou, Valentine Dube, Ignitious Ncube, Tedias Khoza, Antony Ndlovu Before they formed this Maskandi music group, they have been widely involved in Imbube music since 1996 and in 2012 when ZOMAA was established they added Maskandi music and they now specialize in these 2 genres, that is Maskandi and Imbube. This is a group based in Maphisa, Kezi in an area called Tshewondo under Matobo district. This is a group that specializes in Maskandi music production as well as educating those who wish to learn about Maskandi music, they train pupils in schools in preparation for their traditional dance competitions. Just like many other artists in this Maskandi music genre, the members of ZOMAA also draw their source of inspiration from the late Bhekumuzi

Luthuli, an iconic and prolific Maskandi artist, an inspiration to many.

Speaking to Brian Ncube, the leader and founder of ZOMAA, he mentions that in his family he is not the only one who loves this music as he talks about his young brother, Mbekezeli Ncube who plays drums, he is also a bass guitarist, a keyboard player and a backing vocalist.

He passionately says that he

He passionately says that he enjoys travelling the most for shows and winning awards as well as seeing places and beautiful ladies even though he says he never said any courtship word to them. "Emculweni ngijabuliswe yikubona izindawo lokubona izintombi ezinhle lobangingazange ngitsho lutho kuzo (laughs) lokuwina kumincintiswano.

The ZOMAA group has showcased their works in many platforms that include school events, weddings, traditional ceremonies, national events locally and in South Africa. They have won in competitions that include, Chibuku road to fame. At the moment the group has the following song titles that are ready to be recorded, Usulungisile, Iskhathesi, Sekwathini, Umuntu, Umbuso wezulu, Ngiyamazi Ubaba, Nkulunkulu somandla, Ukukhala kweqhude, Awusangithandi and Ngeke ngivume.

He mentions that they have not yet released any album as their focus for now is on perfecting their works making sure that they are ready to release a fully baked album. "Besingaka khiphi i album kumculo lo okamaskandi sisalolonga ngokupheleleyo izingoma zethu lokuzama ukuhlanganisa imali yokuya cindezela idlalade lakuqala lomculo wemaskandi".

Ncube cites transport challenges to take them to shows, lack of sponsorship as well as losing some group members in search of greener pastures. "Ubunzima esihlangana labo bunengi njalo bukhulu, ukuswela imota yokuhamba kumashows, ukuphuma kwamalunga egembu esiyadinga amadlelo aluhlaza kwamanye amazwe lokuswela amasponsors. Brian explains how Maskandi music started, "iMaskandi ngumculo owaqalwa nguJohn Bhengu owayezibiza ngokuthi ngu Phuzutshukela ngama early 60s kwelase South Africa ebuya le style okuthiwa yikupika meaning pick up the guitar strings when he was playing it. imaskandi music imehluko



INKOSAZANE YOMASKANDI







2000 iNdidazwe is a Maskandi musician based in Gwabalanda, Bulawayo. He has been in the industry for one year as a Maskandi artist. He mentions Amageza Amahle as one Maskandi group that inspired him to get into the music industry, focusing on the Maskandi genre. He has so far received commendable support from people who like his works and they wish to see him excel. "Maskandi is my favourite type of music and I do not wish to be anywhere else, this is my home", says 2000. He explains how Maskandi music is different from other genres in their focus on tradition and culture. "Maskandi ngu mculo wesiko, wesintu njalo ngu mculo ohlukileyo kweminye imiculo ngoba indlela okuculwa ngayo kuyafakwa izibongo zomuntu onguye oculayo njalo futhi kube khona ukubonga kwabantu okukhona uma ucula ingoma lokugida kwalo mculo kuhlukile kweminye, loku gqoka komuntu ocula umaskandi kuhlukile khatshana kulabantu beminve imculo".

U2000 is also the founder of AmaGwandamahle, a Maskandi band formed this year, July 2023 where he is with his uncle, Meluleki Nyathi.

He is thankful for the opportunity that he has received so far as he has managed to perform at Sigodini under king Mambo and at Pumula eSilwane Hall. He has also released an album called Isiyaya neQuantum made up of the following songs, Uyanginqobela, Isiyaya ne quantum, Omalayisha, Uhlobo luka tsotsi, IBosso, Kilebohile and Sanibona.

