

#artMOVESme debuts at 17th Annual Business Day BASA Awards, partnered by Hollard

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A new campaign designed to capture the role of the arts in people's lives is making its debut at the 17th Annual Business Day BASA Awards, partnered by Hollard.



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An initiative of Business and Arts South Africa, #artMOVESme seeks to explore the value of the arts for both business and broader society, and will be ongoing after the awards take place on 25 August 2014.

"We're very excited about launching #artMOVESme campaign," says BASA CEO, Michelle Constant.

"The campaign is based on the understanding that the arts provide real value to everyone in society. It provides social capital, EQ, economic growth and social cohesion - but, more than that, it plays a vital, and often powerful role in the lives of everyone."

#artMOVESme takes the form of a dynamic, growing and open collection of digital images and texts, contributed to by a diverse and broad section of individuals, organisations, businesses, institutions and more.

The first part of the #artMOVESme campaign is a graffiti hoarding featuring the work of artist Sindiso Nyoni aka R!OT, a self-developed artist, activist, multi-disciplinary designer and illustrator.

As a project of the 17th Annual Business Day BASA Awards, partnered by Hollard, the #artMOVESme graffiti hoarding will make its initial appearance at Hollard's Johannesburg offices on 13 August. There, staff and visitors will be able to engage with Nyoni's images, using the pink Post-Its that are part of the hoarding to write about or illustrate how the arts impacts their world.

The #artMOVESme graffiti hoarding will then move to the Market Theatre where this year's 17th Annual Business Day BASA Awards, partnered by Hollard will take place.

At the end of the awards, the hoarding will move to various public venues, marking the start of what is #artMOVESme's

ongoing aim: to enable everyone to have their say about the role that the arts plays in their lives.

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Business and Arts South Africa is an internationally recognised development agency which incorporates the arts into, and contributes to, corporates' commercial success. With a suite of integrated programmes, Business and Arts South Africa encourages mutually beneficial partnerships between business and the arts in order to grow SHARED VALUE. Business and Arts South Africa was founded in 1997 as a joint initiative of the Department of Arts and Culture and the business sector, as a public/private partnership. Business and Arts South Africa is proud to be celebrating 20 years of Freedom.

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