

Reaping the Creative Future Scholarship rewards with Banzi Kasana

 By Leigh Andrews

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Banzi Kasana is the 2014 recipient of the Loeries Creative Future Scholarship. We found out just how important it is for teachers to share scholarship information with their students... (video)

Not enough is done to help previously disadvantaged students get a firm footing on the creative career path, that much is true. Luckily, [award shows that recognise creativity](#) are making an effort to nurture the young creatives who need it most. As my previous two interviews with Loeries Creative Future Scholarship winners have shown, it's usually their teachers who notice their talent and decide to nominate them as the students themselves just don't hear about it or have exposure to it.

Kasana, currently studying at the AAA School of Advertising, Cape Town as a result of the scholarship, shares his story with us...

■ 1. How did you hear about the Loeries Creative Future Scholarship Award in the first place?

Kasana: My art teacher, Mr De Villiers, at South African College High School in Cape Town approached me, told me about the scholarship and told me that he had entered me into the scholarship.

■ 2. When did you first realise you wanted to be involved in the creative industries?



Banzi Kasana

Kasana: Honestly, I never pictured myself as a designer or even working in the creative industry because I really hadn't been exposed to it. So the only way I found out about the scholarship was through my art teacher. Even when I had won the scholarship I was uncertain about my future at AAA, but once I started the degree, I soon realised that I could really see myself in this industry.

The more I understood about what the industry entails and the more I got exposed to it, the more I appreciate my art teacher for putting me forward for this scholarship. If it weren't for him, I would be pursuing an unfulfilling career path.

■ 3. What did it feel like when you found out you had won the scholarship?

Kasana: Absolutely astonished and blessed. It was something I really needed at that moment in high school. I was very indecisive about my future, and the fact that I got the scholarship through doing something that I adore, drawing and painting, made it clear that this was something I needed to pursue.

■ 4. How has winning the scholarship changed your life?

Kasana: The fact that I now have exposure to this field, knowing that I could otherwise be in a dead-end career, makes me so happy that I received this opportunity and to enter a field I am having so much fun in.

[Click here](#) for more on the Loeries Creative Future Scholarship, which covers all tuition fees at Vega School of Brand Leadership in Durban, as well as study materials, textbooks, accommodation and living expenses, as well as an Apple Mac Book Pro in the second year of study, thanks to Brand Council South Africa's support, as well as mentorship, internships and finally employment in the communications industry after studying. Entries closed on 4 July but this year's winner will be

announced at the Loerie Awards ceremony during Loeries® Creative Week™ Durban.

[Click here](#) for Anita Dama's story.

[Click here](#) for Siyabonga Ntabela's story and watch the short video embedded below of just how the scholarship changed his life:

ABOUT LEIGH ANDREWS

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