

Samson smashes them all to take BTC award

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Graphic designer and photographer, Monkogoi Samson was named the winner of the third annual Botswana Telecommunications Corporation (BTC) phone book cover competition at the Thapong Visual Arts Centre.

The 28-year-old lad's artwork was declared the best among the more than 70 entries submitted.

Apart from having the rare opportunity of having his artwork displayed on the 2012 phone book, Samson also walked away with P25,000 prize monies.

It is, however, not surprising that an artwork like Samson's could be chosen to represent Botswana because it met all the entry requirements stipulated by the BTC. The BTC had required that artists creatively depict BTC including its sister companies Botsnet and beMobile. It requested that it shows how the BTC improves Botswana's lives through its services and to also illustrate the legacy, which BTC is paving for future generations.

Samson explained that he was inspired by



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the way telecommunications and information technology (IT) had revolutionised the way people live and interact. He explained the transformation and surreal proximity of Botswana's rural-township-city architecture. He said the panorama epitomises positive change, demonstrating that a new era in telecomms has dawned on Botswana.

He said telecommunications and information technology had broken geographical and cultural barriers between places and people. It has changed the way

Botswana do business and interrelate on a social and personal context. "The road is a symbolism of a common purpose or path that has been laid by the BTC group and will continue to carry us and future generations to enjoy and experience BTC services," he said.

Samson said his design depicts a world, where BTC has availed telecommunication tools with limitless possibilities and transformed the world into an almost magical sphere. "This is illustrated by the playfully doodled logos of BTC, beMOBILE and Botsnet," he said, adding that the play feel is also resonated by the fact that beMOBILE sponsors the football premier league in Botswana, thus linking telecommunication with sport.

BTC head of sales Solomon Rabewu said the competition was introduced as a way of honouring Botswana's leading creative talents. BTC would continue supporting the arts, which had been neglected.

BTC also donated P30,000 to Thapong Visual Arts Centre as a way of encouraging the organisation to continue nurturing local artists and creating a platform for them to showcase their skills.