

Nominees announced for the 14th Annual Business Day BASA Awards, supported by Anglo American

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Business and Arts South Africa (BASA) has announced the nominees for the 14th Annual Business Day BASA Awards, supported by Anglo American, which pay tribute to those businesses who are actively making a difference by sponsoring arts and culture events throughout the country.



The record number of entries received this year reflects the growing awareness within the corporate sector both of the inherent value of the arts to society at all levels and of the business argument for supporting the arts.

Thousands of people who would not normally be exposed to contemporary works became involved, thanks to initiatives aimed to benefit the broader public.

Nominated in the exciting new Arts and Environment category is the Pikitup sponsored project, the visually striking *Tomorrow's Joy* by Such Initiative, an enormous eco-conscious piece of art weighing 246kg, which was erected in Johannesburg's Newtown during the Arts Alive festival. Made from 90 000 discarded plastic bottle tops, its construction involved eight community centres, 140 children, 30 disabled adults and 31 crafters. It was shown again this year at the National Arts Festival in Grahamstown.

The 2010 World Cup may have been a sporting event but it had a spin-off for the arts. The Vilikazi Street public art and regeneration project (nominated in the Innovation category) was completed in time for the World Cup. The Johannesburg Development Agency commissioned an extensive upgrade of world-famous Vilakazi Street, which includes the Hector Pieterse Museum and former residences of Nelson Mandela and Archbishop Emeritus Desmond Tutu. Fifty artists produced 10 core artworks ranging from sculptures and murals to street furniture.

AAW Art Project Management celebrated the 2010 World Cup by displaying three dynamic public art works all of which have been nominated for BASA Awards this year.

The Cratefans (sponsored by Coca-Cola and nominated in the Single Strategic Project category) were giant contemporary public sculptures made of 36 tonnes of steel each clad with thousands of red Coca Cola crates, conceived and designed by artist Porky Hefer to celebrate the 2010 Soccer World Cup. Two sculptures were produced - one in Newtown, Johannesburg and the other in Cape Town on the V&A.

The BASA nominations also demonstrate that everybody can make a difference from large corporates to smaller initiatives.

Total was nominated in the International Sponsorship and Youth Development categories for its sponsorship of the Buskaid Trust while Sasol (New Signatures Art Competition and the SA National Youth Orchestra Foundation), Old Mutual (Old Mutual National Choir Festival) and Absa (The Absa L'Atelier) were nominated in the Sustainable Partnership category for their ongoing support of projects, some of which have run for more than 25 years.

Air Products SA was nominated in the First Time Sponsor category for their financial support of the cash strapped South

African Ballet Theatre while Joburg restaurant Le Canard (nominated in the Small Business category) provided fund-raising dinners for the dance company.

"As always, we are delighted and excited by the depth and breadth of entries. Whilst the economic climate is challenging both locally and globally, the nominations from all corners of South Africa say something positive about the health of arts sponsorship," says BASA CEO Michelle Constant.

Says *Business Day's* Peter Bruce: "Once again Business Day is delighted to be part of the excitement of the approach of the BASA awards. Business is a natural partner of so many good things in South Africa, and the Arts are no exception. Looking through the list of nominations the range of businesses involved and the projects they are sponsoring is quite awe inspiring. They are expressions of both leadership and humility and we at Business Day are very proud of our association with BASA and Anglo American. I can't wait for the awards evening."

"Supporting the development of arts and culture in host-communities around the world is one of the ways in which Anglo American drives social development in those same communities, delivering on the company's promise of being a Partner of Choice. Our involvement in the Business Day BASA Awards is part of a vision that sees arts as an indispensable part of South Africa's progress towards being a nation which embraces diversity across all platforms." Pranill Ramchander, Head of Corporate Communication and Branding, Anglo American.

