

15 SA students shortlisted in Nestlé Art Project

A panel of judges - including Gordon Cook, the competition's principal curator and founding member of Vega School of Brand Leadership - has selected 15 South African art students as finalists in the Nestlé Art Project.



Nestlé Art Project - Creatives Awards Judge, Maria McCloy

The Art Project is part of Nestlé South Africa's centenary commemoration as the nutrition, health and wellness company celebrates 100 years of its contribution to the economy of South Africa.

"Nestlé South Africa believes that the youth have a huge role to play in the future of our country and company. 100 years of doing business in a country is a great milestone, which we wanted to celebrate with all South Africans – including youth. We wanted to offer young people an opportunity to express how they see our company and products. With 95% of our products being manufactured locally with unique packaging designs, we challenged art students to use our packaging innovatively through the Nestlé Art Project," said Ravi Pillay, Nestlé South Africa's Corporate Affairs Director.

Tertiary and high school students were briefed to consider South Africa's social, cultural, historical and environmental contexts as well as Nestlé's contribution to the local economy when creating their work. The company received more than 70 entries from art students in Gauteng, Western Cape, KwaZulu-Natal and North West provinces.

The judging panel was made up of South African art luminaries including gold Loeries recipient Ngkabiseng Motau and art gallery curator Sanele Manqele.

Additionally, two special panels of judges, the first comprising arts and culture journalists and the second comprising creative industry players such as SABC 1 presenter Lunga Shabalala, award-winning rapper Gigi Lemayne, and entrepreneur and pop culture commentator, Maria McCloy, will make special selections for the Media and Creatives Choice awards.

The winners will be announced on 26 July 2016 with each secondary and tertiary student walking away with a cash prize of R25,000 and R50,000 respectively. Certificates of merit will also be awarded to deserving students for their outstanding performance.

The Nestlé Art Project finalists are:

High School finalists:

1. Shahzaadee Valli – Crawford College Sandton
2. Zoe Edwards – Crawford College Sandton
3. Emma Louren – Lebone II College of the Royal Bafokeng
4. Jiaao Yu – Sacred Heart College
5. Astrid Khun – Sacred Heart College
6. Elizabeth Leong – Sacred Heart College

7. Caitlin Shroder Beneke – Pretoria High School for Girls

Tertiary institutions finalists:

1. Natalie Gendron & Kyron Green – Cape Peninsula University of Technology
2. Anda Mncayi – Cape Peninsula University of Technology
3. Domonique Viljoen – Cape Peninsula University of Technology
4. Jana Strauss – Cape Peninsula University of Technology
5. Thaaqib Abrahams – Cape Peninsula University of Technology
6. Sonja Viviers – North West University
7. Gretchen Crots – North West University

8. Izabel Barkhuizen – North West University

For more, visit: <https://www.bizcommunity.com>