**adidas Originals Unite Joburg featuring Danny Brown**

On Friday, 15 November 2013 almost 2000 of Joburg’s most influential were united at Walter Sisulu Square in Soweto for the [adidas Originals](http://www.adidas.co.za/originals/) Unite Joburg event that featured Detroit hip hop artist [Danny Brown](https://twitter.com/XDannyXBrownX), supported by some of the city’s most eclectic local talent.

Danny Brown hit the stage after his touring DJ SKYWLKR had warmed up the crowd with a few tunes. Brown entertained the crowd in his high-paced, unique style, whilst performing many of his most well-known tracks. The artist was clearly excited to be performing in Joburg; jumping around the purpose-built stage, high fiving and engaging with the crowd, thanking those in attendance for the opportunity to appear in South Africa – fulfilling a long-time dream of his.

The crowd, who had assembled from all corners of the city for the event, was enthralled with the American’s performance, rapping along to his upbeat lyrics; creating the ultimate atmosphere and embracing the overall theme of the evening: to unite Joburg.

Throughout the evening, attendees were also treated to a selection of Joburg’s most sought-after artists; carefully selected to represent the original and authentic local styles and genres of Joburg. Exploring alternative avenues with Kwaito and electronic music production, Mma Tseleng kicked off the evening, whilst Phat Jack and later Cuebur both brought their unique take on the much-loved deep house sound. Redbull Thre3Style champion Tha Cutt brought his trademark hip-hop, old skool, and funk set to the show whilst the always fresh-sounding Kid Fonque gave the crowd a taste of electronic and dub step.

Scrambles4Money, one of the favourites and most engaging performances of the evening, showcased the independent South African hip hop battle circuit, where the crowd selected their favourite ‘battlers’ from those on show to win cash. Lastly but certainly not least, DJ Switch, brought the evening’s proceedings to a close with an eclectic range of hip-hop, ragga, house, jazz, kwaito and dub step.

To view a video of the event, [click here](http://vimeo.com/79969365).

Whilst in Johannesburg for the event, Danny Brown was also able to get a taste of the local scene in and around the city. He made a trip to the adidas Originals store at Menlyn Park Shopping Centre in Pretoria where he met a number of lucky [3Stripes](http://www.3Stripes.co.za/register) fans who won the opportunity to meet Danny Brown in person. He later headed into the heart of Soweto to the now-iconic [Chaf Pozi](http://chafpozi.wozaonline.co.za/), where Danny and his entourage tested their off-road skills on quad bikes, before going to check out a street art mural that had been done of the rapper by two young local artists at [Thesis](https://www.facebook.com/pages/Thesis-Concept-Store/221016897934053) concept store.

Danny was later treated to a traditional South African braai at an African-inspired banquet dinner in [AREA3](http://www.area3.co.za/blog/) with biltong, koeksisters, nyama and pap.

Danny Brown’s whirlwind tour of Johannesburg ended on the Sunday when he returned to his hometown of Detroit, Michigan.

Follow adidas Originals on Instagram [adidasZA](http://instagram.com/adidasza) and on Twitter [@adidasZA](https://twitter.com/adidasZA) #unitejoburg

For more information on adidas-related news visit the adidas [News Stream](http://news.adidas.com/ZA/ORIGINALS)

Unlock [the adidas vault](https://www.adidas-archive.org/#/herostories) to find out more about the brand’s heritage.

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**About adidas\* Originals – The iconic sportswear brand for the street** (\*adidas always written in lower case)

Adi Dassler’s vision was to provide every athlete with the best footwear for his or her respective discipline to help them get better, faster and stronger. This principle guided Dassler through his career until his death in 1978. With 700 patents and other industrial property rights worldwide, Dassler’s works speak for his permanent quest for perfection. His belief and tenacity still lives today in three adidas sub-brands—adidas Sport Performance, adidas Originals and adidas Sport Style.

Although the iconic 3 stripes have been the mark of an adidas sports shoe since the formation of the company in 1948, it was when the company expanded into the leisure sector in the 1960’s that founder Adi Dassler – and his wife Käthe – sought a new, additional identification mark for the brand.

In August 1971, the Trefoil was born out of more than 100 ideas. Inspired by the 3 stripes, it is a geometric execution with a triple intersection, symbolising the diversity of the adidas brand and was first used in 1972 at the Munich Olympic Games, and has since become one of the most famous brand emblems in the world, celebrated its fortieth anniversary last year.

adidas Originals is the iconic sportswear brand for the street. It is born in sport heritage, but lives in contemporary lifestyles and strives to inspire all in their everyday lives. Innovative, classic and always authentic – there are certain values that adidas Originals stands for: authenticity, creativity and individuality.

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