

VISI and Pendoring take pride in Afrikaans

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Afrikaans is dear to *VISI*'s heart, particularly because the magazine was initially established in the language. The exemplary use of Afrikaans is important to both Pendoring and *VISI*, as is the promotion of creativity, humour and distinctive expressions that are unique to Afrikaans.



Jacquie Myburgh Chemaly, *VISI* editor: "We are delighted to be associated with Pendoring so that, together, we can celebrate and honour creativity and innovation in Afrikaans."

"*VISI* is proud as punch of its Afrikaans roots. It is the language in which this unique décor, design and architecture magazine saw the light 13 years ago and is still one of only a few glossy magazines available in the Afrikaans market," says editor Jacquie Myburgh Chemaly. "Claiming its stake in the current dynamic and competitive media environment, we remain resolute that *VISI* should continue reflecting its Afrikaans identity and to join forces with our advertising partners to offer Afrikaans speakers the most innovative content possible."

The synergy between the Pendoring Advertising Awards and *VISI* is self-evident, hence the magazine's decision to support the awards this year as a bronze sponsor.

"We are delighted to be associated with Pendoring so that, together, we can celebrate and honour creativity and innovation in Afrikaans," says Myburgh Chemaly.

Franette Klerck, Pendoring GM, says the fact that a much awarded décor and design magazine of *VISI*'s calibre has decided to support Pendoring with a bronze sponsorship, is a glittering feather in Pendoring's cap.

"By joining the ever-growing Pendoring sponsorship fraternity, *VISI* not only further enhances Pendoring's stature and credibility, it also emphasises the important role of Afrikaans in the South African advertising and design environment. Like *VISI*, Pendoring's roots are firmly anchored in Afrikaans," stresses Klerck.

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Pendoring

Pendoring is the platform that embraces country and industry to promote, unify and celebrate the richness of South Africa's creative content in all its indigenous languages.

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