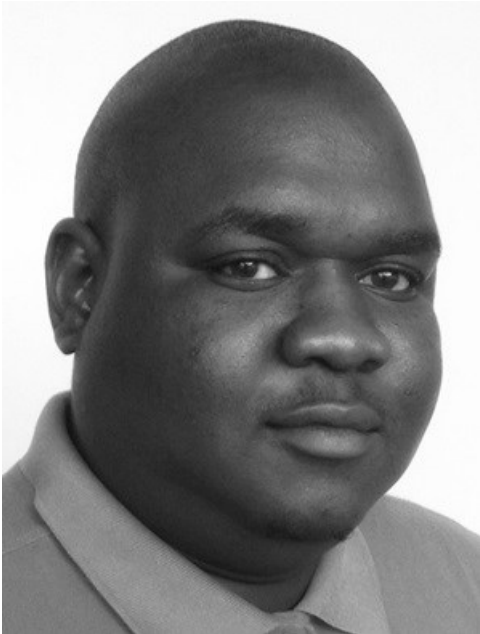


Reaping the Creative Future Scholarship rewards with Siyabonga Ntamela

 By [Leigh Andrews](#)

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Children love expressing their creativity through drawing and colouring in. Some keep this up all their lives and go into the creative industries, turning their passion into work. Here's how the Loeries Creative Future Scholarship gives disadvantaged students the opportunity to do so...



With this year's big trend of businesses doing good and serving a higher purpose, those that can actually [change lives for students](#) with talent and limited opportunities are the ones that stand out and leave you with a warm and fuzzy feeling.

But it's not limited to the corporate realm, as award shows are now picking up on the movement, too. The Loerie Awards have been ahead of the pack for a while now in this regard, with its Creative Future Scholarship does just that.

We spoke to KZN's Siyabonga Ntamela, the first recipient of the scholarship in 2008 and one of this year's judges in the Loeries' student category, to find out how exactly winning the Loeries Creative Future Scholarship [changed his life](#), ahead of this year's return of the Loeries to the province for the next three years.

"I must admit that my life was indeed changed by the Loeries, they gave me a career and that made me a better person. It

also influenced others around me to do positive things, think about the future and achieve goals," was his first inspiring soundbite.

He adds that living in KZN's Inanda is not so easy as there are many obstacles in everyday life to avoid. Luckily, his life started to take the right direction once he was awarded the Scholarship, as he saw a vision, a dream that one day I would be a brilliant designer and every day feels like he is getting closer.

Today he is a middle weight designer, working for Conversationlab.

"Who would have ever thought that one day I could be who I am today, all thanks to the opportunity from the Loeries," Ntamelala concludes. Of course I had more questions...

■ **1. How did you hear about the Loeries Creative Future Scholarship Award?**

Ntamelala: While I was doing my Matric at school in 2008, we had a drawing competition from the Loeries. I submitted my illustrations and got to go to Vega, to study a one-year course in Advertising, which included subjects like digital designing, graphic design and copywriting.

■ **2. How old were you when you realised you wanted to be a designer/involved in working in the creative industries?**

Ntamelala: I never thought I would be in the creative industry before I was exposed to it back in 2008. Then it became a dream. The funny thing is that I never knew what I wanted to become or study until this opportunity came along and changed everything.

■ **3. What did it feel like when you found out you had won the scholarship?**

Ntamelala: My mind was already in the space of wanting to be a creative at that time, so when they shouted out my name I could not believe it. The feeling of 'a dream coming true' is beyond anything, happiness is the least descriptive way to describe it - the vision came true.

■ **4. What are you most looking forward from judging at the Loeries this year and taking part in Loeries Creative Week?**

Ntamelala: I will be looking for pure passion. I love it when people do or design or even craft with passion. In my past experience working in the advertising world, passion plays a big role in individuals, through passionate people you get a passionate team, which results in excellent work being produced. Originality, purpose and the end result of that particular design or product are also key things I will be looking forward to.

[Click here](#) for more on the Loeries Creative Future Scholarship, which covers all tuition fees at Vega School of Brand Leadership in Durban, as well as study materials, textbooks, accommodation and living expenses, as well as an Apple Mac Book Pro in the second year of study, thanks to Brand Council South Africa's support, as well as mentorship, internships and finally employment in the communications industry after studying. Entries closed on 4 July but this year's winner will be announced at the Loerie Awards ceremony during Loeries® Creative Week™ Durban.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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