

Artists set out to reinforce the positive in Covid-19 vaccine

The recently launched Your Best Shot campaign will leverage dynamic and original pieces of art in and around Cape Town to help encourage and drive greater vaccination rates.

This initiative will see the use of street art installations (aka murals) in key urban and rural areas to further educate and communicate the importance of Covid-19 vaccinations.

“It is an undeniable fact that the surest way to move beyond the devastating impact of the Covid-19 pandemic is to increase our vaccination rate,” says Ryan Ravens, CEO for Accelerate Cape Town – a business leadership organisation representing top-tier corporates in the city.

In partnership with Santam, the organisation is helping to spearhead the initiative.

“Covid-19 vaccinations are, right now, one of the greatest investments we can make in ourselves and our well being as well as that of our loved ones, broader communities and the economy,” he says.

Last month, in conjunction with local non-profit Baz-Art the campaign kicked off in collaboration with the International Public Arts Festival (Ipaf).

The unveiling of the campaign’s signature piece, the largest of the festival, took place two weeks later at a 180 m² location on the corner of Loop and Strand Street in the Cape Town CBD.

“There is a natural synergy between this campaign and the Ipaf itself – with the latter’s theme for 2022 that of ‘Humanity’,” explained

Neptal Khoza, Head of Market Development at Santam.

“The last two years have tested us all in ways we could never have predicted. What is needed is for us to stand together, united in our common humanity – taking the steps necessary to move forward from this global pandemic.”

Regarding the work of five local artists – Bushy Wopp, Mernette Swarts, Silas Ras Moetse, Wayne BKS (aka Conform) and Dekor One – their remaining murals will be displayed across the greater Cape Town area in Athlone, Bonteheuwel, Delft, Langa and Mitchell’s Plain.

“Each piece of art has been specifically created to reinforce the positive aspects of receiving the Covid-19 vaccination,” says Lauren Fletcher, project manager at Baz-Art.

Key messages include accountability for personal and individual health, comfort when connecting one-on-one with partners and friends, protecting one’s family, serving one’s community, and ensuring freedom of movement and safety for all across our beautiful country and continent.

Five art murals – each one with its own specific message – will be painted and adjusted to suit the preferred language of the community in which it is featured.

Further, a QR code will be included in each of them – linking to a video interview in which each of our “Vax Champs” trained artists will discuss their mural and encourage members of the community to be vaccinated.