

# Afda film, *The Extraordinary Super-Now*, wins three awards at the 2021 Loeries

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Afda Johannesburg 2020 honours graduation film, *The Extraordinary Super-Now*, has won three awards after being nominated as a finalist in seven categories at the 2021 Loerie Awards.



The producer of the film, TyraLee Nel, and cinematographer James Yates, flew down to Cape Town from Johannesburg to attend the award ceremony held at Grand Africa on 22 October, and it was worth the trip. *The Extraordinary Super-Now* won a Craft Certificate for Production Design (Chanelle Hart), a Silver Loerie for Student Short Film (TyraLee Nel) and a Gold Craft Loerie for Cinematography (James Yates).

"What an incredible evening! Spirits were high, and what was so exciting was the overwhelming amount of congratulations and general excitement for the new emerging talent and storytellers who were awarded Gold and Silver in the Student Categories. No Craft Certificate, Silver or Gold Loerie would have been possible without the team of filmmakers who made it all happen.

We are so proud and honoured to have seen our little film do so well at the 2021 Loerie awards, we worked as a team and we've won as a team. So, we hope it's only the beginning for this special film," says producer Nel.

"We are delighted you got to celebrate this remarkable achievement. We are truly proud of your film and crew and for flying the Afda flag as you become the filmmakers we believe in.," says Robyn Aronstam, Afda Johannesburg Postgraduate MP Lecturer.

Each year, Loeries Creative Week creates an opportunity for the brand communication industry to unite around a common goal of supporting the industry across AME to create greater positive societal impact. The events held are centered on the facilitation of a creative hub for the industry to network, access to learning and business opportunities and immersion into the culture of the host city to help stimulate creative thinking.

The key highlight of Loeries Creative Week is the annual Loerie Awards where the best creative minds gather to see which entries have advanced through the stringent judging process to receive the highest accolade in AME's brand

communications industry - a Loerie Award.

## ABOUT EARLE HOLMES

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