Nominations were made in 12 categories (see full list of nominees below) and these and three other awards will be presented at a gala ceremony in Johannesburg on August 29. These are:

- **Diplomacy in the Arts** - Given in recognition of Foreign Missions which contribute to the development and preservation of the arts in South Africa as well as the continued prioritisation of cultural diplomacy between South Africa and the international community.
- **Art Champion Award** - Awarded to an individual for outstanding achievement in the encouragement of business support for the arts.
- **Chairman's Premier Award** - This is made at the discretion of the Chairman of BASA and recognises sustained and extraordinary commitment to the arts in South Africa.

The judges for the 2011 BASA Awards are CEO of The Loerie Awards Andrew Human (chairman); media consultant and editor of *Destiny Man* Kojo Baffoe; Sunday Independent arts critic Mary Corrigan; independent arts consultant Nicky du Plessis; strategist and CEO of Grey Advertising Siza Marutlulle; CEO of the Mastrantonio Group Gianni Mariano; co-founder and co-owner of multi-disciplinary design firm INK Lisebo Mokhesi and Associate Professor at the University of Cape Town and Artistic Director of Siwela Sonke Jay Pather.

The Awards are audited by Grant Thornton.

For more information call the BASA offices on 011 4472295 or email info@basa.co.za or go to www.basa.co.za.

The Business Day BASA Awards, supported by Anglo American, full list of nominees for 2011 are:

Arts and Environment - supported by Nedbank

- *Brooke Patrick Publications for The Architect Africa Film Festival*

The Architect Africa Film Festival was created to raise the profile of architecture and the built environment, and to encourage public debate and discourse. The project is hosted in five cities across the country for three weeks. Through the screening of films that highlight the issues facing today's urban environment, the subject of sustainability is addressed.

- *Plascon for The Mary Stainbank Memorial Gallery, Wilderness Foundation*

Plascon has been involved with the Wilderness Foundation since 2006. The company is currently sponsoring product for the development of the Mary Stainbank Memorial Gallery in the Wilderness Leadership Schools headquarters in Durban. The gallery - which forms the focal point of Ndaba Nkulu Heritage Hub - will showcase the work of sculpture Mary

Stainbank. It will include an artists' workshop and provide accommodation for artists in residence.

- *Lombard Insurance Group for The Pavilion created by Sarah Calburn Architects for ArchitectureZA2010*

The project involved the construction of a free-standing Pavilion built in ecologically sound, locally-manufactured, sustainable and innovative building materials on Mary Fitzgerald Square for the ArchitectureZA2010 festival. It was constructed by a team of women and young men from the Thinasonke informal settlement on the East Rand. It demonstrated the practical use of alternative materials and is an example of innovative thinking around social housing.

- *Sappi for The South African National Biodiversity Institute (SANBI) Sappi Sunday Picnic Concerts*

The SANBI Sappi Sunday Picnic Concerts were launched in 2001 at the National Botanical Gardens. The association has raised more than R1 million for the improvement of the gardens and also showcased South African artists and bands, sometimes offering a first public appearance for a young artist. Audiences have been treated to a variety of genres performed by professional and semi-professional musicians.

- *Pikitup for Tomorrow's Joy by Such Initiative*

Such Initiative was commissioned by Arts Alive to create a public artwork in Newtown in 2010. The result was Tomorrow's Joy, a plastic bottle top mosaic using more than 90 000 bottle tops. The key element of the project was awareness of recycling and environmental conservation and so Pikitup was a logical sponsor. Eight community centres around Johannesburg and 140 children of varying ages were involved in the creation of the artwork. It was shown again this year at the National Arts Festival in Grahamstown.

First Time Sponsor

- *MusicatWork for Cool Classic Kidz*

The project gives young musicians from the Western Cape the opportunity to perform on Fine Music Radio, thereby inspiring them to work hard at their chosen instruments and at the same time growing the classical industry in South Africa through a new generation. In 2010, 93 youngsters had the opportunity to perform on radio. An important aspect is that MusicatWork, through Cool Classic Kidz, is assisting Fine Music Radio build a younger audience.

- *Prosound for The Rainbow Restaurant*

The Rainbow in Durban introduced live concerts in 1983 but had to stop last year due to the recession. Prosound came aboard and installed a permanent PA system and "bringing jazz to the people" was back with a regular live music programme.

