

BASA at NAF 2019

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Business and Arts South Africa (BASA) is supporting several platforms at the 2019 National Arts Festival, including the festival newspaper SPOTLIGHT published in partnership with the Tiso Blackstar Group, the Arena platform, as well as the Creativate Digital Arts Festival presented by Standard Bank.



Samthing Soweto

Speaking at the Festival Chairperson's Reception on the opening weekend, BASA Head of Programmes Boitumelo "Tumy" Motsoatsoe described the festival as Africa's largest, longest-running and most diverse celebration of arts, culture and creativity. "Business and Arts South Africa is proud to be partnering with the festival once again this year, because mutually beneficial partnerships are hardwired into our DNA," she said. The Reception was attended by key festival sponsors and partners as well members of the diplomatic corps, who went on to enjoy a packed performance by local star Samthing Soweto.

According to BASA Head of Marketing, Savannah Feek, "SPOTLIGHT is exactly the kind of initiative which speaks to BASA's purpose as it brings together key partners in a way that truly generates shared value. The publication supports artists performing at the festival, so it serves as a platform for promotion, but it's also a space for media to critically engage with the work and to offer audience expert insights in navigating everything on offer at the festival."

Feeke explains that that the National Arts Festival Arena, presented by Business and Arts South Africa, is a platform which "links the festival's fringe and main platforms, in that Standard Bank Ovation Award winners from the previous year's festival are showcased alongside award-winning works from partner international festivals." She adds that 2018 marks the second Creativate Digital Arts Festival and the first year that BASA is a strategic partner on this key new festival platform which "explores the intersection between creativity and technology".

The National Arts Festival runs until 7 July 2019. For more information please visit www.nationalartsfestival.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

Business and Arts South Africa



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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