U2000 expresses a huge concern on the available studios in Zimbabwe that he describes as not having the capacity to accommodate them as Maskandi musicians. "We have poor studios mancane for umaskandi", he

says. In order to produce quality works he takes his records to South Africa for the mastering process.

He wishes to collaborate with Amageza Amahle and Khuzani in the near future for he believes that by so doing he will grow and develop his Maskandi music passion.

U2000 is appealing to the public for support of Maskandi music, a unique genre he describes as looked down upon, Sifisa kube

lokuthi abaculi bengabukelwa phansi befanekiswe labanye abaculi beminye imiculo", says





qaphelisi Nyathi
Mqaphelisi Nyathi is a Maskandi
artist, born and bred in Kezi, at
Tswayini, Gohole area. He says
that he grew up singing imbube
music and this is where he gained
knowledge on how to make
people happy as well as to educate them about life. He moved
from Imbube music to a fusion of
other music genres and he describes this a stage when he grew
in the music industry, acquired
more skills. "

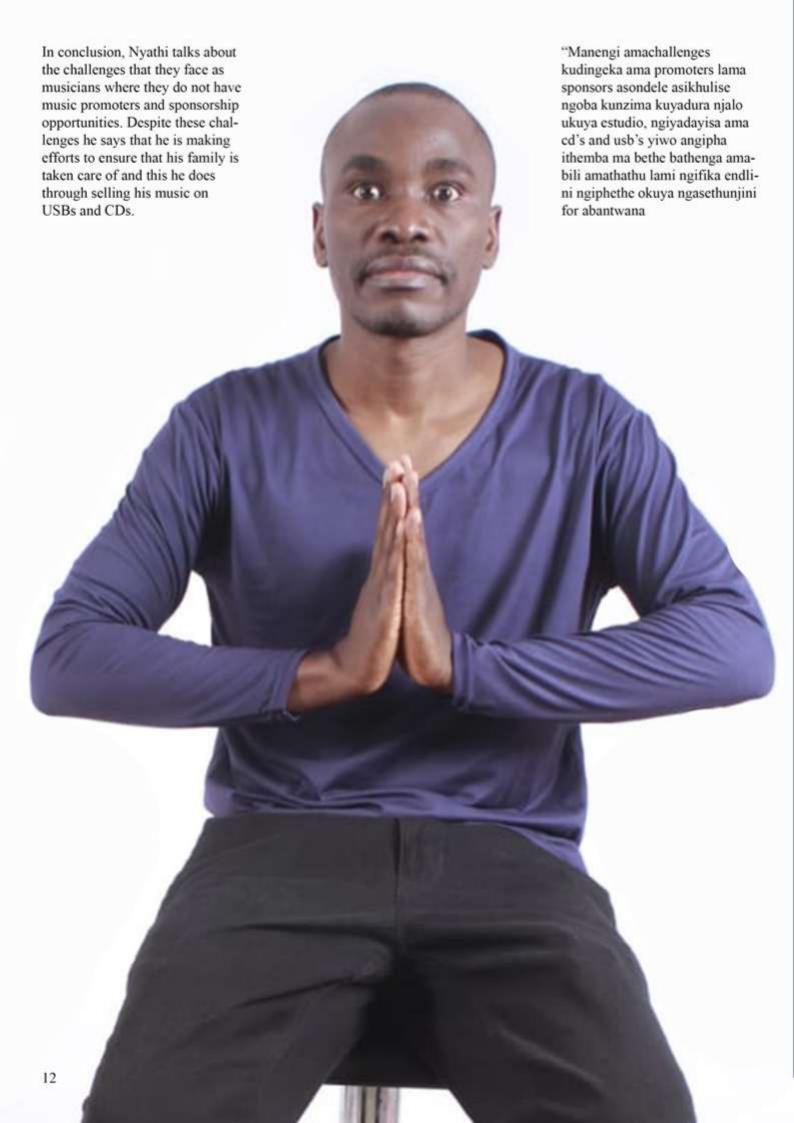
"Ngikhule ngicula Imbube music kulapho engancela khona ulwazi lokujabulisa abantu ngomculo, ngathi ngokukhula ngamila amaphiko ngazimela ngedwa, umculo wami yistayila esitsha engibuya laso ngihlanganise
Imbube Maskandi lo Mbaqanga
then igama lomculo ngiwubiza
Uluju Musiq,lapha uthola ama
flavours wonke ku Luju Musiq".
He ventured into the music industry 20 years ago while he was in
primary school. He describes the
music that he does as one that
serves to encourage people to
preserve traditional and cultural
practices as they play a key role
in the wellbeing of a black