- *Youngblood Africa Culture Development for Remix Dance Company/Baxter Theatre Centre*

Widely regarded as one of South Africa's leading contemporary and integrated dance initiatives, the award-winning Remix Dance Company is now based at the Baxter Theatre Centre, made possible through the partnership with international businessman, CEO of international shipping company UAL-SA and philanthropist Roger Jungblut, through his company Youngblood Culture Development. The company was founded in 2000 with the aim of bringing more differently-abled performers onto South African stages.

- *Air Products SA for South African Ballet Theatre (SABT)*

Air Products SA pledged financial support to the cash-strapped SABT which was divided among the Development School in Alexandra and a corporate evening. The Alexandra Development School gives 80 children, from impoverished backgrounds, ballet tuition twice a week free of charge. The corporate evening during the season of Carmen - The Ballet gave Air Products SA a unique opportunity to interact their brand with the theatre audiences.

Increasing Access to the Arts

- *CitiVibe, The Citizen for Dance Umbrella*

The DanSpace supplements, created, administered and distributed by CitiVibe and The Citizen, have been a wonderful way of raising awareness of and celebrating the Dance Umbrella. With readers having increased access to features, reviews, festival programmes and more, the supplements have been an important source of support and exposure for a sometimes undervalued group of disciplines. Giving first-time dance writers a platform on which to have their work published also helps to ensure increased skills in the area and better coverage for dance in the future.

- *The Distell Foundation for from the hip: kulumakahle - Listen with Your Eyes Festival 2010*

FTH:K and The Distell Foundation have enjoyed a long-term, mutually beneficial relationship for the past six years. Distell came on board for the Listen with Your Eyes Festival at the Market Theatre. FTH:K wanted to establish an audience base in

Johannesburg and make relationships with the province's deaf community. Formal performances of Quack! and Wombtude also coincided with pre-arranged school bookings as well as a series of workshops.

- *Pretoria Portland Cement Company Ltd for from the hip: kulumakahle - Tell-Tale Signs Schools' Tour*

PPC sponsored the Tell-Tale Signs Theatre Education Programme. A four-tiered programme, TTS won awards for its work in empowering the deaf and being a model of integration within the field of arts and culture. In 2010 this tour - called the Tales of the Trash Tour - toured to Limpopo, Gauteng, KZN and the Western Cape. This partnership ensured that 15 deaf and hearing schools saw the production.

- *Central Johannesburg Partnership for Joburg Art City 2010 by AAW! Art Project Management*

Joburg Art City 2010 premiered the world's largest public arts project of its kind with 19 giant-scale artworks by Mary Sibande drawn from her exhibition Long Live the Dead Queen. The project is envisaged to be annual, showcasing one artist's work at a time on the walls of the city. Joburg Art City increases access to the arts on many dimensions, not least by engaging hundreds of thousands of people with contemporary work they would rarely see outside of a gallery or museum, in a manner that also fosters urban regeneration.

Innovation

- *Breinstorm Brand Architects and The Cement & Concrete Institute for AZA2010 Festival presented under the auspices of SAIA*

AZA2010 was born when the Gauteng Institute of Architects (GiFA) won the bid to host the 7th SAIA (South African Institute of Architects) 2010 Biennial Convention. The end result was an urban cultural festival featuring numerous exhibitions, photography exhibitions, a public housing debate, a conference (with 120 animated speakers and 900 delegates, 700 of them students), an interactive architecture pavilion built on Mary Fitzgerald Square as a new housing model, a public space dance production (Peepdance), an architectural film festival, four award ceremonies in various locations around the inner city, guided city walks and JoziNite (a unique Heritage Day celebration).

- *Brandhouse Beverages for Stable Theatre*

Through its Celebrating Strides Awards, Johnnie Walker® empowered acclaimed actor, writer, producer and entrepreneur, Welcome Msomi, to spark a revival of the Stable Theatre in Durban which saw a tremendous boost in patrons and media exposure. In selecting the theatre as the beneficiary of a R125 000 bursary included in his award, Msomi wished to pay tribute to the theatre venue which played such an important role in his early days as an actor and turn around the flagging fortunes of the venue. It is expected that the partnership will act as a catalyst to inspire a new generation of artists.

