

Growing impact of environmental arts projects celebrated by BASA Awards

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The growing impact of environmental arts projects in South Africa is one of the more recent areas celebrated by the annual Business Day BASA Awards, supported by Anglo American. Since 2010, the Arts and Environment category, supported by Nedbank, has attracted a range of environmental arts project that have been created in partnership with South African businesses.



"We are delighted to have been afforded the opportunity to further demonstrate our longstanding commitment to support the sustainable development of the arts and the environment in South Africa," comments Maseda Ratshikuni, Head: Cause Marketing at Nedbank of Nedbank's support of this category.

"We are equally committed to funding sports development and child welfare. We believe that funding these areas is critical to creating a more sustainable society in which we can do business. Through the Nedbank Affinities programmes, Nedbank

has contributed in excess of R200 million. As Affinity clients bank or invest with Nedbank, we are able to donate funds to support causes close to their hearts. The more clients use their accounts, the more Nedbank is able to donate to the cause close to their hearts - at no cost to the client. Furthermore, our support for Business and Arts South Africa (BASA) attests to a shared vision of seeing sustainable nurturing of South Africa's artistic talent."

At the 2012 annual Business Day BASA Awards, supported by Anglo American, Beacon Island Resort was named winner in the Arts and Environment category, supported by Nedbank, for the Site_Specific International Land Art Event. It comprised 16 artist-teams of international and national standing who were joined by members of the Boitumelo project, a crafters workshop, and 18 local artists. In an example of the innovation frequently encouraged by this category, together the teams created work in and around the town centre and the Kwanokuthula and New Horizon townships.

The relationship between the Beacon Island Resort and Red Art Projects, which created Site_Specific, has continued into 2013.

Says Heather Greig of Red Art Project, "The support we have received from the Beacon Island Lifestyle Resort and Tsogo Sun has been outstanding. The event we will be holding in August will be based at the resort, the artists will be staying at the hotel at no cost to us again, which is a huge burden off our shoulders. Reinhard Visser has been totally enthusiastic about the Land Art event and really sees it as an opportunity to promote tourism in the off-season to Plettenberg Bay, as well as supporting an initiative that embodies the environmentally friendly code that the Beacon Island Lifestyle Resort is famous for."

Entry into the 16th Annual Business Day BASA Awards is facilitated by an online system on the basa.co.za website, which is continually streamlined to ensure ease of use and will remain open until 17 May, 2013. Audited by Grant Thornton, the awards will be adjudicated by an independent panel of judges.

The easy-to-use online nomination system can be accessed on the BASA website at www.basa.co.za. The awards section features tips, guidelines, rules and regulations and online nomination forms. Information about previous winners can also be found on this website. Those requiring more information can also call Lakin Morgan at the BASA offices on +27 (0)11 447 2295 or +27 (0)11 447 2289 or email lakin@basa.co.za.

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