

Honouring businesses that are investing in an inclusive economy

Issued by [Business and Arts South Africa](#)

30 Aug 2018

Michelle Constant, Business and Arts South Africa CEO: "When corporate South Africa and the arts collaborate, the business of building legacy continues."



Business and Arts South Africa (BASA) has announced the finalists of the 21st annual BASA Awards, partnered by Hollard. The BASA Awards recognise the contributions of the business sector to the arts across all genres.

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

BASA chairperson Andre le Roux congratulated the finalists and thanked 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.

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."

Hollard has been a BASA Awards partner since 2013 and brings enormous value to BASA's work to integrate the creative sector into the mainstream economy of the land.

Legacy is the theme of the 20187 BASA Awards, partnered by Hollard. Finalist diversity showcases the vital role of arts-business partnerships in preserving and building inclusivity and heritage.

This is the 21st iteration of the awards, and 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."

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."

Here follows the full list of the 2018 BASA Awards, partnered by Hollard finalists:

Beyond Borders Partnership Award

- Absa Group Limited & 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 & Assitej SA for the Cradle of Creativity

Cultural Tourism Award, Supported by Nedbank

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

Development Award

- Standard Bank & Paleontological Scientific Trust (PAST) for All From One-Walking Tall
- Benton Lutaaya & The Project Space for the Young Female Residency Award
- Strauss & Co Fine Art Auctioneers, ArtInsure, The Forum Company & 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 & 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 & James Delaney for ringing the Wilds Park back to life with sculptures
- BNP Paribas Group (including BNP Paribas Personal Finance SA & French Institute of South Africa (IFAS)) for Molière's Tartuffe
- The Fulcrum Group & 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 & Moving into Dance Mophatong for Enable Through Dance

- Nedbank Limited & the Arts & Culture Trust for the ACT| DALRO| Nedbank Scholarship Programme
- Spier Wine Farm & Spier Arts Trust for the Spier Artisan Studio Stellenbosch

Innovation Award

- Instinctif Partners Africa & Rouge Entertainment for the Support Women in Hip Hop Campaign
- Liberty Group & Design Indaba for the Arch for Arch project
- Pop Art Studios (Pty) Ltd & 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 & Drama for Life for the Mmuso Schools and Community Education Project
- Southern African Music Rights Organisation (SAMRO) & 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 & Creative Feel magazine for the Creative Feel magazine and digital platform
- Kaya FM & Vuyani Dance Theatre for the Cion: Requiem of Ravel's Bolero
- New Pan Hellenic Voice & 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 & Mpumalanga Traditional Arts Market for the Mpumalanga Traditional Arts Market (MTAM)
- Tshidaho Construction & LIGSAK Events and Consultant for the 5th Spar Annual Music Festival

Sponsorship In-Kind Award

- Black Africa & Wits Art Museum (WAM) For the Warhol Unscreened Artworks from the Bank of America Merrill Lynch Collection
- Exclusive Books & 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 & The Project Space for the Young Female Residency Award
- Mazars & French Institute of South Africa (IFAS) for Molière's Tartuffe
- Bank of America Merrill Lynch & 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.

° **SoCreative Summit returns to Johannesburg for a free exploration of creativity** 29 Apr 2024

° **450 emerging creatives shortlisted for the Debut Programme** 12 Apr 2024

° **14 SA creatives join Cultural Producers Programme** 12 Mar 2024

▫ **Cultural Producers called to become the creative leaders of tomorrow** 22 Jan 2024

▫ **Basa hosts 'My Debut Story' panel discussion: Celebrating the success of emerging creative entrepreneurs** 27 Oct 2023

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