

BASA partners Nestlé SMARTIES Box-a-Thon

Business and Arts South Africa (BASA), an association intent on the promotion of mutually beneficial, equitable and sustainable business-arts partnerships, has partnered with Nestlé SMARTIES in its annual Box-a-thon.



The competition seeks to stimulate children's imaginations, challenge their creativity and inspire a new generation of smart kids by inviting them to build an "out of this world" model using SMARTIES boxes.

A whole new world

BASA CEO, Michelle Constant believes that art is crucial to the development of a child who feels whole and she says, "Arts and culture inspire creative thinking in adults and drive a level of social capital, humanity and imagination. With this in mind, it makes sense that art should take its rightful place as a key component in the education of our children."

"The arts help link children to their humanity as they learn to see the 'other' in their world. Through theatre or dance, by way of example, young people are introduced to worlds that are not their own, and they learn to see the differences and similarities giving them a much needed sense of empathy."

"Parents can play an important role in their children's art education. Art classes in the afternoon, bedtime stories, nature walks, visits to art galleries and even a fun initiative like the Nestlé SMARTIES Box-a-Thon can do much to open a child's mind and inspire their creative and imaginative thinking process," adds Constant.

Fun and Play

As a member of the Nestlé SMARTIES Box-a-Thon judging panel, Constant admits that she'll be looking for confirmation that entrants let their imaginations run wild and that above all, they had fun. From a SMARTIES breathing dragon to an extra-terrestrial creature from another planet, children are invited to be as creative as they wish as they engage with this "Out of this World" competition. "We're not looking for a perfect artist; we're looking for passion and imagination," says Constant.

Art in the South African Context

"The arts have such an important place in our country and can do much to drive our economy. Artists are never in decline, but sadly our audiences are and as parents we have the power to change that. By teaching our children that by embracing the arts they can enjoy a sense of fun, quirkiness and even caring that can only enrich their lives, we can ensure that the arts retain their rightful place in South African society," concludes Constant.

Bring the arts right into your home with the Nestlé SMARTIES Box-a-Thon. Once their 'out of this world' model has been completed, children need simply to take a photograph of their inspired design and upload their pic onto www.SMARTIES.co.za. One winner will be the lucky recipient of a family holiday for four to Orlando, Florida in the USA. Runner-up prizes include a Kindly Fire HD tablet with fun and educational games, as well as clothing vouchers to the value of R1,500.

The competition started in April and ends 30 June 2014. Winners will be announced on 8 August.

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