

17th Annual Business Day BASA Awards, partnered by Hollard: Finalists announced

Issued by [Business and Arts South Africa](#)

21 Jul 2014

The unique, shared value created by business and arts partnerships is amply demonstrated by the nearly 60 finalists in the 17th Annual Business Day BASA Awards, partnered by Hollard.



Finalists in the 12 categories that were open for entry reflect an increasing recognition, by businesses of all sizes, of the role of mutually beneficial, equitable and sustainable business-arts partnerships.

Whether it's smaller businesses, like Trainiac SA's strategy alignment and visualisation project for the Hillbrow Theatre Project or Buz Publicity's pro-bono media sponsorship of Assitej SA, or sizable partnerships, for instance Bank of America's sponsorship of Gerald Sekoto: Song For Sekota at the Wits Art Museum or Samsung Electronics Africa's support for the Pan African fashion design event, Amaze Africa, this year's finalists showcase the different and exciting ways that business and arts partnerships have manifested between January and December 2013.

Another striking aspect of this year's BASA Awards is the wider geographical spread of finalists, with a strong showing by arts and business partnerships in KwaZulu-Natal and the Eastern Cape. Among these are the nomination of Pam Golding Properties Kynsna for the Knysna Literary Festival in the First Time Sponsor category; Siemens' sponsorship of the Tree of Wisdom at Mandela School of Science & Technology in Mvezo; and Nashua Pietermaritzburg's support of Msunduzi Pietermaritzburg Tourism's Art in the Park event, one of the finalists in the Arts in the Environment category, supported by Nedbank.

The Long-Term Partnership Award, supported by Stephan Welz & co, rewards sustained arts-business partnerships and is once more underlined by the nomination of several past winners.

These include Sasol for the SASOL Free State/Northern Cape Schools Festival, Standard Bank of South Africa Limited for the Standard Bank Jazz Festival, Grahamstown and Rand Merchant Bank for its support of the National School of the Arts Festival of Fame and The Forgotten Angle Theatre Collaborative.

Judges for the 17th Annual Business Day BASA Awards, partnered by Hollard, are CEO of the Mastrantonio Group, Giovanni Marian (chairman); media consultant and editor of *Destiny Man*, Kojo Baffoe; *Sunday Independent* arts critic, Mary Corrigan; independent arts consultant, Nicky du Plessis; television host, arts advocate and CEO of the National Heritage Project Company, Dali Tambo; 5fm DJ, Fikile Moeti; Experiential Marketing Director at Ogilvy and Mather, Thresho Selesho; and academic and practising artist, Roelof Petrus van Wyk.

"I believe that arts and culture are manifestations of our Nation's soul," comments Gianni Mariano, chairman of the judging panel. "Business support for the arts creates the fabric of our society. As Business and Arts South Africa, we are proud that through the BASA awards we can recognise the excellence where business and arts meet."

"Every year, it gets harder and harder to judge the BASA Awards with the calibre of entries," comments Kojo Baffoe, editor of *Destiny Man*.

"It is always heartening to see the real commitment that parts of corporate and business South Africa are making towards building and sustaining the arts in this country. This is our soul, and business should be - and looking at the BASA Awards,

is - an integral part of. More can always be done but I do believe we are on the right track."

Winners in the 12 categories along with the Art Champion and Chairman's Premier Awards will be presented at a gala ceremony in Johannesburg on August 25th.

The independent panel of judges evaluated the success of each partnership in achieving its objectives and in bringing genuine value and benefit to both partners. The Awards are audited by Grant Thornton.

For more information call the BASA offices on 011 4472295 or email info@basa.co.za or go to www.basa.co.za.

Innovation Award

- Vaal University of Technology - Agents of the 3D Revolution
- Radio Sonder Grense RSG - RSG Kunstefees 2013
- TBWA\South Africa (PTY) Ltd - Rocking for Room13
- De Beers group Services (PTY) LTD - Shining Light Awards & Vuyani Dance Theatre
- Absa Bank Limited - Southern Guild International Exhibitions Programme 2013

First Time Sponsor Award

- Pam Golding Properties Knysna - Knysna Literary Festival
- Easigas (Pty) Ltd - OF SOUL & JOY Project
- Auto & General Insurance Company Limited - Auto & General Theatre on the Square
- Clear as a Bell - SHOWTIME 2013: Travelling Light
- Auto & General Insurance Company Limited - Naledi Theatre Awards