- *Central Johannesburg Partnership for Joburg Art City 2010*

Joburg Art City was the largest public art exhibition of its kind in the world with 19 giant-scale artworks by Mary Sibande drawn from her exhibition Long Live the Dead Queen. Over six months in 2010, the project emblazoned the fabric of the city with giant reproductions of contemporary artwork on building wraps usually reserved for outdoor advertising.

- *Johannesburg Development Agency (JDA) for Vilakazi Street public art project*

The JDA undertook to upgrade the world famous Vilakazi Street precinct in Soweto. A public art project was included as an integral part of the regeneration project. The Trinity Session was contracted by the JDA to coordinate and install a series of artworks to celebrate the historic aspects of the site. Fifty artists were commissioned to design and produce 10 core artworks ranging from sculptures to murals and street furniture.

International Sponsorship

- *Total South Africa Pty Limited for The Buskaid Trust*

Thanks to Total South Africa, the Buskaid Ensemble was able to accept an invitation from the South African Embassy in Syria to represent South Africa culturally in Syria during the World Cup. The ensemble was greeted with great acclaim at all the events at which it performed - a public concert in the Damascus Opera House, two appearances at World Cup Fan Park events, a performance at Yarmouk camp, a private ambassadorial and business function in Aleppo and youth interaction at Massar.

- *South African Post Office for Joburg 2010 International Stamp Show*

SAPO and the Philatelic Federation of SA hosted the Joburg 2010 International Stamp Show, the first internationally recognised stamp show in South Africa with 1500 frames of philatelic material from 40 countries. Visitors to the show could meet South African stamp design artists and view their work. The show promoted South Africa to a wide international

audience, many visitors were on their first visit to this country.

Media Sponsorship

- *kykNET for Absa Klein Karoo Nasionale Kunstefees*

This synergistic partnership has enabled both parties to contribute to the arts industry in South Africa and keep producing new work. The Afrikaans arts festivals in the country are also the training ground for new and upcoming talent which can be used in the television industry. The level of promotion that goes out before the festival, not only classical airtime but also featured content in programmes, gives the festival a wide reach.

- *DeskLink Media/CLASSICFEEL for Dance Umbrella*

CLASSICFEEL has always included substantial coverage of the Dance Umbrella. When word got out that the existing sponsor of the event would no longer be involved and that the future of the Dance Umbrella was in doubt, CLASSICFEEL went out of its way to provide substantial promotion of the event, in a bid to raise awareness of it, keep it going and draw new sponsors.

- *CitiVibe, Citizen newspaper from the hip: kulumakahle - Listen with Your Eyes Festival 2010*

The award-winning FTH:K brought its special blend of non-verbal performance and arresting visual theatre to The Market Theatre with the Listen with Your Eyes Festival 2010, a programme accessible to both deaf and hearing communities. The CitiVibe sponsorship demonstrated the vital role the print media plays in developing the arts in general and its audience in particular. CitiVibe provided a four page supplement.

- *Die Burger for Suidoosterfees*

Die Burger has been the title sponsor of the Suidoosterfees since the inception of the festival in 2003. The arts festival was promoted in the Die Burger and reached a 372 000 readership in the Western Cape. This festival reaches the paper's direct target market and helps promote Afrikaans in the arts.

Mentor of the Year - supported by Etana

- *Dale Smith (mentor to the Johannesburg Youth Orchestra Company)*

Dale Smith was appointed to the Johannesburg Youth Orchestra Company (JYOC) as a financial mentor in 2008. Dale assisted in appointing an auditor and got the audit completed. He introduced a simple but effective reporting system. Further, Dale was able to lobby SARS to get JYOC Section 18A status - thus increasing the investment opportunity for potential donors.

