

Porky Hefer lights up the BASA Awards with new installation

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An exciting new installation by acclaimed South African artist and designer, Porky Hefer, will ignite the upcoming 15th Annual Business Day BASA Awards, supported by Anglo American.

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Taking place on Monday August 27th at Wits Arts Museum (WAM) in Braamfontein, the awards once again pay tribute to those businesses that are actively supporting arts and culture across South Africa. Winners in 12 categories, as well as the Art Champion and Chairman's Premier Award, will be announced at the gala ceremony.

To mark this year's event, Hefer has designed a site-specific lighting installation that makes full use of his award-winning ability to turn conceptual precepts into 3-D forms whilst drawing inspiration from Africa.

The installation will remain visible in WAM's foyer until the end of September. In this way, the 15th Annual Business Day BASA Awards, supported by Anglo American, is presenting an artwork to those working in, living in, passing through or visiting the Braamfontein precinct. Visitors to WAM will also be able to see Hefer's installation up-close.

Hefer's installation incorporates the Ndebele Itelefoni dance staffs that are a signature element of this year's awards. (The Itelefoni dance staffs have been created as Awards by Sophie Mahlangu, and her team, from the Nkangala district in Mpumalanga.)

The installation uses 100 LED tube lights, sponsored by NTL Lemnis and Pharox. Of the 100 LED tube lights, only 20 will be on at any one time, a commentary on the issue of load shedding and also purposefully power-saving.

Hefer's installation interprets issues of illegal power 'sourcing', and the lack of power faced by many South African communities - as well as sustainability.

To see a full list of finalists in the 15th Annual Business Day BASA Awards, supported by Anglo American go to basa.co.za. To view the finalists, judges and sponsor's video go to <https://vimeo.com/businessartsouthafrica/videos>

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