

# THE BASA AWARD WINNERS

## TONIGHT REPORTER

**F**IFTEEN innovative business and arts partnerships were honoured at the 14th annual Business Day Basa Awards – supported by Anglo American – held in Johannesburg on Monday night. The winners show that anyone can make a difference by supporting the arts – from large corporates such as Total South Africa, which sponsored the Buskaid Ensemble's trip to Syria, and Absa for the prestigious Sanava Absa L'Atelier art competition, to a smaller enterprise such as Le Canard Restaurant, which held fundraising dinners for The South African Ballet Theatre.

See full list of winners below:

### ART CHAMPION AWARD Benji Liebmann/Nirox Foundation

Nirox is a private foundation established to cultivate the arts in South Africa. The property is set on 15 hectares in a private nature reserve in the Cradle of Humankind. Liebmann's vision includes a sculpture park laid out across the natural landscape as well as an artist-in-residence programme for locally and internationally renowned artists. Artists have included William Kentridge, Edoardo Villa, Marlene Dumas and Auke de Vries.

### ARTS AND ENVIRONMENT (supported by Nedbank) Pikitup for Tomorrow's Joy by Such Initiative

The City of Joburg's department of arts, culture and heritage, through the Arts Alive Festival, commissioned Such Initiative to create a public artwork in Newtown. In partnership with Pikitup, the result was *Tomorrow's Joy*, a

mosaic using more than 90 000 plastic bottle tops. The key element of the project was awareness of recycling and environmental conservation, so Pikitup was a logical sponsor. Eight community centres around Johannesburg and 140 children of varying ages were involved in the creation of the work. It was shown again this year at the National Arts Festival in Grahamstown.

### CHAIRMAN'S PREMIER AWARD The Keiskamma Trust

The Keiskamma Trust is a community organisation in the Eastern Cape area of Hamburg that addresses the challenges of poverty through holistic and creative programmes and partnerships. The trust's art project provides skills, materials and training to create beautiful artworks. The most famous artworks to date are the *Keiskamma Altarpiece* and the *Keiskamma Tapestry*. Both large works carry the message of hope in the fight against HIV/Aids.

### DIPLOMACY IN THE ARTS Goethe-Institut South Africa / Embassy of the Federal Republic of Germany

The Goethe-Institut in Joburg regulates the work in sub-Saharan countries including 11 institutes and 14 Goethe reading/cultural centres. The cultural programmes department's goal is to support the local cultural scenes and strengthen Pan-African dialogue through the arts. Projects the institute were involved in last year included X Homes, which took performances off stage and placed them in homes in Kliptown and Hillbrow, the Soweto Carnival, the Drama for Life festival and Bioscope Film and School.

### FIRST-TIME SPONSOR Youngblood Africa Culture Development for Remix Dance Company/Baxter Theatre Centre

Widely regarded as one of South Africa's leading contemporary and integrated dance initiatives, the award-winning Remix Dance Company is now based at the Baxter Theatre Centre, made possible through the partnership with international businessman, CEO of international shipping company UAL-SA and philanthropist Roger Jungblut, through his company Youngblood Culture Development. The company was founded in 2000 with the aim of bringing more differently-abled performers on to South African stages.

### INCREASING ACCESS TO THE ARTS Pretoria Portland Cement Company Ltd for from the hip: kulumakahle – Tell-Tale Signs Schools' Tour

PPC sponsored the Tell-Tale Signs Theatre Education Programme. A four-tiered programme, TTS won awards for its work in empowering the deaf and being a model of integration within the field of arts and culture.

Last year this tour – called the *Tales of the Trash Tour* – went to Limpopo, Gauteng, KwaZulu-Natal and the Western Cape. This partnership ensured that 15 deaf and hearing schools saw the production.

