

Between 10and5 Artist Auction partnered by BASA

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In honour of Africa Month, Between 10and5 is curating and hosting an Instagram auction. Reminiscent of Between 10and5's auction that kicked off its *Creative Women Week* in 2019, the auction is a charity initiative and 100% of proceeds will go towards the next round of BASA's Artists Relief campaign.



The auction will run in a similar vein, with various creatives invited to participate and create, all in the spirit of giving back. A number of artists have already signed on including multi-award-winning illustrator, graphic designer and street artist, Karabo Poppy Molestane, and illustrator, and founder and creative director of the illustration studio Yay Abe, Russell Abrahams.

Karabo is frank about her involvement, simply stating, "It's important for me to do my bit. This period has created a level of uncertainty for the creative sector. Projects such as these are essential to sustaining the greater artistic collective."

Russell couldn't agree more: "I think the idea of artists supporting artists is such an important one. We're often forgotten about when it comes to the bigger picture. So taking part in this auction is a great way to help those in need, plus a means to encourage others to do the same. Compassion is what will take us forward."

BASA Artists Relief campaign was launched at gogetfunding.com/bizartza/, and has enabled BASA to consider applications from individual artists for once-off, short-term financial aid for Covid-19-related medical care and/or prescription medicines. The aid has also helped offset the loss of income due to the cancellation of confirmed engagements, as a result of the nationwide lockdown or other emergency measures.

BASA's Head of Marketing, Savannah Feeke-Fortune, confesses that the alliance is a labour in love: "Between 10and5, stole my heart last year during their *Creative Women Week*, and specifically with their Instagram Auction. It took place during Women's Month, and was hosted on Between 10and5's IG account. They sourced various donations from artists, designers, makers and other creatives, with all profits going towards the [SheSaid.so #InclusionBeforeProfit](https://www.shesaid.so/#InclusionBeforeProfit) campaign. Between 10and5 friends and followers had the opportunity to bid on a range of artworks and unique experiences, donated by generous sponsors/creatives, on the day of the auction."

The auction will launch on Africa Day on Between 10and5's Instagram and will run until Friday, 29 May. There will be a lot auctioned every hour daily between 4pm-7pm. Visit 10and5.com or www.basa.co.za for more details about the pieces that will be available on 19 May 2020.

About BASA

Constituted in terms of the Companies Act, BASA is registered as a public benefit organisation (PBO) and is accountable to its stakeholders. The BASA Board of Directors comprises Chair Charmaine Soobramoney, with Deputy Chair Mandie van der Spuy, and Kojo Baffoe, Kathy Berman, Devi Sankaree Govender, Ashraf Johaardien (BASA CEO), Hilton Lawler, Andre Le Roux, Khanyi Mamba, ZingisaMotloba, Dr Yacoob Omar, and Mirna Wessels. For more information please visit www.basa.co.za; to become a BASA member, click on the 'JOIN US' tab at the top of the home page.

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