

# Seeding the First Thursdays creative spirit with BBDO

Alexis Beckett, ECD of BBDO, elaborates on how the agency is getting in on the First Thursdays action this #DesignMonth to promote the third issue of their *I Get Paid for This* Zine as well as their own designs being sold to raise funds to build libraries in township schools.



Beckett.

Beckett says that First Thursdays has been an institution for a good few years now, and seems to have coincided with the rise of Bree Street as a home to a strong concentration of creativity, from some of the best restaurants to galleries, to creative spaces and even communication agencies.

As citizens of Bree Street, BBDO thrives off this energy. It inspires and energises them in their day-to-day working lives. And, as an outlet for all the creativity that spills over, they've been publishing their own Zine, *I Get Paid for This*. "The work. The work. The work." Is a mantra that guides BBDO agencies across the world, so they decided to create an output for the people responsible – "the workers. The workers. The workers". As these people are their second family, making the work possible and worth doing.

As such, the zine represents the chance to document these people, these moments, these conversations and what they do, in hopes that they'll live forever, while also showing others exactly what goes on between all "The work. The work. The work."

Beckett says First Thursdays seemed like the perfect time to launch the third issue of the Zine, "hopefully contributing to the energy of our awesome city as they realise that creativity is what drives us all – as more than a powerful business tool. If harnessed the correct way, it can also change the world." As a result, you can also pick up products designed by the agency's people as they use their creative talents to fund their 'Libraries' initiative, where they build beautiful libraries at township schools.



[click to enlarge](#)

With this in mind, the proceeds from BBDO's First Thursday event go to building more S.E.E.D libraries that contribute to the lives of SA's youth, one library at a time. [Click here](#) for more information on the initiative and join team BBDO at Dapper, corner of Bree and Strand Street from 4pm on Thursday, 2 February 2017 for a chat, a drink and a browse.

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