

What to look forward to

 By [Leigh Andrews](#)

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I caught up with a few more of the industry's top creative minds to find out what they're most excited about as Loeries® Creative Week™ Durban gets underway.

Before Loeries judging got underway, **Gareth McPherson**, ECD of Publicis Machine, expressed that admiring and debating all the creative entries is always a treat, but what's everyone else looking forward to?



L to R, top to bottom: McPherson, Lang, Khoury, Davenport, Gainsford, Van Vuuren, McManus, Williams. Rangaka, Clerke, Carter, King, Willoughby, Ray, Welsh, Varkel.

Short version: This week's top anticipated points are the winning work, the weather, the DStv Seminar of Creativity, and the networking. Specific responses are much more eloquently phrased by the selection of top-performing creative directors and creative officers polled below...

The work

[Graham Lang](#), chief creative officer at Y&R South Africa and Africa: "I love looking at the work. I love awards judging, because it's so indulgent to be immersed in creativity without all the usual distractions."

[Peter Khoury](#), chief creative officer of TBWA/Hunt/Lascaris: "I am looking forward to celebrating South Africa's most iconic communication from the past year. I am hopeful that the bravest pieces of work will win big and win it all."

John Davenport, executive creative director at Ireland/Davenport: "Every year it is genuinely inspiring to see what one's colleagues are doing. The competition between us helps make us all better at what we do. Every year the bar is raised. And that is amazing to see."

Kirk Gainsford, chief creative officer MullenLowe SA: “I’m really looking forward to a fantastic time. And by this I mean getting to see the best work that the profession has created. I look forward to seeing SA’s best talent, and SA’s bravest and most successful clients being acknowledged.”

Lucas van Vuuren, executive creative director at The Jupiter Drawing Room CT: “The weird mix of jealousy and admiration that fills me when watching the winners’ AVs and the weird mix of jealousy and admiration that fills me when I see how much alcohol some of these people can consume.”

[Ryan McManus](#), executive creative director at NATIVE VML: “I am always excited to see all the work. To see the best work rise to the top, and to see who the winners are. It’s inspiring to see the best work from the industry. It’s also great to have the whole industry in one place, so it’s cool to see people that you don’t often get to see and catch up and have a few beers in the Durban winter weather. Also that warm water surf in the mornings. That’s a nice bonus.”

The DStv Seminar of Creativity

Roanna Williams, creative director at Joe Public: “Loeries Creative Week allows you to soak up the Durban sunshine, which is always good for the creative soul. I’m super excited to be a judge on the digital panel and am looking forward to the female seminar speakers this year sharing their challenges, insights and personal experiences on how they made it to the top in the industry.”

[Tseliso Rangaka](#), executive creative director of Ogilvy & Mather Cape Town: “Some good weather for a start. Also seeing what the benchmark work is for us this year. I have the pleasure of judging two categories, so I’ll have a front row seat to the selection process. The DStv Seminar of Creativity is always a highlight, and then the award ceremonies of course.”

Camilla Clerke, creative director at Hellocomputer: “There is always a lot to look forward to: the DSTV Seminar of Creativity, meeting all the creative minds, and, of course, seeing some of the great work South Africa has produced over the last year – work that is of an international standard.”

Brian Carter, executive creative director at Liquorice: “I think the DStv Seminar of Creativity should be very inspiring and of course the award shows. I’m looking forward to seeing the best work across Africa.”

The networking

[Alistair King](#), co-founder and chief creative officer of King James: “I obviously do enjoy the snap shot of where the industry is right now, but I’m mostly really looking forward to hooking up with a few industry people I don’t get to see as often as I’d like. The years fly by and I get irritated that I don’t get around to doing that more often.”

Carl Willoughby, executive creative director at OpenCo: “Feeling a little more inspired. It’s a cliché, but I think it’ll help stimulate me. Also, it’s a chance to connect with peers/clients.”

Gordon Ray, executive creative director of M&C Saatchi Abel: “Reconnecting with industry friends and hopefully seeing our teams’ hard work rewarded.”

[Eoin Welsh](#), chief creative officer of Havas WW SA: “Seeing new work and old friends.”

Adrian Varkel, managing director of 140 BBDO Cape Town: “It’s a chance to be inspired and to look up and step back

from the hustle and bustle of the day-to-day job. To be re-energised, to re-appreciate what it is that we do. A chance to feel proud or feel moved by work that we wished was ours. It's also a moment to reflect on the power of creativity to positively impact a brand, business and more importantly society. Here's to camaraderie, context, inspiration and a few too many drinks."

Hear, hear! Here's also hoping all attendees come away inspired and ready to create more creatively going forward. Follow the [#Loeries2016 hashtag](#) on Twitter for more and [click here](#) for a reminder of what this year's digital and interactive judging panel will be looking for...

ABOUT LEIGH ANDREWS

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