Increasing Access to the Arts Award

- Sasol - SASOL Free State/Northern Cape Schools Festival
- Rand Merchant Bank - National School of the Arts Festival of Fame
- Radio Sonder Grense RSG - RSG Kunstefees 2013
- Tsogo Sun - Tsogo Sun Arts Academy
- Rand Merchant Bank - The Forgotten Angle Theatre Collaborative, Extended Rural and Local Outreach

International Sponsorship Award

- Samsung Electronics Africa - Amaze Africa
- Rolex - Rolex Mentor and Protégé Arts Initiative
- Mercedes-Benz South Africa - 21 Icons South Africa
- Absa Bank Limited - Southern Guild International Exhibitions Programme 2013
- Bank of America - Gerard Sekoto : Song for Sekoto Exhibition

Long-Term Partnership Award, supported by Stephan Welz & Co.

- Nedbank - The Arts & Culture Trust Professional Development Programme
- Rand Merchant Bank - Johannesburg Youth Orchestra Company, Instrumental Training and Development
- Standard Bank of South Africa Limited - Standard Bank Jazz Festival, Grahamstown
- Solms Delta - ATKV-Oesfees
- Hilti South Africa PTY Ltd - Umculo Cape Festival, Fairy Queen

Media Sponsorship Award

- The Witness Newspaper - The Witness Hilton Arts Festival
- DeskLink Media - Arts & Culture Trust Awards
- The Citizen (Pty) Ltd - City
- Die Burger - Die Burger City of Cape Town Suidoosterfees
- South African Art Times - Professional Practice in the Visual Arts seminar

Small Business Award

- Buz Publicity - ASSITEJ SA
- Clear as a Bell - Showtime 2013: Travelling Light
- Trainiac SA (Pty) Ltd - Hilbrow Theatre Project
- Artslink.co.za - National Eisteddfod Academy Young Performer Awards
- Ristorante La Trinita - Gauteng Opera, Dinner at the Opera

Strategic Project Award

- Standard Bank of South Africa Limited - Mobile Sculpture for New Standard Bank Offices, 30 Baker Street, Rosebank
- Telkom SA SOC Ltd - Telkom and UJ Design competition
- Mercedes-Benz South Africa - 21 Icons South Africa
- KPMG Services (Pty) Ltd - "We are KPMG"
- Nokia - Nokia Nothing Else Comes Close
- Spier - Sightlines' at the 2013 FNB Joburg Art Fair

Sponsorship in Kind Award

- Webber Wentzel - Gerard Sekoto : Song for Sekoto Exhibition
- University of Johannesburg - The Forgotten Angle Theatre Collaborative, Dance company in residence
- Adams & Adams - Design Indaba
- Deloitte - Artist Proof Studio
- PaulCluver - Hope@PaulCluver

Development Award

- Spier - Spier Arts Academy
- Tsogo Sun - Tsogo Sun Arts Academy
- Redefine Properties (Pty) Limited - Buskaid Music Academy
- De Beers group Services (PTY) LTD - National English Olympiad(De Beers English Olympiad)
- University of Johannesburg - Think Theatre Promotions, Othello

Arts & the Environment Award, supported by Nedbank

- Siemens (Pty) Ltd - Tree of Wisdom
- Radio Today - iStart2 Challenge
- Johannesburg Development Agency - Shadow Boxing Public Artwork
- MasterCard - Winter Sculpture Fair presented by MasterCard
- Nashua - Nashua Art in the Park

Mentor of the Year

- Pamela Grayman - Johannesburg Symphony Orchestra
- Dale Smith - Johannesburg Youth Orchestra Company
- Veronica King - Johannesburg Art Gallery

- Leanne Gitlin - Wits Art Museum

About BASA (NPC):

Business and Arts South Africa is an internationally recognised development agency which incorporates the arts into, and contributes to, corporates' commercial success. With a suite of integrated programmes, Business and Arts South Africa encourages mutually beneficial partnerships between business and the arts in order to grow SHARED VALUE. Business and Arts South Africa was founded in 1997 as a joint initiative of the Department of Arts and Culture and the business sector, as a public/private partnership. Business and Arts South Africa is proud to be celebrating 20 years of Freedom.

" **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 entrepreneurs** 27 Oct 2023

" **26th Basa Awards celebrates symbiotic partnerships** 17 Oct 2023

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