- *Hilton Lawler (mentor to the Nelson Mandela Museum)*

Hilton Lawler participated in the pilot phase of the arts incubator programme as a mentor for the five participating artists. His workshop explored how to set up businesses putting a strong emphasis on strategies. Its success resulted in the programme forming partnerships with the Pretoria University, which has now set aside five full bursaries for an art teaching degree. Hilton has showed huge commitment and dedication to the museum.

- *Ilka Dunne (mentor to the National Eisteddfod Academy)*

Ilka Dunne has tremendous knowledge of education and the arts, as well as impressive business acumen through her experience and position at RMB. This background gave her a clear understanding of the problems of an NGO in the arts arena. She enabled CEO Francois van den Berg to lead and position the organisation in such a way that it could survive on operational income only, thus proving sustainability, a major achievement.

- *Niall Kramer (mentor to Iziko Museums)*

Increasing access and diversifying audiences is a huge challenge for South African museums, including Iziko. Kramer's mentorship focused on brand development and a marketing and communication strategy. It is planned to expand the focus of the mentorship relationship to fundraising, income generation and partnership and stakeholder management.

Single Strategic Project

- *Telkom SA Ltd for Artists of Africa/SPace Exhibition*

The sponsorship showcased African art during the World Cup at an exhibition in Newtown and brought together 25 artists from eight African countries. Telkom used the SPace exhibition to reach out to its customers, employees, key stakeholders and the less fortunate, specifically homeless boys at the Twilight Children's Centre in Hillbrow, which received a donation of

more than R100 000.

- *Gauteng Government, Department of Roads and Transport for Many Hands Many Trees Public Art by AAW! Art Project Management*

This spectacle-scale temporary land art installation, by internationally renowned Cape-based artist Strijdom van der Merwe, was commissioned as a grand welcome for visitors and fans coming to the 2010 Fifa World Cup and to encourage locals to get into the spirit of big play. More than 20 000 bright yellow hands were installed on the islands at Gillooly's interchange while 1000 trees were wrapped in bright orange Day-Glo fabric along the length of the Albertina Sisulu Highway.

- *The Hollard Insurance Company Limited for Spier Architectural Arts*

Hollard Insurance commissioned Spier Architectural Arts to create a site specific mosaic art piece based on a concept by South African artist, Marlise Keith. The Rat Race measures 16m x 1.5m and is installed at the Hollard Campus, Johannesburg. Within the Spier Arts Trust is the Spier Arts Academy, which opened its first campus for a sponsored three year course in mosaics in Cape Town's East City Precinct in 2008. Hollard is proud to have provided Spier Architectural Arts with their first large-scale commission which not only supports the artists themselves but also raises the awareness of local art.

- *Coca-Cola South Africa for The Cratefans by AAW! Art Project Management*

The Cratefans, giant contemporary public sculptures, made of 36 tonnes of steel each clad with thousands of red Coca Cola crates, were conceived and designed by artist Porky Hefer, to celebrate the Soccer World Cup 2010. Two sculptures were produced - one in Newtown, Johannesburg and the other in Cape Town on the V&A. They are technical feats achieving the artist's ambitious designs and have been seen by untold thousands of people on site and online.

Small Business

- *Twig Advertising for The Africa Craft Trust*

Twig Advertising has been one of the Africa Craft Trust's long-standing supporters and has sponsored scholarships since 2002 for South African crafters who would like to attend training sessions and cannot afford to do so. Each participant (mostly rural-based women craft entrepreneurs) that Twig supports has gone on to grow their craft business with increased skills and motivation.

- *Le Canard Restaurant for The South African Ballet Theatre (SABT)*

SABT is always on the look-out for sustainable partnerships and the fund-raising dinners provided by Le Canard Restaurant allows the company the opportunity to both perform and engage with its stakeholders (both current and potential ones) and raise much needed funds at the same time.

Sponsorship In Kind

- *Deloitte for Artist Proof Studio*

A team from Deloitte came to the studio and worked to identify problem areas and create solutions through process flows. Its Innovation and CSR team conducted a sight visit to APS that provided valuable insight into the working of the organisation and workable solutions to problems. Deloitte also assisted with producing a corporate brochure.

