

The 15th Annual Business Day BASA Awards, supported by Anglo American, 2012 finalists announced

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Business and Arts South Africa (BASA) has announced the finalists for the 15th Annual Business Day BASA Awards, supported by Anglo American, which pay tribute to those businesses who are actively supporting arts and culture events nationwide.



This year, which celebrates the 15th year of the Awards, saw an increase in entries, particularly in the categories Sustainable Partnerships and Youth Development.

Amongst the businesses who have been recognized as finalists are large corporates Sasol, KWV, Old Mutual, De Beers and Santam, whilst smaller businesses include HR Consultancy Pinpoint one and the Beacon Isle Resort.

"We are delighted at the depth and scope of this year's nominations which demonstrate how the arts continue to offer great opportunities to strategically align brands," says BASA CEO Michelle Constant.

"Anglo American understands the importance of supporting arts and culture in South Africa, and we have therefore been a proud sponsor of the BASA Awards since 2004. We appreciate the positive effects that corporate sponsorships have on creating significant growth and development opportunities for artists, as well as providing socio-economic benefits and thus making a difference to local communities," says Pranill Ramchander, head of corporate communication and branding, Anglo American.

Nominations were made in 12 categories (see full list of finalists below) and the Art Champion and Chairman's Premier Award will be presented at a gala ceremony in Johannesburg on August 27.

The judges for the 2012 BASA Awards are CEO of The Loerie Awards Dr Andrew Human (chairman); media consultant and editor of Destiny Man Kojo Baffoe; Sunday Independent arts critic Mary Corrigan; independent arts consultant Nicky du Plessis; CEO of the Mastrantonio Group Giovanni Mariano; co-founder and co-owner of multi-disciplinary design firm INK Lisebo Mokhesi and Associate Professor at the University of Cape Town and Artistic Director of Siwela Sonke Jay Pather.

The Awards are audited by Grant Thornton.

For more information call the BASA offices on 011 4472295 or email info@basa.co.za or go to www.basa.co.za.

The Business Day BASA Awards, supported by Anglo American, list of finalists for 2012 are:

Arts and Environment - supported by Nedbank

- *Sponsor Siemens Pty Ltd - Siemens Baobab Tree*

- *Sponsor Beacon Island Resort - Site_Specific*
- *Sponsors JDA, National Treasury, National Research Foundation and South African Cities Network - The South African Informal City Project*
- *Sponsor Standard Bank of South Africa Ltd - Water, the [delicate] thread of life*

First Time Sponsor

- *Sponsor NCP Alcohols - Flatfoot Dance Company*
- *Sponsor KWV South Africa Pty Ltd - KWV Epic of Everlasting*
- *Sponsor Hyundai Automotive South Africa - MK Awards*
- *Sponsor Media 24 - Weeklies - Suidoosterfees*

Innovation

- *Sponsor Citadel Investment Services Pty Ltd - The Citadel Art Price Index*
- *Sponsor Artinsure Underwriting Managers Pty Ltd - The Creative Exchange Programme*
- *Sponsor Santam - The Maboneng Arts Exhibition 2011*
- *Sponsor AngloGold Ashanti Limited - Streets of Gold - The Musical*
- *Sponsor Distell - Ubuntu Teen Film Festival*

International Sponsorship

- *Sponsor Nando's Chickenland Ltd - Coming to the City*
- *Sponsor Old Mutual - Old Mutual National Choir Festival*
- *Sponsor De Beers Group Southern Africa - Vuyani Dance Theatre*

Sponsorship in Kind

- *Sponsor Amalgamated Beverage Industries - The Festival of Fame*
- *Sponsor Versfeld & Associates Flatfoot Dance Company*
- *Sponsor Magnetic Storm - Showtime Theatre Awards and Musical*
- *Sponsor Beacon Island Resort - Site_Specific*

Media Sponsorship Award

- *Sponsor Electronic Media Network - M-Net - Cinderella, Joburg Theatre*
- *Sponsor Izwi Lomzansi 98.0 FM - Love in the Air*
- *Sponsor The Daily News - Musho Theatre Festival, Performing Arts Network of South Africa (PANSA) KZN*
- *Sponsor www.DanceDirectory.co.za - The South African Ballet Theatre*

Mentor of the Year - supported by Etana

- *Mentor to the Johannesburg Youth Orchestra Kajsa Claude*
- *Mentor to the Johannesburg Art Gallery - Veronica King*
- *Mentor to Iziko Museums - Niall Kramer*
- *Mentor to The Forgotten Angle Theatre Collaborative - Alecia Nkadimeng*

Single Strategic Project

- *Sponsor Interactive Africa - Acre Road - Your Street*
- *Sponsor KWV South Africa Pty Ltd - KWV Epic of Everlasting*
- *Sponsor Nandos Chickenland Limited - Coming to the City*
- *Sponsor AngloGold Ashanti Limited - Streets of Gold - The Musical*

Small Business

- *Sponsor Pinpoint one - Artist Proof studio*
- *Sponsor Artinsure Underwriting Managers Pty Ltd - The Creative Exchange Programme*
- *Sponsor Alusani Skills and Training - Keiskamma Music Academy*
- *Sponsor Intdev Internet Technologies - Night of 1000 Drawings*

Youth Development

- *Sponsor Rainbow Farms Pty Ltd - PANSA Young Performers Project*
- *Sponsor TBWA/Hunt Lascaris - Room 13 Art Centre*
- *Sponsor Santam Limited - Santam's Child Art Programme*
- *Sponsor Paul Bothner Pty Ltd - The SoundHouse*
- *Sponsor Peermont Global Pty Ltd - Think Ahead - iSchoolAfrica Youth Press Team*

Increasing Access to the Arts

- *Sponsor Anglo American - Johannesburg Philharmonic Orchestra*
- *Sponsor Izwi Lomzansi 98.0 FM - Love in the Air*
- *Sponsor Santam - Santam's Child Art Project*
- *Sponsor Peermont Global Pty Ltd - Think Ahead - iSchoolAfrica Youth Press Team*

Sustainable Partnership

- *Sponsor Pinpoint one human resources - Artist Proof Studio*
- *Sponsor Rand Merchant Bank - Durban Music School*
- *Sponsor Anglo American - Johannesburg Philharmonic Orchestra*
- *Sponsor Sasol- Sasol New Signature Art Competition*
- *Sponsor Magnetic Storm - Showtime Theatre Awards and Musical*

For further details of these projects please visit www.basa.co.za.

About BASA:

Business and Arts South Africa (BASA) is an internationally recognised South African development agency which incorporates the arts into, and contributes to, corporates' commercial success. With a suite of integrated programmes, Business and Arts South Africa encourages mutually beneficial partnerships between business and the arts. Business and Arts South Africa was founded in 1997 as a joint initiative of government and the business sector, to secure the future development of the arts industry in South Africa, through increased corporate sector involvement. Established as a Section 21 company, Business and Arts South Africa is accountable to both government and its business members.

- " **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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