

BASA Awards 2020 finalists announced

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The 23rd Annual BASA Awards, partnered by Hollard, are once again shining a spotlight on indelible business and arts partnerships in seven categories.

Every year is a celebration of the power of these collaborations but, as BASA CEO Ashraf Johaardien notes, this year they are more important than ever: “As the country and the world try to navigate uncharted territory, and we attempt to reboot following the effects of the Covid-19 pandemic, it’s critical that we focus on stories that matter, and that we continue to offer this platform for acknowledging achievements and showcasing successes.”

This year’s theme – INDELIBLE – recognises these partnerships and their endurance, and we are thrilled to announce the 20 finalists in this year’s seven Awards’ categories:



The Beyond Borders Partnership Award recognises a partnership that builds brand reputation and audiences for both the business and arts partners across borders, through a project showcasing South Africa to the rest of the continent and/or overseas, or bringing international or intercontinental arts projects to South Africa. The finalists are:

- the French Institute of South Africa (on behalf of TOTAL SA) / IFAS / Friends of The Johannesburg Art Gallery / Johannesburg Art Gallery / La Cité internationale de la Bande Dessinée et de l'image for *The Art of Comics*;
- *French bandes dessinées & SA Comics in Conversation*; Fundación Otro Sur / *Electric South for African Virtual Reality Showcase in Columbia*, and
- NIKE, Inc. / Mother Tongue Collective (Pty) Ltd (t/a Karabo Poppy) for *Nike By Karabo Poppy*.

The Community Development Award recognises business support for arts and culture projects enhancing their communities, whether through education, skills development, contributing to livelihoods or employment, tourism, or other growth opportunities in a community. The finalists are:

- MTN SA Foundation / Imbali Visual Literacy Project for *Roll-out and Teachers' Workshops for Imbali Artbooks: Adventuring into Art*;
- Nando's / Constitution Hill for *Basha Uhuru Freedom Festival*, and
- V&A Waterfront / NGOs in different communities across South Africa and Africa for *Joy from Africa to the World*.

The Innovation Award celebrates the most innovative, cutting-edge and progressive partnership that served all partners' purposes effectively. These breakthrough projects and partnerships should demonstrate great creativity, originality, reinvention, new methodologies, or technological/digital innovation. The finalists are:

- the French Institute of South Africa (on behalf of TOTAL SA) / IFAS / Friends of The Johannesburg Art Gallery / Johannesburg Art Gallery / La Cité internationale de la Bande Dessinée et de l'image for *The Art of Comics*
- *French bandes dessinées & SA Comics in Conversation*; Intsikelelo Inc. / Baz-Art NPO for *Virtual Street Art Experience*;
- NIKE, Inc. / Mother Tongue Collective (Pty) Ltd (t/a Karabo Poppy) for *Nike By Karabo Poppy*, and
- V&A Waterfront / NGOs in different communities across South Africa and Africa for *Joy from Africa to the World*.

The Long-Term Partnership Award recognises outstanding initiative and commitment to the arts over a longer period (at least one year), as an integral part of the business' strategy. The value to the arts project, the broader community and the business, must be apparent. The finalists are:

- MTN SA Foundation / Imbali Visual Literacy Project for *Roll-out and Teachers' Workshops for Imbali Artbooks: Adventuring into Art*;
- Standard Bank of South Africa Limited / National Arts Festival for *The Standard Bank Young Artist Awards*, and
- Standard Bank of South Africa Limited / University of the Witwatersrand / Wits Art Museum for *The Standard Bank African Art Collection*.

The SMME Award recognises vital support given to the arts by a micro, small or medium enterprise, with up to 200 hundred full-time employees and an annual turnover of no more than R10m. The finalists are:

- Intsikelelo Inc. / Baz-Art NPO for *Virtual Street Art Experience*;
- J&B PRINTERS / Highway Radio for *Annual Youth Concert*, and
- The Marimba Workshop (Pty) Ltd / Education Africa for *International Marimba and Steelpan Festival*.

The Sponsorship In-Kind Award acknowledges a business giving quantifiable and impactful non-monetary support to the arts. This may be through in-kind provision of equipment, materials, media or PR support, space, transportation travel, or any other products or services. The finalists are:

- Fundación Otro Sur / Electric South for *African Virtual Reality showcase in Colombia*;
- J&B PRINTERS / Highway Radio for *Annual Youth Concert*, and
- The Marimba Workshop (Pty) Ltd / Education Africa for *International Marimba and Steelpan Festival*.

The First-Time Sponsor Award is for a business supporting the arts for the first time, irrespective of size, budget, and whether it is through corporate social investment, marketing, human resources, B-BBEE, or other means. An outright winner will be announced in this category.

Winners will be announced virtually via an integrated online experience available to the public from 19 November 2020 at www.basa.co.za.



BASA CEO Ashraf Johaardien_Photo by Jan Potgieter

About BASA

BASA is constituted in terms of the new Companies Act and is registered as a public benefit organisation. Mandated to champion business investment within the arts, cultural and heritage sector, BASA is the connector catalyst for businesses and the arts, driving focused and sustained partnership by unlocking shared value and fostering social cohesion. The BASA Board of Directors comprises Chairman Charmaine Soobramoney, with Deputy Chair Mandie van der Spuy, and Kojo Baffoe, Kathy Berman, Devi Sankaree Govender, Ashraf Johaardien (BASA CEO), Hilton Lawler, Khanyi Mamba, Unathi Maunga, Makgati Molebatsi, Zingisa Motloba, Dr Yacoob Omar, and Mirna Wessels. For more information or to become a member please visit 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

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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