

Showcasing the best of SA's creative work on SACN

 By Leigh Andrews

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"Behind every good idea is an awesome collection of idea chasers." It's certainly an attention-grabbing quote, and relevant to the team behind SA Creative Network or SACN...

They've honed their idea-chasing to such an extent that they've been racking up widespread local recognition with awards such as the best arts and crafts blog in 2012 and 2013 at the SA Blog Awards, as well as the title of best overall blog in 2013.



The Nwailas are passionate about all things creative...

The reason for their success ties back to another quote that's been doing the rounds lately - the most successful online innovations in this day and age serve more as platforms for others to populate than by simply sprouting off reams of information they have crafted themselves, which, to be honest, all start to look a bit 'same-y' in the end.

SA Creatives is just such a platform for individuality to shine through, where, according to their official site introduction, "creatives, thought leaders and idea engineers inspire and get inspired. It's a space where individuals connect, promote their work, share ideas and collaborate with like-minded people, think outside the box and kick it."

That's the crux of their success, but of course there's more to it than that. Bernice Moodeen Nwaila, editor and wife to creative director Artwell Nwaila, who created SA Creative Network many moons ago, tells us more...

■ 1. *How and why did SA Creative Network start?*

Nwaila: SA Creatives started off as a passion project for creative director Artwell Nwaila. He was trying to teach himself how to build websites. From there on, he started interviewing creatives in various creative fields and showcasing their work on SA Creatives, which he built from scratch.

■ 2. *That's an interesting start. What's the basic work flow like at SA Creative Network?*

Nwaila: We usually source creative news by keeping abreast of what's happening creatively in and around South Africa. We get daily creative press releases, we sort through them and publish the ones that are more in tune with what our readers expect from us. But our biggest creative process is looking for awesome, super talented South African creatives that we can interview and showcase their work!

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■ 3. Great way to build interest in the industry. Are there any exciting new developments that have recently enhanced SA Creative Network's overall skillset?

Nwaila: We are very excited about our new job portal. Basically employers, can upload any creative job offers for creatives to find on our platform. It's part of our long-term strategy to become South Africa's go-to platform for all creative news and showcases.

■ 4. You've certainly excelled, with the title of best overall blog at the SA Blog Awards. What are your thoughts on the state of the local creative awards industry?

Nwaila: It is most definitely amongst the best in the world, and makes for great content for SA Creatives. I feel that we are only just starting to appreciate ourselves creatively, when it comes to advertising. We here at SACN are super excited for our advertising industry.

■ 5. OK then, what's next for SA Creative Network?

Nwaila: We can only go from strength to strength. Things are only going to get better!

■ 6. Sounds good. What trends do you see as the biggest to come in 2015?

Nwaila: More brands will be investing money in digital publications, and more local, young creatives are being recognised internationally, which is always a plus!

It certainly is. For more on the South African Creative Network, [visit their website](#), follow them [on Twitter](#), and find out more about [Artwell Nwaila's day job](#) here.

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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