He says" Ngalo umculo ngizama ukuthi singalahlekelwa ngamasiko ethu esikufunde kubo baba labo mkhulu bethu sifisa labantwabethu bekuthole". Mqaphelisi says he has a very strong family support structure and this is where he gets all the confidence and courage to always aim higher.

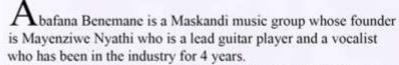
He has mainly showcased his

music at wedding ceremonies, parties and at churches where he gets invited to perform. In March 2023 he released an album called Soon and very Soon which is made up of 10 tracks. He expresses his utmost appreciation to his fans who have received the album with high excitement and he describes it as, "lamanje lisadla amahabula", showing how much it is still being enjoyed by people even now. He also released a single track called Ungazibulali (Don't kill yourself) on 11 September 2023.





Abafana Benemane



His love and passion for who he is, his culture and where he comes from led him to get to this type of music. "Ngiyayithanda imve-

laphi yakithu amaNdebele yikho ngikulo umculo", says Nyathi who is also popularly known as Skhulu in the creative and cultural industry.

He is thankful for the support he receives from his uncle, Mqabuko Ncube whose role in his music career shows how much he cares about him as he is his sponsor who makes sure that he meets the financial needs in as far as his music is concerned. He has showcased his creativity at the Joshua Nkomo Polytechnic college graduation ceremony and at the Chibuku Road to Fame, show in Gwanda.

Nyathi says that as a group they have released the following 4 tracks, Lisebancani, Imali, Samukeleni and Uthando.

He cites financial challenges as hindrances in their journey for excellence in the music industry, however, despite all these constraints they can make use of the available resources in order to push their dreams to higher levels. "We also make efforts by asking for help from

well-wishers whom most of the times are very helpful".

"Maskandi is my favourite kind of music, since birth I have always been fascinated by it and this is why I chose to be a Maskandi artist", says Nyathi. He also adds that this is the music that explains more to him and the people around about Ndebele traditions and culture that they express through music. I feel more inclined to Maskandi, Maskandi music is a culture base, this is where we address so many issues, especially the socio, economic life as a society and it highly gives us an identity as Ndebele people", says Nyathi.



INTOMBI YOKUKHANYA

Intombi yokukhanya was born Sandra Ncube, she is a Maskandi musician currently based in South Africa, she has been in the music industry since 2020 and says that since she was a child, she used to love music. She has largely been inspired by other Maskandi musicians. Intombi yokukhanya has released an album called Inhliziyo yami. She cites that the music industry is very hard especially if you do not have the right people to help in the marketing and promotion departments, "You will forever perform for free, currently I do not have a music manager and its quite hard to get paying shows this is why most of my shows where I am invited to perform are for free". She also adds that there are also people full of discouragement who do not know how to communicate especially when criticizing their music, their words are full of the pull her down mentality as she says. Despite all these challenges she is sure that it is what God called her to do and she will not stop doing music no matter the problems she faces.

