

BASA facilitates art exhibition for Discovery Invest leadership summit

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Business and Arts South Africa recently facilitated a unique exhibition of commissioned art for the Discovery Invest leadership summit.



The exhibition formed part of the summit's closing cocktail event and was mounted in the Bill Gallagher Room at the Sandton Convention Centre in Johannesburg.

The collaboration saw the Discovery Invest Leadership Summit commission 18 works by various artists working out of the Artist Proof Studios in Newtown, Johannesburg.

Among the artists whose work was commissioned by Discovery were Pillimon Mahlangu, Bambo Sibiyi, Beven Devet, Motsamai Thabane, Walter Autman, Chris Diedricks, Norman Catherine, Richard Forbes, Vim Boeta, Paul Etman and Else Boetman.

As part of its commitment to showcasing the artworks, Discovery's sponsorship of the exhibition covered transport fees, insurance, hanging materials and experts to assist with the hanging process as well as taking down the artworks. The latter was especially important and a team of four from Artist Proof Studios, as well as BASA representatives and sound and lighting crew members helped hang the artworks for maximum exposure.

As part of profile-raising, Discovery also created printed bios on each of the featured artists which were handed out during the Discovery Invest Leadership Summit. The latter featured a host of high-profile speakers including Garry Kasparov, Pravin Gordhan, and Tim Noakes and drew a heavyweight audience.

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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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Business and Arts South Africa



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