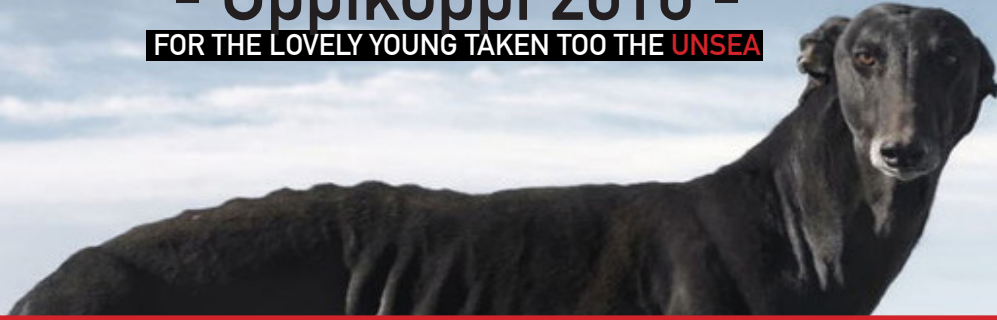


# - Oppikoppi 2016 -

FOR THE LOVELY YOUNG TAKEN TOO THE UNSEA



I wanted to create something that encapsulates Oppikoppi, something that makes you want to experience this once in a life time experience.

I felt the quick cut/ neon lights would be the obvious trap to walk into and obvious is not KOPPI, Koppi is more esoteric. Oppikoppi follows the sub plot and not the main plot. The decision was made by Oppikopi to use the poem , and later song, of Gert Vlok Nel "Jonk" as inspiration for the theme and more specifically the line "For The Lovely Young Taken to the UNSEA".

This song talks about Gerts live growing up in the Train town of Beaufort West, its filled with nostalgia.

This inspired the use of Old film stock that was filled in South Africa more or less the time Gert grew up. To really bring the user into the headspace of 1960/1970's Karoo. Orange dust and dirt, a vision shared with Northam. Every time the user loads the page the stock clips are randomly selected and played in a completely randomized faction (The probability is  $50! = 30414093201713378043612608166064768844377641568960512000000000000$ ). This is a novel function, but creates something very unique, the same thing a festival goer strives for when visiting Oppikoppi.

Daniel Nadues photography was used by oppikoppi and was even used as Logo for the festival.

I made the photos Monotone with one accent colour. This gives the website some "live" content for background. It invokes melancholy seeing these African Dogs.

A hidden feature is if all button on the site is clicked a popup will occur with a promo code. This will show dedication to koppi and will reward fans of the festival