

Absa L'Atelier 2014 Campaign

Blood. Sweat. Tears. That's what it takes to produce great art. Nobody knows this better than our established artists. Probably the most provocative campaign from Absa is a series of acrylic paints made from the actual blood, sweat and tears of three renowned local artists, namely Diane Victor, Bambo Sibiya and Willem Boshoff to promote the 29th edition of the Absa L'Atelier art competition.

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