- *DeskLink Media/CLASSICFEEL for Johannesburg Philharmonic Orchestra*

Since the JPO had minimal budget for print advertising, CLASSICFEEL committed itself to sponsoring regular advertising for the orchestra and also to occasional editorial.

- *Protea Hotel Victoria Junction for Suidoosterfees*

Due to its proximity to the Artscape Theatre, Protea Hotel Victoria Junction undertook to accommodate artists participating in the Suidoosterfees.

- *Toby Orford Art Law for www.artright.co.za*

Artright's website is a resource of business, legal and educational information which includes a series of generic agreements which members of the visual arts industry can download and use, free of cost, when entering into transactions. This is the first time that a service of this kind has been offered and Artright needed professional input to ensure that agreements are up to date and relevant in South Africa. Toby Orford reviewed the content of the legal agreements.

Sustainable Partnership

- *Sasol for New Signatures Art Competition Pretoria Art Association*

Having run for the past 21 years, the New Signatures Competition is one of the oldest annual competitions in South Africa for new young talent and it plays an important role in recording, communicating and commenting on South Africa's rich social and cultural heritage.

- *Old Mutual for Old Mutual National Choir Festival*

Known as South Africa's oldest, most prestigious choral music competition, Old Mutual has supported this competition since 1988 and has invested in the development of arts and culture in the Southern African region. The NCF project seeks to promote, preserve and protect all language rights by giving all languages equal exposure.

- *Absa for SANAVA Absa L'Atelier*

The Absa L'Atelier - now in its 25th year - has provided an important stepping stone to previous winners who have reached local and international fame. It is a competition for young artists aged between 21 and 25. The winner receives a cash prize, a six month residency at Cita Internationale des Arts in Paris, France, and a solo exhibition in the Absa Gallery upon their return. A second award, the Gerard Sekoto, is granted to the most promising artist with an income of less than R60 000.

- *Sasol for South African National Youth Orchestra Foundation*

At the start of each year, hundreds of young musicians apply to audition for a place in the prestigious Sasol National Youth Orchestra Course, which is run by the South African National Youth Orchestra Foundation (SANYOF). Candidates go through two rounds of auditions to attain the top prize: a place in one of the National Youth Orchestras. The flagship course is the 10 day Sasol National Youth Orchestra Course.

Youth Development

- *Cell C for Durban Music School*

Cell C agreed to sponsor the Durban Music School in 2003 and has done so for the past eight years. DMS gives full music bursaries to 350 learners, does outreach programmes in rural communities, has a cultural exchange programme with includes the UK, France and Germany, offers music as a matric subject, employs nine young teachers who trained at the school and achieves consistently high marks in international exams.

- *Sasol for South African National Youth Orchestra Foundation*

Through the sponsorship SANYOF has supported the training and development of South Africa's young musicians through its courses, tours and development programmes for nearly half a century. Its legacy is far reaching with representation of alumni in top professional orchestras in South Africa and across the globe. At the start of each year, hundreds of young musicians apply to audition for a place at the prestigious Sasol National Youth Orchestra Course, which is run by SANYOF.

- *Total South Africa Pty Limited for The Buskaid Trust*

Total South Africa made it possible for the Buskaid Ensemble to represent South Africa in a tour of Syria. The musicians gained immeasurably through the tour in terms of their musical progress and achievement while also experiencing another country and its culture.

- *Fairheads for UCT Fairheads Clanwilliam Project*

The UCT Fairheads Clanwilliam Arts Project is a week-long series of workshops in lantern-making, firework, art, mask-making, puppets, rhythm, dance and storytelling based on the rock art and stories of the /Xam, an extinct San group of the north-western Cape. It is facilitated by UCT and Magnet Theatre with financial support from Fairheads. Some 700 children from a poor community in the town of Clanwilliam are directly involved. The workshops culminate in an evening lantern procession and choreographed physical drama performance watched by about 2 000 people of the community.

° **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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