

#DesignMonth with... Artwell Nwaila

This week, we find out what's really going on behind the selfie with Artwell Nwaila, the creative director at SuperSport and publisher at SA Creatives who's big on tech and all things 'design'.



Presenting the Wall of Kakness, where bad ideas go to die...

1. Where do you live, work and play?

Nwaila: I live in Northriding in Johannesburg. I currently work at SuperSport as the creative director. I'm also the publisher of the award-winning platform SA Creatives.

2. What's your claim to fame?

Nwaila: Besides making killer pancakes, I'd like to think it's my contribution to uplifting the creative community. I'm able to do this through SA Creatives as well as columns I write and talks I give to young creatives. I'm also a pretty good dancer...

3. Describe your career so far.

Nwaila: It's been interesting so far. I've managed to play in many creative spaces, which made me who I am today. My creative path has taken me through fine arts, photography, publishing, writing, design, TV and now sport - who would have thought? I honestly think it all led me to where I am today.

4. Tell us a few of your favourite things.

Nwaila: I love photography, food and fine arts. I also love classic cars - not that I can afford them.

5. What do you love about your industry?

Nwaila: I love creative challenges. It's like working on a super cool puzzle and getting paid for it.

6. What are a few pain points your industry can improve on?

Nwaila: The drama, Sometimes I think the industry can get a little too 'Hollywood', and it's not necessary.

7. Describe your average workday, if such a thing exists.

Nwaila: I really don't have an average day. My day starts anytime from 5am to 9am, and usually ends at midnight. My office time is usually spent chasing ideas following by coffee and interruptions from my colleagues, then presenting those ideas followed by more coffee, conceptualising and drinking coffee.

8. What are the tools of your trade?

Nwaila: MacBook and my phone - mostly my phone.

9. Who is getting it right in your industry?

Nwaila: [Zwelakhe Tshabangu](#), who has just launched his own ad agency. He makes creativity look cool. He actually introduced me to advertising when I was studying fine arts.

10. What are you working on right now?

Nwaila: Sport, sport, sport.

I'm also working on SA Creatives, keep an eye out for some cool upgrades.

11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

Nwaila: I loathe buzz words, especially 'The Internet of Things', a generic term that refers to normal day-to-day items being connected to the net in the future. I hate the term because half the people who use it don't understand it. Same goes for 'big data'!

12. Where and when do you have your best ideas?

Nwaila: In traffic. It's the only place that I can think without interruptions. I've cracked many briefs whilst swearing at taxi drivers.

13. What's your secret talent/party trick?

Nwaila: I can moonwalk like a boss!

14. What would we find if we scrolled through your phone?

Nwaila: Lots of apps that are meant to help me plan my days better, but in actual fact just take up space.

15. What advice would you give to newbies hoping to crack into the industry?

Nwaila: Only those who push hard, put in the extra hours and keep up with trends make it in this industry.

You can read more about the SA Creative Network by [clicking here](#), and interact with Nwaila through the following social media accounts:

[SA Creative Network](#)

[SA Creatives on Twitter](#)

[Nwaila on Twitter](#)

*Interviewed by [Leigh Andrews](#)

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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