



**Press Release**

**September 2018**

**2018 BASA Awards Honours PPC Imaginarium Awards**

The PPC Imaginarium Awards champions local art and design and staked its claim with the 21st Business and Arts South Africa (BASA) Awards, partnered by Hollard Group. BASA's 2018 finalists were announced at a breakfast at Hollard Group's Villa Arcadia head office campus in Parktown, Johannesburg, on Tuesday, 28 August 2018, and PPC Ltd was named for the Beyond Borders Partnership Award and the Cultural Tourism Award (supported by Nedbank).

The annual BASA Awards recognise and reward members of the business sector who contribute to the arts across all genres; these include businesses in the financial, construction, tourism & hospitality, professional services, media & publishing, property, broadcast, information technology and education sectors.

"BASA-facilitated partnerships further independent, reflective and critical social commentary," says BASA CEO Michelle Constant. "This keeps our nation growing and moving forward. It also drives economic growth that, in turn, benefits everybody."

For its efforts in supporting and uplifting local artists, PPC Ltd was named as a finalist for two BASA Awards – the Beyond Borders Partnership Award and the Cultural Tourism Award.

In May 2018, PPC Ltd partnered with the National Gallery of Zimbabwe to co-host the first-ever PPC Imaginarium Awards Zimbabwe gala event. For this venture, BASA has named PPC Ltd and the National Gallery of Zimbabwe as finalists of the Beyond Borders Partnership Award in 2018.

Organisers of the annual PPC Imaginarium Awards partnered with Dr Beyers Naudé Local Municipality from 16-18 August 2018 for a concrete workshop at the Owl House in Nieu-Bethesda (Eastern Cape); this led to their nomination for the BASA Cultural Tourism Award.

PPC Imaginarium Director Daniel van der Merwe first launched the awards as a way to promote and support emerging artists and designers in South Africa. "I believe our creatives play a vital role in society including as problem-solvers," he comments. "To be named as a finalist in two categories is a great privilege and I look forward to continuing my work among such talented creatives."

BASA will announce the winners of the 2018 BASA Awards at Victoria Yards, Lorentzville in Johannesburg, on 16 September 2018.

**-ENDS-**

**Words: 346**

## **Notes to the Editor**

In 2014, PPC extended its existing sculpture, fine art and industrial design competition (The Young Concrete Sculptor Awards) to include the creative disciplines of jewellery design, fashion design, architecture and film to form the PPC Imaginarium Awards. This ambitious art and design competition aims to provide emerging artists and designers with the opportunity to showcase their talents through the medium of concrete and win their share of the R520 000 prize money. As well as the handsome cash prize, entrants stand to win mentorships with leaders in the arts and design industries, public exposure and much more. The PPC Imaginarium Awards has now extended its reach from South Africa to Zimbabwe, running its first PPC Imaginarium Awards in Zimbabwe in 2018.

PPC IMAGINARIUM

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