

South African Film and Television Awards
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SAFTAs10 launches new look and dream-inspired theme, "Imagine"

9 February 2016: For the past 10 ten years, the South African Film and Television Awards (SAFTAs), have become the paramount celebration of professionals in the industry. The SAFTAs, which are awarded by the National Film and Video Foundation (NFVF), an agency of the Department of Arts and Culture, continue to acknowledge and reward exceptional creativity, quality and excellence.

2016 not only marks the 10th year of the existence of the SAFTAs but also introduces an entirely new look for the SAFTAs, with a refreshed dynamic visual identity that pays homage to the one thing that all film and television professionals are after - the Golden Horn, symbolising collective effort, community, and the recognition of the individual as part of a team - an experience inherent to the film and television industry where collaboration is the cornerstone of successful productions.

Ms. Zama Mkosi, Chief Executive Officer at the National Film and Video Foundation of South Africa says, "With gold we're celebrating the glamour and the solid hard work that thrives in this industry every day."

The SAFTAs honour the excellence across the industry that, when fuelled by the magic of imagination, crafts characters and shapes worlds that enthrall audiences within our shores and beyond.

"We consider ourselves the backbone of the SAFTAs and the decision to imbue a new sense of progress and meaning to the identity affords us another opportunity to demonstrate our support. As we celebrate a decade of the SAFTAs, it was a fitting time to redefine the event and all the elements that make it a noteworthy annual gathering," says Ms. Mkosi.

A project of the National Film and Video Foundation

The theme for 2016 is a word that not only prompts creativity and inspiration, it also truly represents the industry: "Imagine". As the planning of the SAFTAs main event, and final judging gets underway, excitement is certainly in high gear to bring to life the incredible body of work that SAFTAs has enabled during the last 10 years, and a fantastic starting point towards a future only limited by what we can all imagine.

The SAFTAs, managed under the custodianship of the National Film and Video Foundation (NFVF), an agency of the Department of Arts and Culture, are an industry initiative governed by the SAFTAs committee and the body of industry representatives comprising of the broadcasters, SASFED and other key stakeholders.

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