

This year's Expo proves a hit

When the creative movement of the Ideas Expo started about a year ago, very few attended and not many understood what it was all about. Twelve months down the line, this creative forum has pulled corporate sponsors as well as creatives from across the industries in both Botswana and South Africa. The platform is used to share and exchanges ideas on how to improve and strive towards becoming better in different creative fields.

Among the speakers at the two-day event this past week were Kevan Aspoas of the Jupiter Drawing Board and director at Lionheart in Cape Town, South African founder of Brand Africa Thebe Ikalafeng, partner and creative director of Joe Public in Johannesburg Xolisa Dyeshana alongside local industry pioneers Mother Masire, who is the commercial marketing manager of the Midweek Sun and the Botswana Guardian, Vincent Moapare of the Architecture Association of Botswana and visual artist Ann Gollifer.

The speakers gave talks linked with this year's theme of 'Imagine, Believe, Create and Achieve'. They spoke on how believing in one self and one's idea was the first stage at creating something of great measures. They also went on to demonstrate through adverts how simple ideas could transform people's lives and raise awareness.

The event brought together companies and individuals driving the industry forward for an educational and inspiring experience. Moapare, along with a few junior architects were able to show through presentations that infrastructure also required a form of creativity. The speakers interacted with the audience, each learning from the other through clever conversations about their respective industries.

Gollifer spoke about understanding the creative economy, while Kevan spoke on powerful business vision and enabling creativity. Ikalafeng was on hand to share on Africa as the new global inspiration for design, culture and brands, while Masire highlighted the power of print publication, with Dyeshana sharing on how advertising is Africa's great change agent.

"I have taken so much from this expo, I feel inspired. What I enjoyed and appreciated is that these are people like me and you and for most of them it started with an idea and today they are telling and showing us great things and making good money out of it," said Tumi Keobakile, an

## Ideas that inspire

Written by Lame Malefho

Wednesday, 25 July 2012 00:00 -

---

attendee.

Another, Sarah Montsho said she “particularly enjoyed Thebe Ikalefeng’s presentation, I liked how he spoke about taking ownership to things that are proudly African and stop waiting for some American to come confirm to us that African products are good enough.”