

Winners honoured at 19th Annual BASA Awards, partnered by Hollard and Business Day

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Eleven projects were honoured at the 19th Annual BASA Awards, partnered by Hollard and Business Day, during an arts-filled event attended by representatives of the business and arts community, and by the Minister of Arts and Culture, Nathi Mthethwa, as well as the Minister of Tourism, Derek Hanekom.

These prestigious awards celebrate exceptional projects that demonstrate the positive and sustainable impact of dynamic business and arts partnerships. It is also a moment for Business and Arts South Africa (BASA), which turns 20 next year, to reflect on the realisation of its core mandate, which focuses on change-making, connectivity and sustainability, underpinned by a body of research that grows every day, as well as diverse public, private and civil society programmes.

Winners in this year's award categories provided inspiring and compelling insight into the role that the arts play in connecting people and enabling transformation – and the different ways that business can support this.

“As we move towards celebrating two decades of BASA 2017, I am proud of what we see coming out of the Awards. BASA's support and involvement in the public and private sector demonstrates what can be done when we all work together,” commented Michelle Constant, CEO of BASA.

“We would like to congratulate this year's winners and finalists,” added Heidi Brauer, Chief Marketing Officer at Hollard. “It's always so rewarding to see the unique ways in which businesses partner with artists and art organisations to contribute toward a better society and we're thrilled to play our part in celebrating these collaborations.”

“The shared value of the partnerships awarded tonight is visible for all to see and I hope that more businesses are now encouraged to partner with arts projects in the year ahead,” said Tim Cohen, *Business Day* Editor.

The 19th Annual BASA Awards, partnered by Hollard and Business Day, were held at Shine Studios in Braamfontein against the spectacular backdrop of the city. The evening's performances and proceedings were propelled by this year's theme of “creative furnace” and each winner received a unique ceramic fynbos artwork that emerged from a project that harnesses the transformative power of art and fire.

Under the guidance of artist Belinda Blignaut, the artworks were created by a group of amateur artists: Lucy Africa, Martha Nero, Jason Jack and William Jack. Blignaut explains that these artists “are part of a group that is using art therapy as a fine art, giving shape to the urgency for protest that so many communities are expressing on our national stage.”

Special thanks were extended to this year's judging panel, which comprised Gianni Mariano, co-founder and CEO of the Mastrantonio group of companies, BASA board member and BASA Awards Chairman; Dali Tambo, media and heritage-tourism entrepreneur; Mandie van der Spuy, arts consultant and BASA board member; Kojo Baffoe, founder of Project Fable, Director at Kwaya Holdings and entrepreneur; Nicolette du Plessis, CEO of the Field Band Foundation; Theresho Selesho, Director, Business Development at Boondoggle SA and entrepreneur; Christina Kennedy, arts and culture



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journalist and commentator; and Fikile Moeti, 5fm DJ and social entrepreneur.

“The 19th Annual BASA Awards, partnered by Hollard and Business Day, really did showcase how the arts can be a tool for bringing about transformation, and how business can assist them in doing so,” concluded Constant. “Congratulations to all our winners and nominees.

19th Annual BASA Awards, partnered by Hollard and Business Day Winners

- **Innovation Award**

Nando’s Chickenland (Pty) Ltd – Nando’s Heartfelt Celebration of South African Design

- **First Time Sponsor Award**

SA Taxi Foundation – SA Taxi Foundation Art Award

- **Increasing Access to the Arts Award**

SAMRO & Norwegian Ministry of Foreign Affairs – Concerts SA

- **Beyond Borders Partnership Award**

ABSA – Barclays L’Atelier

- **Long Term Partnership Award**

TOTAL South Africa (Pty) Ltd – The Buskaid Academy of String Teaching and Performance

- **Media Sponsorship Award**

Radio Sonder Grense (RSG) – RSG Kunstefees 2015

- **Strategic Project Award**

PPC Ltd – PPC Imaginarium

- **Small Business Award**

Kirchhoff Professional Surveyors – Eland and Benko 2015 (#firegrazer) by Hannelie Coetzee

- **Sponsorship In Kind Award**

Meropa Communications – Moving into Dance Mophatong

- **Development Award**

Distell (Pty) Ltd – The Magnet Theatre Educational Trust Fulltime Training and Job Creation Programme

- **Cultural Tourism Award, supported by Nedbank**

Transnet SOC Ltd – National Arts Festival

About BASA:

Business and Arts South Africa (NPC) is an internationally recognised South African development agency with a suite of integrated programmes implemented nationally and internationally. BASA encourages mutually beneficial partnerships between business and the arts, securing the future development of the arts sector in South Africa and contributing to corporate success through Shared Value. BASA was founded in 1997 as a joint initiative of the Department of Arts and Culture and the business sector as a public/private partnership. For more information on BASA contact us on 011 447 2289 or visit our website: www.basa.co.za

- **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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Business and Arts South Africa (BASA) is an internationally recognised South African development agency which integrates the Arts into, and contributes to, Corporate's commercial success. With a suite of integrated programmes BASA encourages mutually beneficial partnerships between business and the arts.

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