

Why 7Films' SJ Myeza is gunning for Young Guns 15

By Leigh Andrews

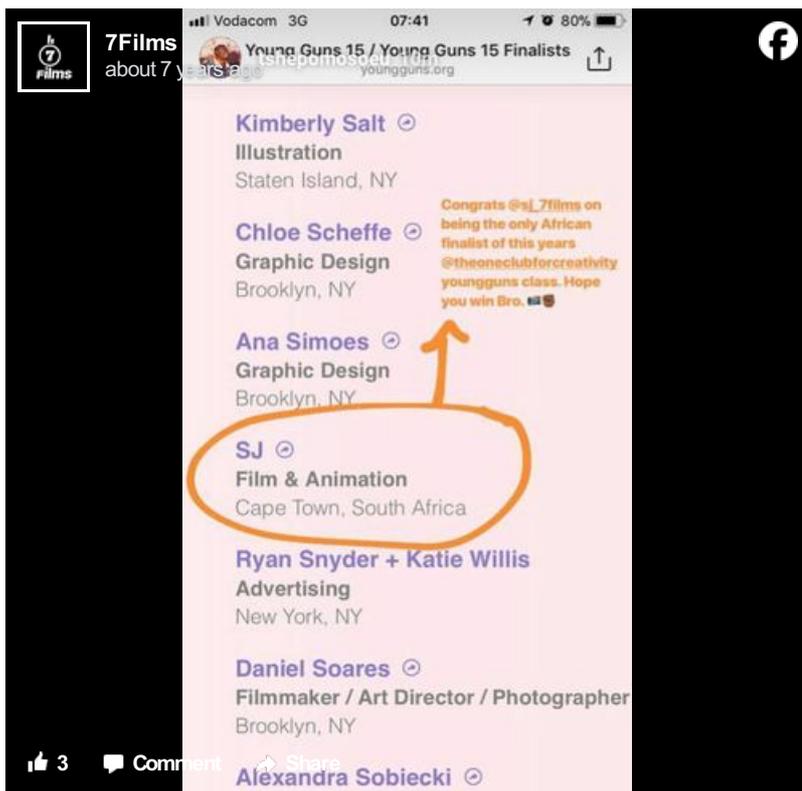
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Local legend SJ Myeza of 7Films is really firing on all cylinders! Not yet 25, he attended Cannes Lions for the first time this year, picked up wins at the Loeries and One Show in New York, he's also just been announced as the only African finalist in the global One Club's Young Guns 15.



Myeza, all suited up.

Myeza explains that it started out as an ordinary Thursday – he woke up and did his routine social media catch up in the morning, but when he notification that Tshepo Mosoeu mentioned him in his story. When he checked out the story, there was the announcement!



On what this global recognition means to him, both personally and for 7Films, Myeza says living in South Africa with its social, economic and political make-up means he has always questioned the validity of his local success. Remembering when he won his first Loerie last year at the age of 22, he said to a good friend, Nkanyezi Masango, creative director at King James Group, "Wow, I'm the youngest black director to win," and Masango corrected him by saying, "No, you are the youngest *director* to win".



Masango (L) and Myeza (R) with Zukile Keswa.

Myeza feels this proves that despite his insecurities, his talent has nothing to do with who he is and where he comes from. Speaking as an owner of 7Films, he acknowledges that this is also important for the company as it shows that "there's worth in investing in young talent and sowing in the future of the country and the world." 7Films has always tried to stay integral and do the hard jobs in order to teach and grow the company. They invest in people and the youth, so it's a great relief to them that the investment is not in vain.

Explaining the body of work that garnered this accolade, Myeza says it's very diverse, in terms of shooting style, client, and subject matter. All were challenging passion projects that many people invested in to make happen, and would have been impossible without their support.

The work entered was for Surf Shack 'Chasing the dragon', Johnnie Walker 'Born Free', Russian Bear 'IamNext', Moto Lenovo 'How do you say hello', and Safaricom Flex 'Salon'. See the work below:

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[Johnny Walker - Born Free - 7films](#)

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While Young Guns celebrates potential and the possibilities of tomorrow, Myeza says surviving in the industry is tough.

“ This has been the scariest and most challenging thing ever. There have been tears, there have been doubts, there have been smiles, there have been moments of celebration and moments where I just wanted to quit - that was all this week, so you can imagine. ”

Myeza is excited to find out what more is possible and what other doors can open for him and others like him, and is excited to see the youngsters that didn't think it was possible to surpass him and to watch the great things they do. “This is our time. We need to learn to enjoy applauding others, especially as young black South Africans,” ends Myeza.

Judging fresh creative excellence

Masango was also the only SA juror on the One Club's Young Guns 15 board.



Gunning for creative diversity on Nkanyenzi Masango's Blackboard

Leigh Andrews 3 Jul 2017



Masango commented on the calibre of this year's entries as follows:

“ The quality of the entries was mindblowing, across all disciplines. There were a lot of strong pieces that fell away. So for SJ to make it this far only proves that he truly has something special to offer to the film game. As a judge, his work stood out for me from an aesthetic and cultural point. A lot of entries are heavily American in terms of style. His work has a distinctive texture, cinematically and tonally – it feels like he's not only exposing new subject matter but capturing it with a new, raw grit that only a South African talent can. I'm very proud to have him fly the flag for us. ”

As are we! Winners will be announced at the Young Guns 15 celebration and party on 17 November 2017 in New York. Follow [The One Club](#) #BeTheYoungGuns, Myeza and [7Films](#) on Twitter for the latest updates.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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