

New look for 10th SAFTAs

For the 10th celebration of the South African Film and Television Awards (SAFTAs), the event has a new logo and theme - 'Imagine'.



The refreshed dynamic visual identity pays homage to the thing that all film and television professionals are after, the Golden Horn, symbolising collective effort, community, and the recognition of the individual as part of a team - an experience inherent to the film and television industry, where collaboration is the cornerstone of successful productions.

Zama Mkosi, CEO at the National Film and Video Foundation (NFVF) of South Africa says, “With gold we are celebrating the glamour and the solid hard work that thrives in this industry every day. The SAFTAs honour the excellence across the industry that, when fuelled by the magic of imagination, crafts characters and shapes worlds that enthrall audiences within our shores and beyond.

“We consider ourselves the backbone of the SAFTAs and the decision to imbue a new sense of progress and meaning to the identity affords us another opportunity to demonstrate our support. As we celebrate a decade of the SAFTAs, it was a fitting time to redefine the event and all the elements that make it a noteworthy annual gathering,” concludes Mkosi.

The SAFTAs, managed under the custodianship of the National Film and Video Foundation (NFVF), an agency of the Department of Arts and Culture, are an industry initiative governed by the SAFTAs committee and the body of industry representatives comprising of the broadcasters, SASFED and other key stakeholders.