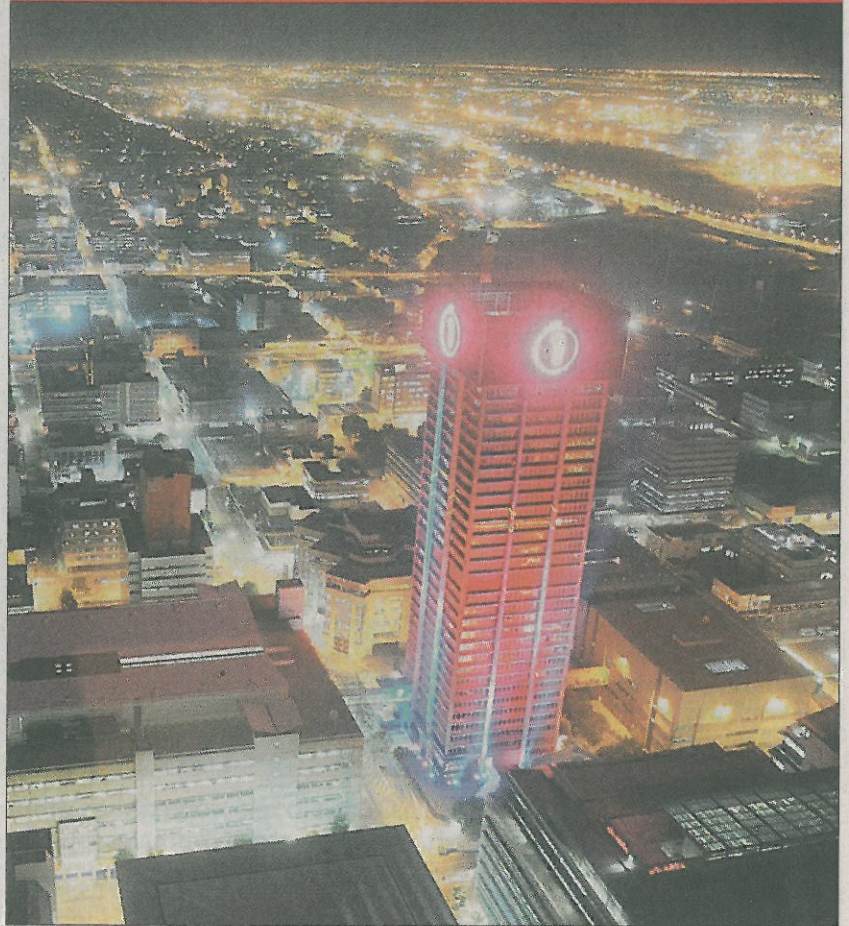


## Screens to help lure people to inner city



**DAZZLING:** These 38m-long and 17m-high LED screens light up the 29-storey Absa Towers in the Joburg CBD. PICTURE: ITUMELENG ENGLISH

### **MPILETSO MOTUMI**

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HELLO Africa! This is the greeting on the four biggest LED screens in the world.

They are twice the size of a basketball court and are found in the heart of Joburg.

Yesterday, Absa launched the Lumen, which will light up the CBD like never before.

The 38m-long and 17m-high screens crown the 29-storey Absa Towers building on the corner of Main and Troye streets.

The Lumen is part of Absa's 10-year inner-city rejuvenation project.

Absa Group chief executive Maria Ramos said the Joburg skyline would be transformed into a beacon of hope for the city and the continent through the various plans the financial institution had in store for the city.

"The screen will be alive 24/7... to share good news and stories to the world... and to leave things better than we found them," she said.

Musicians and Shout founders Danny K and Kabelo Mabalane

believe the Lumen concept resonates with their campaign to make South Africa a safer place for all who live in it.

"We will partner with anyone who realises the potential of the city," said Mabalane.

Danny K said the Lumen represented a bright light into the city and was a place where Joburgers could venture into the city without fear.

Absa and Barclays Africa marketing, communications and public affairs group executive Bobby Malabie said: "The key thing is that this is part of the programme that talks to rejuvenating the CBD."

He said Absa wanted to make the city a safer place for the community.

Malabie said Absa would be working with the council to help the government achieve its 2040 plans for a world-class city. "We want to help Joburg be the city it wants to be and bring business communities back to feel confidence in the city again."

The LED screens are eco-friendly. Their expected lifespan is 11 years and they feature the most advanced LED technology.