

Rage Festival's Sound Factory moves to new location in Ballito

Rage Festival founders, G&G Productions have announced a new location in Ballito for its venue Sound Factory, which is home to everything the festival represents - from parties, featuring international and local DJs to experiencing state-of-the-art sound and lighting technologies across four stages over four nights.

Rage Festival organisers regularly survey past attendees to understand their experiences at the festival and learn from them so they can continually adapt, enhance and improve for the coming year. One important take-out was the location and accessibility of Sound Factory. The new location is safer and overall a much better venue, set amidst the rolling hills of Ballito, it's more suitable for an outdoor festival, which Ragers have been asking for.



The move to Ballito means Sound Factory will now be closer to the two festival hubs, Ballito and Umhlanga, where the bulk of Ragers stay and party. Transport will be affordable as distances between Sound Factory, Rage's club venues and accommodation will be closer (travel time to Sound Factory will now be 10 minutes from Ballito's La Montagne hotel and 25 minutes from Umhlanga Sands Hotel, where before it was 45 minutes from Ballito and 20 minutes from Umhlanga).

"We have been looking to move Sound Factory back to Ballito for the last couple of years, but we couldn't find a space in Ballito that was suitable, until now. Being next to the stadium in Durban gave us the opportunity to expand Sound Factory's footprint and experiment with new formats, stages and layouts, so that when we move to the new location we'll really be able to give Ragers the best, most incredible Sound Factory experience to date," says Will McIntyre, Rage festival director.

[Rage Festival passports and tickets](#) are strictly for sale to person who will be 18 and over at the sale of the commencement of Rage Festival 2018.

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