### INNOVATION Brandhouse Beverages: Johnnie Walker® for for Johnnie Walker® Celebrating Strides 2010 Awards: Welcome Msomi and Stable Theatre

Through its Celebrating Strides Awards, Johnnie Walker® empowered acclaimed actor, writer, producer and entrepreneur Welcome Msomi, to spark a revival of the Stable Theatre in Durban which brought a boost in patrons

and media exposure. In selecting the theatre as the beneficiary of a R125 000 bursary included in his award, Msomi wished to pay tribute to the theatre venue that played such an important role in his early days as an actor and turn around the flagging fortunes of the venue. It is expected that the partnership will act as a catalyst to inspire a new generation of artists.

### INTERNATIONAL SPONSORSHIP Total South Africa Pty Ltd for The Buskaid Trust

Thanks to Total South Africa, the Buskaid Ensemble were able to accept an invitation from the South African embassy in Syria to represent South Africa culturally in Syria during the World Cup. The ensemble were greeted with great acclaim at all the events at which it performed – a public concert in the Damascus Opera House, two appearances at World Cup Fan Park events, a performance at Yarmouk camp, a private ambassadorial and business function in Aleppo and youth interaction at Massar.

### MEDIA SPONSORSHIP DeskLink Media/Classicfeel for Dance Umbrella

Classicfeel has always included substantial coverage of the Dance Umbrella. When word got out that the existing sponsor of the event would no longer be involved and that the future of the Dance Umbrella was in doubt, Classicfeel went out of its way to provide substantial promotion of the event, in a bid to raise awareness of it, keep it going and draw new sponsors.

### MENTOR OF THE YEAR (supported by Etana) Ilka Dunne (mentor to the National Eisteddfod Academy)

Dunne has tremendous knowledge of education and the arts, as well as impressive business acumen though her experience and position at RMB. This background gave her a clear understanding of the problems of an NGO in the arts arena.

She enabled CEO Francois van den Berg to lead and position the organisation in such a way that it could survive on operational income only, thus proving sustainability, a major achievement.

### SINGLE STRATEGIC PROJECT

#### The Hollard Insurance Company Limited for Spier Architectural Arts

Hollard Insurance commissioned Spier Architectural Arts to create a site-specific mosaic art piece based on a concept by South African artist, Marlise Keith. *The Rat Race* measures 16x1.5m and is installed at the Hollard Campus, Joburg. Within the Spier Arts Trust is the Spier Arts Academy, which opened its first campus for a sponsored three-year course in mosaics in Cape Town's East City Precinct in 2008. Hollard is proud to have provided Spier Architectural Arts with its first large-scale commission which not only supports the artists themselves, but also raises the awareness of local art.

### SMALL BUSINESS

#### Le Canard Restaurant for The South African Ballet Theatre (SABT)

SABT is always on the look-out for sustainable partnerships and the fundraising dinners provided by Le Canard Restaurant allow the company the opportunity to perform and engage with its stakeholders (current and potential ones) and raise much-needed funds at the same time.

### SPONSORSHIP IN KIND Deloitte for Artist Proof Studio

A team from Deloitte came to the studio and worked to identify problem areas and create solutions through process flows. Its Innovation and CSR team conducted a site visit to APS that provided valuable insight into the working of the organisation and workable solutions to problems. Deloitte also assisted with producing a corporate brochure.

### SUSTAINABLE PARTNERSHIP

#### Absa for Sanava Absa L'Atelier

The Absa L'Atelier – now in its 25th year – has provided an important stepping stone to previous winners who have reached local and international fame. It is a competition for young artists aged between 21 and 35.

The winner receives a cash prize, a six-month residency at Cita Internationale des Arts in Paris, France, and a solo exhibition in the Absa Gallery upon their return. A second award, the Gerard Sekoto, is granted to the most promising artist with an income of less than R60 000.

### YOUTH DEVELOPMENT Cell C for Durban Music School

The Durban Music School gives full music bursaries to 350 pupils, does outreach programmes in rural communities, has a cultural exchange programme that includes the UK, France and Germany, offers music as a matric subject, employs nine young teachers who trained at the school and achieves consistently high marks in international exams.