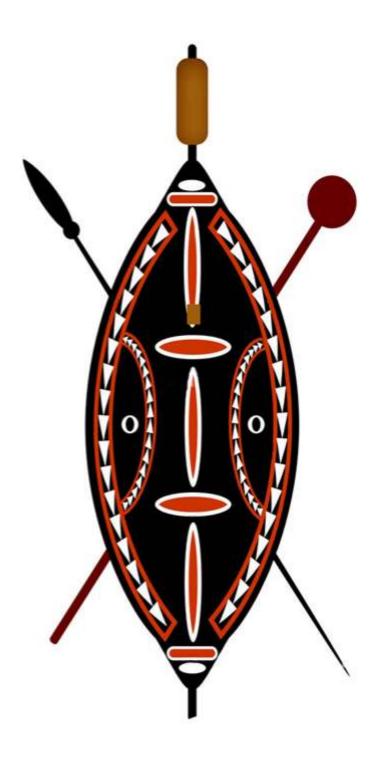


AMATHWASA

Amathwasa is a maskanda group that was started in 2016 and is made up of two artists, Mhleli Imvenduna Ndlovu and Sibusiso Maqhuzu Sibanda. Amathwasa have had several performances especially in South Africa, Johannesburg where they have participated in countless number of occasions. In Zimbabwe they have mainly showcased their music in a place called koSkuta located in Filabusi.

The following songs have been released, "Ngikhiphe Amavika Mkhonto ethi ama bleser, Kwazoba Lamavika Mkhonto ethi Kumnyama sikhona then umfowethu wakhipha UMaqhuzu ethi stimela," says Mhleli.

Imvenduna mentions that one of the challenges they face is that of lack of support from family members and friends whom he says they discourage them from pursuing their chosen career path. Despite this challenge Mhleli says he continues to work hard to prove them wrong so that they might one day understand and appreciate what they do as this is a passion and a gift from God, as he says. He also mentions that he is a cultural man and the maskandi music describes who he is and this way he is able to embrace it wholeheartedly without caring about what those around him think. Mhleli says that Maskandi music teaches people to be proud of who they are and that the messages in their songs are mostly about teaching black people about their culture.



INTOMBI YABELUNGU

Intombi yabelungu, born Ester Sibanda is one of the female Maskandi artists enjoying in the music industry. She is a songwriter and singer specializing in Maskandi music. She got into the arts industry in 2016. When asked what inspired her to get into the music industry and why she chose Maskandi music, Intombi yabelungu explains, "umculo yinto engikhule ngiyithanda kusukela ngiseskolo then ngithe sengiseSouth Africa ngahlangana labanye saqala iqembu elibizwa kuthiwa uBuhle bamaNguni, I grew up listening to Maskandi music that I love so dearly". In 2018 Intombi Yabelungu released an album called Khona kunzima with these tracks. Vulani Amasango, Khona kunzima, Mantombazane, Umoya weNkosi, Mnewethu, Bambanani, Myeni wami, Inhlonipho, Abazali bam, Umdali and Umoya weNkosi (remix).

She also has singles, these are as well as an Extended Play (EP) called Ngazilaya with the following 3 tracks Abathwakazi, Ngazilaya and Umakoti. She has performed in South Africa and in Zimbabwe, eSigodini. The following are the awards that she has received, Vaal Music Awards 2018 - Outstanding Newcomer, Sadma 2019 Best Female Artist, Skyz Metro Fm Music Awards 2019 Outstanding Maskandi/Umbhaqanga Artist, Amaghawanentaba Fm Music Awards 2021 - Best Maskandi and the Matebeleland Cultural Awards 2023 - Outstanding

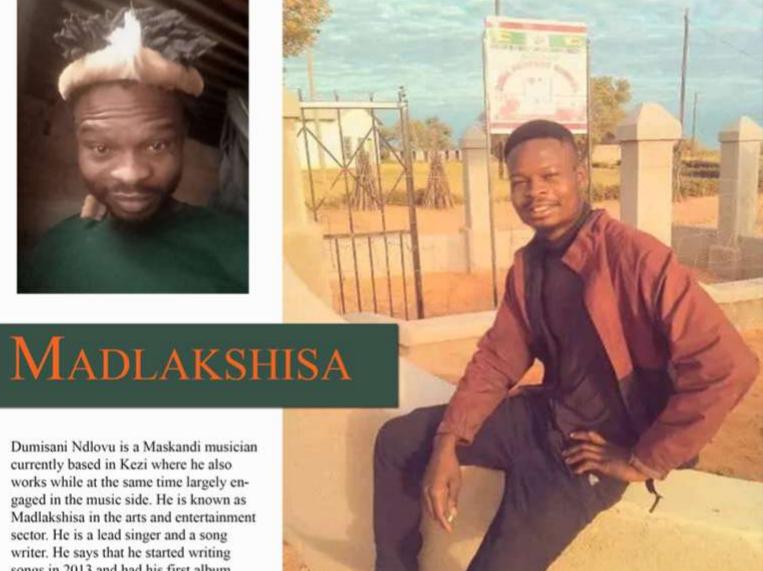
Maskandi Artist.



