

Sponsorship of local arts rewarded

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Business and Arts South Africa (BASA) is pleased to announce the nominees for the **12th Annual Business Day BASA Awards, supported by Anglo American** - highlighting South Africa's top arts and culture events supported by sponsorship from local business.

The nominees list spans the broad spectrum of the arts - from visual arts projects, like the Joburg Art Fair and the Shangaan-themed Dungamanzhi 'Stirring Water' project, to theatre, music and social awareness initiatives such as ABSA's 'Addicted To Life' drugs awareness campaign.

Also nominated are a number of daring and, at times controversial, business and arts partnerships; among these are Standard Bank's provocative Marlene Dumas' 'Intimate Relations' exhibition and the Grand Daddy Hotel's Airstream Penthouse Park.

"We're absolutely thrilled at the nominations list which reflects just how effectively business and the arts can come together in a way that benefits both - along with South African society as a whole," says BASA CEO Michelle Constant.

Constant's sentiments are echoed by Business Day Brand Manager, Anda Peter: "This is not a one-size-fits-all landscape but one where different businesses can flex their financial and creative muscles in a variety of ways to help ensure the livelihoods of our arts community, and give ordinary South Africans the opportunity to enjoy the cultural expressions of our richly diverse nation".

"As an ongoing supporter of the arts, Anglo American is proud to be one of the lead sponsors of the BASA Awards, which we believe represents a shared vision to encourage mutually beneficial and sustainable relationships between corporate South Africa and arts and culture," says Premilla Hamid, Head of Public Affairs for Anglo American. "As the partner of choice, and the largest corporate social investor in the country, we understand the power that cultural sponsorship has in connecting the larger community to the arts, whilst supporting local artists in the process."

Leading the charge in the nominations list are several projects that have earned two nominations each: among them the Keiskamma Art Project, which is sponsored by Murray & Roberts LTD. Based in Hamburg in the Eastern Cape, this platform for emerging and established female artists and crafters is also responsible for creating the artworks that will be presented to the winners for this respected awards event.

Among the nominees are several of South Africa's bigger corporates including MTN, whose 15th Annual MTN South African Music Awards has earned them a nomination in the Single Project category. Sanlam has also received a nomination in the Strategic Sponsorship category for its annual SA Fashion Week, while Old Mutual's Encounters series of concerts is also in the running for the same award.

Unlike the other 11 categories which have three finalists each (aside from International Sponsorship which has two), the Barloworld ARTWORKS Mentor of the Year Award (launched in 2005 with the support of Barloworld) has five finalists. The hotly contested category recognises business volunteers who work directly with arts organisations, sharing skills and expertise to address challenges specific to that arts organisation.

Nominees were selected by a prestigious panel of judges - CEO of the Constitution Hill Trust, Dr Ivan May; Loerie Awards MD, Andrew Human; playwright and director Welcome Msomi; co-founder and head of Vega School of Advertising, Gordon Cook; theatre and dance writer/journalist Adrienne Sichel; business entrepreneur, South Africa's former High Commissioner to London and currently executive chairperson of Peotona Holdings, Cheryl Carolus; and, Mastrantonio

Holdings CEO Giovanni Mariano.

The judging process was audited by Grant Thornton Johannesburg.

The 12th Annual Business Day BASA Awards, supported by Anglo American, will take place on 31 August at an invite-only event to be held at the forum | turbine hall in Newtown, Johannesburg. Winners in 12 categories will be announced, along with the Chairman's Premier Award - which is made at the discretion of the Chairman of BASA recognising sustained and extraordinary commitment to the arts in South Africa.

For a full list of nominees in the 12th Annual Business Day BASA Awards, supported by Anglo American, see below (nominees/finalists in alphabetical order).

Full notes on each of the categories, including nominee/project profiles, are available on request.

