

# Equinity's Meoquanee production reinvigorates racing and smashes the traditional 'year-end'

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*With an all new show and double the size of last year, Equinity takes place on 9 November this year. Not for the faint-hearted and certainly not for the conservative. For those who love exploring, who enjoy being creatively challenged. Brazenly determined to destroy the 'mundaneness of the corporate year-end' - Equinity is back with its latest production entitled Meoquanee.*



Equinity is an extravagant show and performance, built around, and incorporated into, night-time horseracing. There are unexpected features; unusual acts, unique performances and sets purpose-built to create a mystical world, all combined with massive audio-visual productions for the post-main race finale.

Each year completely new themed shows transform grand, historic, horseracing arenas into an interactive, experiential fantasyland. Vivid and eclectic lighting shows, amplified sounds, and performances are curated to deliver a powerful experience.

This year the show embraces elements from indigenous groups across both North and South America including the sounds and designs that make these cultures so striking. The name Meoquanee means 'wears red' so expect this vivid colour to

permeate the sets, acts and show.

When asked what makes Equinity unique, founder Angus Campbell, says, "We believe we can surprise and create awe through what we do. We take people on an emotional journey using music, entertainment, cuisine, performance and art. And we do this at a place you would least expect – grand stadiums at night-time horseracing events. We love showing people the beauty and power of the horses and including our audiences in all the aspects of racing through the use of innovative audio-visual tools and our Reality Racing platform".

Using the powerful energy of thoroughbred race horses as a backdrop, each Equinity evening is a spectacular journey, which begins with live racing and culminates in an all-out styled celebration.

By hosting Equinity in the early summer on the Highveld, the event is perfectly timed as an incredible year-end option for companies. However, warns Campbell, "Equinity is edgy and certainly not designed for a conservative audience. We are an alternative to the traditional corporate year end which so many people dread. Equinity is packed with entertainment and action, without any boring speeches".

Equinity radicalises both horseracing and performance, introducing a new audience to the sport and turning the sport into a hugely attractive spectacle. "We are very excited to be hosting Equinity again and cannot wait to show a new audience the beauty and intensity of racing when they experience this event for the first time," adds Clyde Basel, Marketing Manager at Phumelela.

Meoquanee explodes into life on 9 November 2017 at the grand and historic Turffontein Race Course. Packages are R795 per person. Details on [www.equinity.co.za](http://www.equinity.co.za).

# Equinity

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