she does not get opportunities that can give her money. "ichallenge engiyitholayo yikuthi ngiyahamba ngiyerecorder estudio maqede ngingayitholi inzuzo lokuqhatshwa ngingaqhatshwa ingoma zikhona online bathi bayazidlala but lakhona akubuyi lutho".







Dumisani Ndlovu is a Maskandi musician currently based in Kezi where he also works while at the same time largely engaged in the music side. He is known as Madlakshisa in the arts and entertainment sector. He is a lead singer and a song writer. He says that he started writing songs in 2013 and had his first album called Baganga nezulu was recorded this year, 2023.

Dumisani says he was motivated to get into Maskandi music by people around him who used to cheer him up whenever he would sing, "Into eyangikhuthaza kakhulu ngabantu ngoba babengizwa ngicula kamnandi, labaculi bakithi, lani selingenza ngiqine ngomculi", says Madlakshisa. He acknowledges the support he receives from his dancers whom he refers to as amagidangoma, these are Stearing, King Maghoba, Gun shooter, Star esincane, T.O.B, The Ghost, Vimbile and Velakancane. Together they are called Amashisa Amahle. Madlakshisa mentions some of the challenges that he faces and is appealing to anyone who can help him overcome them. "I currently do not have a manager, I do everything by myself and I dp not have an form of sponsorship. I will be grateful if someone comes in to help me push my brand to the next level". He believes that with a manager and a sponsor all his dreams in as far as his music is concerned will be realized.

He explains why he is so passionate about Maskandi music, "I love Maskandi too much because it is that kind of music that soothes and comforts me, very educative, ngumculo olemfundiso emnandi, okunye vikuthi ngakithi sikhuliswe ngamasiko yingakho ngabona kubalulekile ukuthi ngicule umculo wesintu umculo wama vdebele

Madlakshisa says that Maskandi is a very respected music genre from the lyrics to the outfits and it gives people high esteem and respect, "Umaskandi ngumculo ohlukene kakhulu ngitsho ngoba umuntu uba lesithunzi esihle kakhulu emphakathini, indlela esigqoka ngayo ilesizotha ayila ngitsho ihlazo ,ubuye futhi ukuthi siyagqoka amabhetshu okwenza abantu abanengi behlale bekhumbula ngembali yakudala".

umaskandi ocwensa ngoshun ongaziwa ushuni we shisa





Mgcotshwa is a South Africa based Maskandi artist, born Wilson Ndlovu. He is a lead guitarist, bass guitarist, keyboard player, song writer, lead vocalist, backing vocalist, producer, graphics designer and a sound engineer.

He talks about his passion for maskandi music and reveals the late Bhekumuzi Luthuli and Mgqumeni as some of the artists who inspired him to take music to a professional level. He also explains that where he grew up, he was worried that there were no artists and they had to go to very far away places if they needed entertainment in the form of music, he says this was one of the reasons why they formed the group.

"Okokuqala ngiyawuthanda umculo okutshukuthi ngothando lomculo sazesakha igembu elalithandwa kakhulu esontweni engangisonta kulo ekukhuleni kwami, kunabaculi nje esasibukela kubo, ohlangothini lukamaskandi ngangikhonze uBhekumuzi Luthuli kakhulu kwavela oMgqumeni okwesibili ngangikhathazeka kakhulu ma ngibuka indawo yakithi ingelabaculi zingekho imbongi konke lokhu besikubuka kwezinye indawo ezikude lathi, ngamafishane nje kwaba liphupho lami ukuveza indawo yakithi".

