

# Innovative arts strategies win across board

## TONIGHT REPORTER

Three grand ladies graced the Tenth Annual *Business Day/Business and Arts SA Awards* in Braamfontein on Monday night.

First Lady, Zanele Mbeki, handed out the 12 awards; Evita Bezuidenhout, the queen of cultural chutzpah, was the guest speaker and the Alexandra Theatre, which is undergoing restoration, hosted the event.

The winners, who all received artworks by Zola Toyi, are:

**Best Use of a Commission of New Art:** *The Sunday Times for The Sunday Times Heritage Project*. Nominees: Matchboxology (Pty) Limited for Le Club – The Opera Production Company; Rand Merchant Bank for RMB Canteen Art Project; Sasol Wax for the Sasol Wax Art Award and Exhibition 2006.

**First-Time Sponsor:** Mogalakwena River Lodge for *Synergy Contemporary*



**CULTURAL CAMPAIGNER:** Guest speaker, Mrs Evita Bezuidenhout, shakes things up at the Tenth Annual Business Day/Basa Awards, the first event to be held in the refurbished Alexander Theatre.

PICTURE: JENNIFER BRUCE

*Bead Art* Exhibition and the South African Police Service for The Motswedi Literary Competition. Nominees: Noah Financial Innovation for Rainforest Project Room at Gordart Gallery; *The Sunday Times Heritage Project*; Vida e Caffé Holdings (Pty) Limited for Guerrilla Project.

**Increasing Access to the Arts:** Edgars for Edgars Music Series at the Bassline Jazz Club and Silke Financial Services for Ikwezi Art Centre. Nominees: Beiersdorf Consumer Projects (Pty) Limited for The Nivea Gallery at The KwaZulu-Natal Society of Arts (KZNSA); Universal Print

Group for Awesome Africa Music Festival; Vulindlela Communications for VC Netwox Book Club.

**International Sponsorship:** The Standard Bank of South Africa for *Picasso and Africa*. Nominees: BHP Billiton for Ifa Lethu Foundation; Old Mutual Life Assurance Company SA (Pty) Limited for The Baxter Theatre production of *Hamlet* in SA and UK.

**Long-Term Development:** PPC (Pretoria Portland Cement) for its support of the Owl House Foundation and Smuts Cottage. Nominees: Deutsche Bank for Little Artists

Programme; the Hollar Group for Spier Arts Trust – The Spier Summer Season; Sanlam for Sanlam Prize for Youth Literature.

**Media Sponsorship:** *Die Burger* (Media 24) for Klein Karoo National Kunstefees (KKNK). Nominees: *Die Beeld* (Media 24) for Aardklop National Arts Festival; the *Natal Witness* Printing and Publishing Company for the *Witness* Hilton Arts Festival.

**Single Project:** Levi Strauss South Africa for Levi's Young Guns. Nominees: Barloworld Limited for Buskaid; Bell Dewar & Hall for Artist Proof Studio; Mobile Telephone Networks (Pty) Limited (MTN) for the *Messages and Meaning* exhibition.

**Sponsorship by a Small Business:** Pinpoint One human resources (Pty) limited for Artist Proof Studio. Nominees: Mogalakwena River Lodge for *Synergy Contemporary Bead Art* exhibition; Nashua Mantzburg for *Art in the Park*; Vulindlela Communications for VC Netwox Book Club.

**Sponsorship in Kind:** *Classicfeel Magazine* for Young Women Artists 2006 and Deneys Reitz for pro bono legal advice to various arts projects. Nominees: Fine Music Radio for supporting various arts and culture organisations with air-time and promotion; Sigodi Marah Martin (Pty) Limited for SHiFT Student Housing Design Competition.

**Strategic Sponsorship:** Absa Bank for Absa Klein Karoo Nasionale Kunstefees (KKNK) Nominees: Old Mutual South Africa for Old Mutual Encounters; Sanlam Limited for Sanlam SA Fashion Week.

**Youth Sponsorship:** Sanlam for Sanlam Prize for Youth Literature. Nominees: Cell C for Durban Music School; Levi Strauss for Levi's Young Guns; Unilever South Africa (Pty) Ltd for Young Performers.

**The Barloworld ARTWORKS Mentor of the Year Award:** Distell's Irma Albers for from the hip.khulumakahle theatre company and Grant Thornton's Pamela Grayman for Ballet Theatre Afrikan.

