

Africa's largest kinetic sculpture launched

Africa's largest kinetic sculpture, 'The Creovator' - was officially launched on 19 August at the WesBank head office in Fairlands, Johannesburg. The sculpture forms part of an employee engagement campaign developed by Actuate, an award-winning internal marketing and communications agency.







This magnificent machine was carefully designed and crafted by sculptor Etienne de Kock. Weighing over two tonnes, this amazing piece of art stands 12 m tall. It has 18 custom cast balls running along more than one kilometre of metal track and is activated by two motors driving two chains, each of which are 23 metres long. It took a team of more than 70 people to conceptualise, design and shape it over six months.