Mgcotshwa is thankful for the support he receives from his followers. He says that he enjoys being on stage, playing the guitar,dancing and everything else involved in the music production process. His music is available on digital stores and people can listen to it on Skyz Metro Fm and Khulumani FM radio stations where it is widely played. He mentions that marketing their brand is difficult especially considering that they do not have a company working for them in this area and they must do this task by themselves, which is not enough.

"Marketing yale genre inzima yiyo ichallenge esibhekene nayo kakhulu singabaculi bakamaskandi kwaMthwakazi it's like bayayinina ungaze wenze kahle kangakanani njalo kulokukhethana ngezigodi, explains Mgcotshwa. Mgcotshwa gives us a brief background on the formation of Maskandi music, "There are those who believe that we adopted this genre from Kwazulu Natal, they do not know that this type of music started koMthwakaziand spread to koMthaniya wafika wadlondlobala khona noma ngithi wanakeka masinyane".

Maskandi music isondelene lesintu njalo iqukethe usiko lwabantu abamnyama especially amaNdebele lamaZulu".





"Ngangifisa ukudlulisa umlayezo ngengoma, Ngoba injongo yomculo wami yikwakha abantu lapho engibona kusenzeka khona amaphutha ngiyabhala ingoma ngaleyonto engiyibonayo, Kanti lothando lomculo

ngikhule ngilalela u Bhekumuzi Luthuli kakhulu umculo wacina ungingena ngaphakathi senginga-





Banele believes that Maskandi music is not getting enough recognition and exposure and this is why it is not as popular in Zimbabwe. He says that currently he is using his Facebook Page to market his music. He is thankful for the support he received when performed twice at Pumula North hall in 2020 and 2021 and his music is receiving airplay mostly on Khulumani Fm.

He has so far released a single track called Nizomland'emathuneni in 2020, followed by an Extended Play titled Imali Yegazi.

He faces quite a lot of challenges in his music journey that include marketing and recording expenses and he says, "I have been trying to find ways to overcome them but at the moment all my efforts are in vain".

As a Nguni person, Banele says, "Maskandi music represents who we are as Nguni people and it is not seasonal, it does not get outdated, the message is always relevant". He also adds that this type of music does not have a specific place where it can be played, anywhere is fine.

MAQHUZU

Sibusiso Maghuzu Sibanda is a South Africa based artist who ventured into the music industry in 2015, he is a music producer and a composer who proudly reveals that he is doing what his heart wants and he believes that this is a huge calling from God. He is continuously encouraged to continue in his music path by the reception he receives from people that he describe as incredible, with a high passion to see him reach higher levels in his music career. He has performed at Turfontein, South Africa.

Maqhuzu has released an album called Amanxeba Othando with the following 12 tracks, Unghlekelani, Abathandazi, Amanxeba othando, Nyanga yam, featuring Gazelimnyama, Enqamulezweni featuring Nteeh, Amalobolo, Ithuna lendoda, Sabela featuring Gazelimnyama, Stimela, Amasiko, Makoya featuring Mhlambiwezinja and Nginenkinga.

He cites lack of finances as one of the challenges that he faces and this means that he is unable to work the way he wishes to due to financial constraints that hinder him from producing more music. He is however optimistic that one day things will improve and he will be able to shine in the music industry.

"I love Maskandi music because it brings me back to my roots", concludes Maqhuzu.





habani Chipalo Khumalo whose stage name is
Menz'Omuhle is a Maskandi musician based in Zimbabwe, Tsholotsho and has been in the music
industry for the past 5 years. He
says that his origins motivated
him to be a Maskandi musician.
He grew up listening to Imbube
music and later developed high
passion for Maskandi music
genre.

Menz'Omuhle has showcased his talent on various platforms that include the following arts festivals such as the Tsholotsho Arts Festival and the Redhorse Arts Festival. His music is being played on radio stations that include Amaqhawanentaba Fm and Skyz Metro Fm.

He says that currently he is working on an EP that he looks forward to releasing soon. He mentions some of the challenges that he faces as a musician, "Transport challenges where at times I have difficulties in raising money to travel to venues where I will be invited to perform and sometimes I do not have money for recording my songs", says

Menz'Omuhle. He says that despite all these challenges, he never disappoints his fans as he always try by all means to deliver quality works



UMenz' Omuhle































