

BASA Awards video gives fascinating insight into how SA business is engaging with the arts

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The just-released video featuring finalists and judges in the 15th Annual Business Day BASA Awards, supported by Anglo American, gives insight into just how South African business is engaging with the arts, all across the country.

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"This is the first time we have prepared a video ahead of the actual awards," explains newly appointed BASA Marketing and Operations Manager, Lonwabo Mavuso.

"But we felt it was important to create a platform that would enable us to publicly share, the truly varied and exciting business and arts relationships that have been active over the past year."

Winners in the 12 categories featured in the video will be presented at a gala ceremony, attended by government and business, in Johannesburg on August 27th. In addition, the Art Champion and Chairman's Premier Award will also be announced at the 15th Annual Business Day BASA Awards, supported by Anglo American.

Speaking in the video, Associate Professor at the University of Cape Town and Artistic Director of Siwela Sonke, Jay Pather, makes mention of the increase in quality of this year's entries. "What we are seeing more and more is an attention to the quality of the relationship between the sponsor and the artist project - and that's been very heartening to see."

Chairman of the judge's panel and CEO of The Loerie Awards, Dr Andrew Human, points out how this year's nominees showcase the diverse form that the business and arts relationship can take.

"It's not necessarily about size and budget," says Dr Human.

"So there are some initiatives which may seem niche and which might not even be noticed on the bigger picture but when you look at those projects they are really making a difference for the people involved and also integrating the brand very well."

The 15th Annual Business Day BASA Awards, supported by Anglo American, pays tribute to those businesses that are actively supporting arts and culture projects nationwide. For more information on the awards and this year's finalists, go to www.basa.co.za.

To view the finalists and judges' video go to <https://vimeo.com/businessartsouthafrica/videos>.

About Business and Arts South Africa NPC:

Business and Arts South Africa NPC is an internationally recognised South African development agency which incorporates the arts into, and contributes to, corporates' commercial success. With a suite of integrated programmes, Business and Arts South Africa NPC encourages mutually beneficial partnerships between business and the arts. Business and Arts South Africa NPC was founded in 1997 as a joint initiative of government and the business sector, to secure the future development of the arts industry in South Africa, through increased corporate sector involvement. Established as a Non Profit Company, Business and Arts South Africa NPC is accountable to both government and its business members.

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