

“We don't need awards to believe in our work” - Dan Mace

By Leigh Andrews

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While June is the month of the annual Cannes Lions Festival of Creativity, it's also #YouthMonth here on Biz. What better time to chat to Dan Mace, newly of Egg Films, the first South African to win three Young Director Awards at the Cannes Lions? He lets us in on his views behind the scenes.



Mace with the rest of the Tusker job crew.

The Silver Screen he won at the 2017 Young Director Awards is actually a new country record as this is Mace's third Young Director Award in just two years at Cannes Lions.



Dan Mace becomes first South African to win three Young Director Awards at Cannes

Egg Films 26 Jun 2017



Impressive stuff. I pinned down Mace for his views on SA's performance at Cannes Lions 2017, the calibre of the SA craft and production scene and more...

Share your views on SA's performance at Cannes Lions 2017 and how this ties in with our already impressive wins at D&AD and One Show earlier this year.

Jeez, where do I begin? First off, well done to Terence Neale for being the first SA director to ever win a Grand Prix at Cannes! That's just pure inspiration.



Terence Neale becomes first SA director to win Cannes Lions Grand Prix

Egg Films 22 Jun 2017



I also loved seeing Sunu walking away with a bunch of awards; I've seen him grafting so hard everyday since I have been at Egg.



Sunu wins Gold, two Silvers and Bronze at Cannes Lions

Egg Films 22 Jun 2017



I feel like the South African presence was huge this year, not just in film, entertainment and craft, but in radio as well. We don't need awards to believe in our work, but they are a great indication of where you stand in your field internationally, so to read the list of winners from SA is pretty awesome.

🔴 ***Does international success stand us in good stead for local accolades, such as the Loeries? Elaborate!***

Awards are always a lottery. I don't think you can ever bank on winning anything. An award doesn't measure your talent or success, but rather how current and relatable your creative ideas were with that certain project. I am, however, feeling really positive for Egg Films' awards prospects at the Loeries this year; there are just too many great productions not to walk away with a bunch of rad statues!

🔴 ***Let's talk about the calibre of the SA craft and production scene – where do we shine and where do we need to buff and bulk up our muscle?***

That's a tricky question. I do believe that craft and production are bettered the bigger the budgets, but this does not mean it's impossible to shine with no money, either. It all depends of the concept and the way in which the director envisions it. If there's a great synergy here, the director will be able to connect with his key crew in a special way in order to create something really epic. We are an industry that's growing every day and we aren't scared to take risks – that's where we shine. I don't think there's much negative to say about the industry as a whole, as from what I can see it's really strengthening. I am still new to this world, so giving negative feedback wouldn't really be fair, either.

Balanced and inspirational as always. View Mace's winning work – 'Here's to the us in every Tusker' – embedded below:

You can find out more about *Egg Films*' success from their [press office](#), click here for more on Mace and be sure to follow him on the follow social media channels: [Youtube](#) | [Twitter](#) | [Instagram](#)

Cinemark was the official local representative for the 2017 Cannes Lions International Festival of Creativity. Visit our [Cannes Lions special section](#) for more information and all the latest updates!

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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