

Winners honoured at 20th Annual BASA Awards, partnered by Hollard & Business Day

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Eleven partnerships were honoured at the 20th Annual BASA Awards, partnered by Hollard and Business Day, during an arts-filled event attended by representatives of the business and arts community.



These prestigious awards honour exceptional projects that demonstrate the positive and sustainable impact of dynamic business and arts partnerships. This year was also a moment for Business and Arts South Africa (BASA) to celebrate its 20th year, an important milestone for the organisation.

20 years ago, a partnership between several South African corporates and the current Department of Arts and Culture (DAC) saw the founding of Business and Arts South Africa (BASA). Over the past two decades the association has grown to include a wide spread of different stakeholders including 126 business members, the creative sector, organisations within the Southern African region, and a growing slate of project-specific partners.

Winners in this year's award categories provide inspiring and compelling insights into the role that the arts play in connecting people and enabling transformation – and the different ways that business can support this.

“The awards this year demonstrate great partnerships and the power of ongoing sustainability. Once again it highlights the absolute need to ensure that the arts remain integral to our society - growing cultural capital and social engagement,” commented Michelle Constant, CEO of BASA.

“Hollard's partnership with BASA is testament to the power of business and the arts working together,” added Heidi Brauer, Chief Marketing Officer at Hollard. “Fostering collaboration between business and the arts brings positive change and enables better futures: For artists, via the exposure that the Awards generate; for business, through the creativity engendered by the process of working together; and for society as a whole, through the conversation and engagement around the beautiful works that are produced.”

“The originality manifested in the arts is both an inspiration to businesspeople and an articulate demonstration of how creativity can enhance human interaction and social collaboration. Tonight has showcased just how successful this can be,” said Tim Cohen, Business Day Editor.

The 20th Annual BASA Awards, partnered by Hollard and Business Day, were held at Nirox Sculpture Park in the Cradle of Humankind World Heritage Site against the stunning natural backdrop of the Khatlhampi Private Reserve. The day's experience was inspired by this year's theme, Disruption. The guests were treated to an experience from the moment they arrived at the venue, with memorable performances throughout the Sculpture Park itself. They were given the time to explore this remarkable space where nature meets art. The performances - in the form of activations – were provided by Buskaid, Moving Into Dance Mophatong, The Field Band Foundation, Olifantland and Vuyani Dance Company – all arts organisations which have benefitted from the positive impact of business has had on art through collaboration.

To mark the invaluable contributions BASA has made to South Africa's arts landscape over the last 20 years, five illustrators - Karabo Poppy Moletsane, Imile Wepener, Ndumiso Nyoni, Johan de Lange and Ben Grib - were commissioned to visually narrate some of the organisation's most significant milestones. Each of the 20th BASA Awards trophies, which were given to the deserving recipients tonight, features one of these beautiful illustrations.

Special thanks were extended to everyone who has contributed to the growth and success of BASA over the last two decades including the DAC, BASA board members, founding CEO Nicola Danby and founding Chair, Mary Slack. Acknowledgement was also given to all the business and art organisations that have supported and nurtured arts and culture in South Africa.

This year's judging panel, which comprised Gianni Mariano, co-founder and CEO of the Mastrantonio group of companies, BASA board member and BASA Awards Chairman; Dali Tambo, media and heritage-tourism entrepreneur; Mandie van der Spuy, arts consultant and BASA board member; Kojo Baffoe, founder of Project Fable and KayaFM presenter; Nicolette du Plessis, CEO of the Field Band Foundation; Theresho Selesho, Director, Business Development at Boondoggle SA and entrepreneur; Christina Kennedy, arts and culture journalist and commentator; and Ismail Mahomed, CEO of the Market Theatre Foundation, was also thanked.

"Today was a fitting and fabulous event for an organisation with 20 years under its belt! Thank you to everyone who supported it, and believes in the value of the arts!" said CEO Michelle Constant.

20th Annual BASA Awards, partnered by Hollard and Business Day winners

- **Innovation Award**

Friends of Johannesburg Art Gallery - The Evidence of Things Not Seen exhibition and Visible Tones online and social media public participation project

- **First Time Sponsor Award**

Flanagan & Gerard Investments (Pty) Ltd - Springs Mall Artwork Project

- **Increasing Access to the Arts Award**

SA Taxi Foundation – SA Taxi Foundation Art Award

- **Beyond Borders Partnership Award**

The Standard Bank of South Africa Limited - Henri Matisse: Rhythm and Meaning Exhibition

- **Long Term Partnership Award**

Sasol - Sasol New Signatures

- **Media Sponsorship Award**

M-Net and DStv - The Cape Town Carnival

- **Strategic Project Award**

GE Africa Innovation Centre - GE Africa Innovation Centre Localisation and Industrial Design

- **Small Business Award**

Mathews and Associates Architects cc - Cool Capital #saadjies

- **Sponsorship In Kind Award**

Classic FM South Africa (Pty) Ltd - The Buskaid Soweto String Ensemble's Annual Concert in the Linder

- **Development Award**

Rand Merchant Bank - Kickstarter Creative Arts project

- **Cultural Tourism Award, supported by Nedbank**

Gooderson Kloppenheim Country Estate Hotel - My Body My Space Public Arts Festival 2016

About BASA:

Business and Arts South Africa (NPC) is an internationally recognised South African development agency with a suite of integrated programmes implemented nationally and internationally. BASA encourages mutually beneficial partnerships between business and the arts, securing the future development of the arts sector in South Africa and contributing to corporate success through Shared Value. BASA was founded in 1997 as a joint initiative of the Department of Arts and Culture and the business sector as a public/private partnership. For more information on BASA contact us on 011 447 2289 or visit our website: www.basa.co.za

° 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

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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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