

Digital creators urged on communities, followers

NATHAN ATILUK

On February 27, the mood at Supremacy Lounge in Nakulabye in Kampala was changed into a digital space as the Guinness Smooth Creators Lab held its Digital Art Edition.

Under the theme 'Community Building', creators were shown how an online presence is not just about followers, but about forming ecosystems of people who believe in your work, support it, and grow with it.

Speaking at the event, Natasha Karungi spoke about the point of networking, engaging curators, and learning from fellow creatives.

She also broke down the difference between 2D and 3D art, introducing virtual reality as a creative main point.

Karungi also said talent alone is not enough and creatives must know how to strategically position themselves where chance can find them.

"I used to hate collaboration because I thought it would dilute my work. But through collaboration, you get to do bigger things and tap into spaces that help you sell your ideas," she said.



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Natasha Karungi at Guinness Smooth Creators Lab