

Louis Minnaar, creative maverick



By [Ruth Cooper](#)

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Chances are that you have encountered Louis Minnaar's outstanding work at one time or another, be it a music video or flyer for your favourite band or a catchy ad for a well-loved brand. Illustrator, videographer, animator and musician, this all-round design god has many tools in his creative artillery - making him the perfect poster child for Lifestyle's first designer profile as part of Bizcommunity's Design Month special.



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■ You have quite a distinctive aesthetic when it comes to your work. How exactly has this developed over the years and do most of your clients come to you with that style in mind?

I have many clients who come to me and ask me to produce work in a style that they have seen me do before. I like to believe that I am able to adapt my style to suit the given project. But somehow people are still able to see me in the work. I have no idea how it works or where to switch that button on or off.



▣ ***What's your background? Where did you study?***

I studied Visual Communication in Pretoria after going to art school (Pro Arte Alphen Park) during my high school years. My first love has always been fine arts.

▣ ***Designer, videographer, illustrator, animator, musician - how do you fit it all in?***

That's easy. I get distracted and bored quite easily so I need to jump in-between all of these mediums to keep myself stimulated and interested. I really just like doing different things the whole time. I often feel like a kid in a candy shop - all these amazing different sweets to sample, but quite a small tummy. I guess I am quite good at time management and people have also told me on many occasions that I work really fast.

[SHOWREEL 2014](#) from [Louis Minnaar](#) on [Vimeo](#).

▣ ***What was it like starting your own company [Louis Minnaar Creative Visual Design](#)? What were some of the lessons learnt there and what advice would you give someone wanting to forge a career in the creative arts?***

I learnt pretty quickly that running my own graphics company wasn't just about creating cool imagery, but mostly finding work and doing a lot of admin. A lot of students tell me that they want to freelance, not knowing that they won't simply be sitting in a room for days on end drawing pretty pictures. You have essentially to create your own salary, which can be a daunting task. It's definitely not for everyone. That said - I cannot imagine not being my own boss. I love being able to close the office halfway through a day and go mountain biking. Freedom is so valuable.



■ ***What has been your favourite project to work on and or the work you are most proud of?***

We ([Albino Creations](#) - a company I started a year ago with my partner and friend, Werner Burger), recently did animation work on a project that I also co-directed with Jono Hall (Darling Films). We had to create a type of Star Trek spoof for Vuzu Amp. We did all the production design on the project and also handled the animation. Its been a dream of mine to design space ships for a very long time. So this one definitely takes first prize. Check it out at www.albino.co.za/portfolio/vuzu-amp

[VUZU amp \(DARLING\) - ANIMATED SEQUENCES](#) from [Albino Creations](#) on [Vimeo](#).

Co-Directed with Jono Hall

Production House: Darling

Agency: Black River Football Club

■ ***What are your favourite tools and programs when it comes to creating?***

Probably After Effects. It is a program that I have really come to know pretty well over the last seven or so years.

■ ***Do you ever get a creative block and, if so, how do you combat it?***

I pack up my things, go home and try again the next day. Either that or I distract myself by doing something completely

different. I like doing things that only require basic motor functions to clear my head.

■ ***If there was a word or phrase that could sum up your work, what would it be and why?***

I mostly have no idea what I am doing until I am done.



■ ***If you had to describe your mind or thought processes in terms of a design or artwork, what would it look like?***

If you could take a really big room, fill it up with all the second-hand items you can find. Spray it all with a really sticky substance and then shake it around. That's what my head feels like.

■ ***What are your thoughts on our local creative scene? Which local designers, artists and creatives are you inspired by?***

I am really proud to be a South African creator. I really do believe we live in an amazing and unique country where we play such an important role as creatives. What we do inspires and uplifts in a time when it is desperately needed.

■ What projects are you currently working on?

Right now we are animating projections for the Fiesta Awards 2016, which is happening in February. Eeek.

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www.albino.co.za

ABOUT RUTH COOPER

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