

All things monstrous, creative and downright unbelievable

 By [Danette Breitenbach](#)

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The Vega School of Brand Leadership in Pretoria will open its doors and unleash all things monstrous, creative and downright unbelievable on Thursday evening this week at its campus in Menlyn.

On offer is a showcase of all the work of the students exiting the school across the different degrees and disciplines from Vega.

This year the showcase's theme is the creative monster. Run by the second year students, developing a theme is one of their tasks. All the themes are presented to the student body votes for the theme they like the most.



In charge of taming the creative beast is second year copywriting student Christina Meletakos. She explains that the creative monster theme was developed around the concept that creativity abounds at Vega, infecting everyone who comes through its doors. "Whether you are in the industry or a student, you are a creative beast."

In the run up to the showcase the creative monster has been tracked and spotted in the hallways of the campus, hunted down relentlessly by Zinzi Dlamini Valentine, who reports on it in various forms. "We created this persona who is interested in all things monster and obsessed with everything that is creative which allows us to generate hype on campus around the event as she goes around campus to capture the inner beast of the creative students," says Meletakos.

Apart from giving the students an opportunity to present their work, the showcase is also an opportunity to interact with the student and lecturers, explains Darren Meltz, Copywriting & Digital Strategy Navigator at Vega Pretoria.

Meletakos almost did not meet her creative monster as she was all set to study politics after school. "I was invited to participate in a six hour brand challenge at Vega and it pretty much changed my life. I feel in love with concept development and registered at Vega immediately."

She adds that she has always loved stories. "I am dyslexic so I love stories but words are complex for me, but I have not looked back. When I originally registered at Vega, it was not to be a copywriter, but today I see myself as a storyteller."

"We have been running the showcase for the past 16 years and the concept works well. The intention is to attract as many representatives from industry as possible to the showcase so they can see the work of our students and hopefully employ them into the industry. It provides a more informal environment for students, lecturers and industry to interact. We like to see it as a celebration of their work."

Vega Pretoria recently moved to its new campus in Menlyn. "We are very proud of our new home. Vega Pretoria operates like a family and we believe that is the key to our success and our students' success," adds Meltz.

"Thursday evening will be a beast of a different nature, so come and be surprised," says Meletakos.

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at [Bizcommunity.com](#). Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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