

Louis Minnaar, creative maverick



By [Ruth Cooper](#)

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Chances are that you have encountered Louis Minnaar's outstanding work at one time or another, be it a music video or flyer for your favourite band or a catchy ad for a well-loved brand. Illustrator, videographer, animator and musician, this all-round design god has many tools in his creative artillery - making him the perfect poster child for Lifestyle's first designer profile as part of Bizcommunity's Design Month special.



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■ You have quite a distinctive aesthetic when it comes to your work. How exactly has this developed over the years and do most of your clients come to you with that style in mind?

I have many clients who come to me and ask me to produce work in a style that they have seen me do before. I like to believe that I am able to adapt my style to suit the given project. But somehow people are still able to see me in the work. I have no idea how it works or where to switch that button on or off.



▣ ***What's your background? Where did you study?***

I studied Visual Communication in Pretoria after going to art school (Pro Arte Alphen Park) during my high school years. My first love has always been fine arts.

▣ ***Designer, videographer, illustrator, animator, musician - how do you fit it all in?***

That's easy. I get distracted and bored quite easily so I need to jump in-between all of these mediums to keep myself stimulated and interested. I really just like doing different things the whole time. I often feel like a kid in a candy shop - all these amazing different sweets to sample, but quite a small tummy. I guess I am quite good at time management and people have also told me on many occasions that I work really fast.

[SHOWREEL 2014](#) from [Louis Minnaar](#) on [Vimeo](#).

▣ ***What was it like starting your own company [Louis Minnaar Creative Visual Design](#)? What were some of the lessons learnt there and what advice would you give someone wanting to forge a career in the creative arts?***

I learnt pretty quickly that running my own graphics company wasn't just about creating cool imagery, but mostly finding work and doing a lot of admin. A lot of students tell me that they want to freelance, not knowing that they won't simply be sitting in a room for days on end drawing pretty pictures. You have essentially to create your own salary, which can be a daunting task. It's definitely not for everyone. That said - I cannot imagine not being my own boss. I love being able to close the office halfway through a day and go mountain biking. Freedom is so valuable.



■ ***What has been your favourite project to work on and or the work you are most proud of?***

We ([Albino Creations](http://www.albino.co.za) - a company I started a year ago with my partner and friend, Werner Burger), recently did animation work on a project that I also co-directed with Jono Hall (Darling Films). We had to create a type of Star Trek spoof for Vuzu Amp. We did all the production design on the project and also handled the animation. Its been a dream of mine to design space ships for a very long time. So this one definitely takes first prize. Check it out at www.albino.co.za/portfolio/vuzu-amp

[VUZU amp \(DARLING\) - ANIMATED SEQUENCES](#) from [Albino Creations](#) on [Vimeo](#).

Co-Directed with Jono Hall

Production House: Darling

Agency: Black River Football Club

■ ***What are your favourite tools and programs when it comes to creating?***

Probably After Effects. It is a program that I have really come to know pretty well over the last seven or so years.

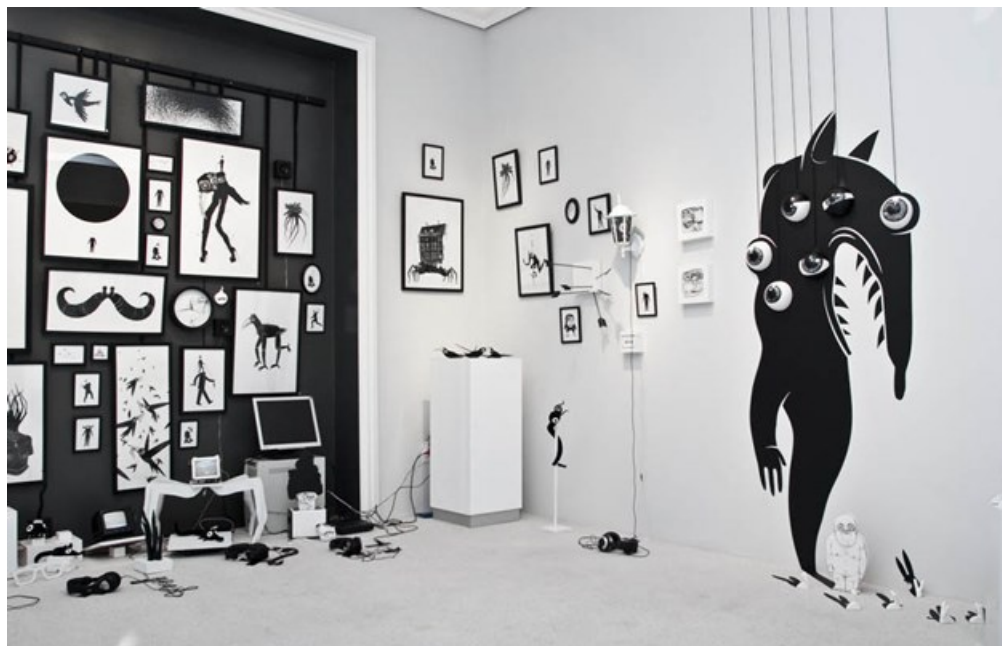
■ ***Do you ever get a creative block and, if so, how do you combat it?***

I pack up my things, go home and try again the next day. Either that or I distract myself by doing something completely

different. I like doing things that only require basic motor functions to clear my head.

■ ***If there was a word or phrase that could sum up your work, what would it be and why?***

I mostly have no idea what I am doing until I am done.



■ ***If you had to describe your mind or thought processes in terms of a design or artwork, what would it look like?***

If you could take a really big room, fill it up with all the second-hand items you can find. Spray it all with a really sticky substance and then shake it around. That's what my head feels like.

■ ***What are your thoughts on our local creative scene? Which local designers, artists and creatives are you inspired by?***

I am really proud to be a South African creator. I really do believe we live in an amazing and unique country where we play such an important role as creatives. What we do inspires and uplifts in a time when it is desperately needed.

■ What projects are you currently working on?

Right now we are animating projections for the Fiesta Awards 2016, which is happening in February. Eeek.

www.louisminnaar.com

www.albino.co.za

ABOUT RUTH COOPER

Ruth is the production manager at Bizcommunity. ruth@bizcommunity.com

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