

# Finalists announced for 2018 Basa Awards

The finalists of the 21st annual Basa Awards have been announced by the Business and Arts South Africa (Basa). The Basa Awards recognises the contributions of the business sector to the arts across all genres.



Basa Awards finalists. © [Basa website](#).

The announcement was made at a breakfast at Hollard's Villa Arcadia head office campus in Parktown, Johannesburg, on Tuesday, 28 August.

Basa chairperson Andre le Roux congratulated the finalists and thanked sponsor, Hollard for its ongoing support of the arts in general and the Basa Awards specifically. This support, he said, enabled Basa to continue building the narrative between South African businesses and artists.

## Legacy theme

Hollard's chief marketing officer, Heidi Brauer said art is in Hollard's blood. "This year's theme of legacy and the idea that it is each generation's duty to build and develop the next, resonates strongly with Hollard's purpose, which is to enable more people to create and secure a better future. The building of warm, mutually respectful partnerships between businesses and artists enables artists to enjoy financial and promotional support, while businesses become better through embracing creativity."

This year's entries have been incredibly competitive, said Basa judging panel chairperson Kojo Baffoe who has been a Basa Awards judge since 2012.

The judges treat each entry with the intensity and significance it deserves, he said. "It's great that we've seen a steady growth in both quantity and quality of Basa Awards entries. It shows that business now sees the value of investing in creatives, and in the creative economy of the land."

## **Driving economic growth**

There are 30 finalists in 11 categories of the Awards. They encompass partnerships that include businesses from the construction, financial, tourism and hospitality, professional services, media and publishing, property, broadcast, information technology and education sectors.

Speaking about this year's Legacy theme and the role arts-business partnerships play in artists' lives, Basa CEO Michelle Constant said such partnerships become enablers for new market growth. Artists are empowered to take solid business principles on board, enabling them to build successful careers.

"Basa-facilitated partnerships further independent, reflective and critical social commentary. This keeps our nation growing and moving forward. It also drives economic growth that, in turn, benefits everybody."

## **Finalists**

### **Beyond Borders Partnership Award**

- Absa Group Limited and the South African National Association for the Visual Arts (Sanava) for the Absa L'Atelier
- PPC Cement SA & National Gallery of Zimbabwe for the PPC Imaginarium Zimbabwe
- Rand Merchant Bank and Assitej SA for the Cradle of Creativity

### **Cultural Tourism Award, Supported by Nedbank**

- PPC Cement SA & Dr Beyers Naudé Local Municipality for The Owl House
- Tollman Bouchard Finlayson (Pty) Ltd & Hermanus FynArts for the Hermanus FynArts 2017

### **Development Award**

- Standard Bank and Paleontological Scientific Trust (Past) for All From One-Walking Tall
- Benton Lutaaya and The Project Space for the Young Female Residency Award
- Strauss and Co Fine Art Auctioneers, ArtInsure, The Forum Company and Artist Proof Studio and Turbine Art Fair for the A Collector's Passion, An Exhibition of Pierneef work and a collaboration with Artist Proof Studio, Student Project, Interpreting Pierneef
- Rand Merchant Bank and Drama for Life for the 2017 Drama for Life Festival and Conversations (The Body Politic: Beyond Headlines, Heartlines and Hashtags)

### **First Time Sponsor Award**

- Aluminum Trading Group (Pty) Ltd and James Delaney for ringing the Wilds Park back to life with sculptures
- BNP Paribas Group (including BNP Paribas Personal Finance SA and French Institute of South Africa (IFAS)) for Molière's Tartuffe
- The Fulcrum Group and The Fordsburg Artists' Studio t/a Bag Factory Artists' Studios for the Fulcrum Suzanne Shaw Creative Award

### **Increasing Access to the Arts Award**

- Rand Merchant Bank and Moving into Dance Mophatong for Enable Through Dance
- Nedbank Limited and the Arts & Culture Trust for the Act| Dalro| Nedbank Scholarship Programme
- Spier Wine Farm and Spier Arts Trust for the Spier Artisan Studio Stellenbosch

### **Innovation Award**

- Instinctif Partners Africa and Rouge Entertainment for the Support Women in Hip Hop Campaign
- Liberty Group and Design Indaba for the Arch for Arch project
- Pop Art Studios (Pty) Ltd and Kiri Pink Nob (Pty) Ltd for the J.Bobs Live: A game show double bill

### **Long-term Partnership Award**

- Eurocape Holdings (Pty) Ltd & Turn Style 177 t/a The Rainbow Academy (NPO) for The Rainbow Academy
- Rand Merchant Bank and Drama for Life for the Mvuso Schools and Community Education Project
- Southern African Music Rights Organisation (Samro) and South African Association for Jazz Education (SAJE) for the 5th SAJE Jazz Festival
- Strauss & Co and Fordsburg Artists' Studios t/a Bag Factory Artists' Studios for the Cassirer Welz Award

### **Media Sponsorship Award**

- DeskLink Media and *Creative Feel* magazine for the *Creative Feel* magazine and digital platform
- Kaya FM and Vuyani Dance Theatre for the Cion: Requiem of Ravel's Bolero
- New Pan Hellenic Voice and Artsvark for the Arts Podcasts

### **Small Business Award**

- CN&CO in collaboration with Ann Roberts for the SA Pavilion at the 57th Venice Biennale
- Lefika Computer CC and Mpumalanga Traditional Arts Market for the Mpumalanga Traditional Arts Market (MTAM)
- Tshidaho Construction and Ligsak Events and Consultant for the 5th Spar Annual Music Festival

### **Sponsorship In-Kind Award**

- Exclusive Books and The Market Theatre Foundation and The Coloured Cube for, The Exclusive Books Pan African Reading Room and Pan African Reading Lounge at the Windybrow Arts Centre
- Reed Exhibitions & Creative Business Cup for the Creative Business Cup South Africa Competition

### **Strategic Project Award**

- Aspire Art Auctions for the Artist's Resale Rights (ARR) Project
- Benon Lutaaya and The Project Space for the Young Female Residency Award
- Mazars and French Institute of South Africa (IFAS) for Molière's Tartuffe
- Bank of America Merrill Lynch and Wits Art Museum (WAM) for the Andy Warhol Unscreened

The winners will be announced at the Basa Awards event at Victoria Yards, Lorentzville in Johannesburg, on 16 September.