BEST USE OF A COMMISSION OF NEW ART

Finalist 1: ABSA

Project: Addicted to Life

Finalist 2: Grand Daddy Hotel

Project: Airstream Penthouse Park

Finalist 3: Industrial Development Corporation (IDC)

Project: Mobile Exhibition

FIRST TIME SPONSOR

Finalist 1: Arup (PTY) LTD

Project: Dungamanzhi 'Stirring Water'

Finalist 2: Murray & Roberts Ltd

Project: Keiskamma Art Project through Murray & Roberts Women's Art Project

Finalist 3: Rainbow Chicken Ltd

Project: Catelina Theatre

INCREASING ACCESS TO THE ARTS

Finalist 1: Exclusive Books Reading Trust

Project: Ndodeni Family Library Project

Finalist 2: First National Bank

Project: Joburg Art Fair

Finalist 3: Golden Arrow Bus Services

Project: Cape Africa Platform's Arts Awareness Programme

INTERNATIONAL SPONSORSHIP

Finalist 1: Standard Bank

Project: Marlene Dumas' 'Intimate Relations'

Finalist 2: Zamexpo
Project: artSPACE durban

LONG-TERM DEVELOPMENT

Finalist 1: Deutsche Bank Africa Foundation
Project: Little Artists

Finalist 2: Sandton Business Improvement District
Project: Sandton Central Arts Programme

Finalist 3: Standard Bank
Project: National Schools Festivals

MEDIA SPONSORSHIP

Finalist 1: Desklinc Media
Project: National Arts Festival

Finalist 2: Fine Music Radio
Project: Fine Music Radio Cape Diary

Finalist 3: The Times
Project: The Times' Art Page

SINGLE PROJECT

Finalist 1: First National Bank
Project: Joburg Art Fair

Finalist 2: MTN
Project: South African Music Awards

Finalist 3: Murray & Roberts Limited
Project: Keiskamma Art Project through Murray & Roberts Women's Art Project

SPONSORSHIP BY A SMALL BUSINESS

Finalist 1: Buz Publicity
Project: Trevor Huddleson Centre

Finalist 2: The Drum Café Events
Project: Mzantsi Traditional Orchestra

Finalist 3: Symphony Digital Solutions
Project: Chew Magazine

SPONSORSHIP IN KIND

Finalist 1: Eurocape Holdings
Project: Out The Box Festival (UNIMA SA)

Finalist 2: HCI Foundation

Project: The Baxter Theatre Centre

Finalist 3: Vukile Property Fund (Ltd)

Project: National Eisteddfod Academy

STRATEGIC SPONSORSHIP

Finalist 1: Old Mutual

Project: Encounters (Oppikoppi Productions)

Finalist 2: Sandton Business Improvement District

Project: Sandton Central Arts Programme

Finalist 3: Sanlam

Project: SA Fashion Week

YOUTH SPONSORSHIP

Finalist 1: ABSA

Project: Addicted to Life

Finalist 2: Standard Bank

Project: National Schools Festivals

Finalist 3: Webber Wentzel

Project: Young Artist Competition

MENTOR OF THE YEAR

Finalist 1: Gary Ninow for Umcebo Trust

Finalist 2: Gregory David Wallis for Ifa Lethu Foundation

Finalist 3: Ilka Dunne for National Eisteddfod Academy

Finalist 4: Patrick Seager for VANSAs Western Cape

Finalist 5: Yvette Nowell for Valued Citizens Initiative

The Barloworld ARTWORKS Mentor of the Year Award - launched in 2005 with the support of Barloworld, the award is for business volunteers working directly with arts organisations, sharing skills and expertise to address challenges specific to that arts organisation.

CHAIRMAN'S PREMIER AWARD

The Chairman's Premier Award is made at the discretion of the Chairman of BASA, and recognises sustained and extraordinary commitment to the arts in South Africa.

" SoCreative Summit returns to Johannesburg for a free exploration of creativity 29 Apr 2024

" 450 emerging creatives shortlisted for the Debut Programme 12 Apr 2024

" 14 SA creatives join Cultural Producers Programme 12 Mar 2024

" Cultural Producers called to become the creative leaders of tomorrow 22 Jan 2024

" Basa hosts 'My Debut Story' panel discussion: Celebrating the success of emerging creative

Business and Arts South Africa



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