

FOR IMMEDIATE RELEASE

100 bowls for 100% Design South Africa 2018 FEATURING Andile Dyalvane

Internationally acclaimed and locally heralded ceramicist, Majolandile 'Andile' Dyalvane, is the Feature Designer of the Year for 100% Design South Africa 2018, in partnership with Elle Decoration magazine. Cape Town-based Dyalvane will be showcasing his extraordinary talent and exhibiting *100 Beautiful Bowls* made from clay that pay homage to the four elements of life: earth, water, fire and air.

"Clay breathes, it's alive with becoming and moves with my energy, listens and holds only what I've impressed upon it – it remembers and let's go in the fire then becomes stronger. If clay were a song it would sing of the layers of life really," Dyalvane says. It's this passion for his craft and clay as a medium that secured his centenary of bowls exhibition at 100% Design South Africa.

Each year the award-winning show selects and invites a designer to put together a solo featured exhibition and this year, Dyalvane was chosen for his clout in ceramics and creativity that will place his many bowl creations - showing the possibilities of his craft - firmly on the design menu. He has actively contributed to the medium of clay and the ceramic creative community not only in South Africa, but in the world.

Dyalvane, the artist, was shaped early in his life as a child growing up, communally herding cattle of village family homesteads in the Eastern Cape where he played while making cattle figurines with clay clawed from hillside *iindonga*. These *iindonga* are created by the hooves of cows as rains expand their pathways, eroding and collapsing into terracotta tributaries. This form is mimicked in the clay bodies of each of his collection – *100 Beautiful Bowls*. This long-anticipated project will be launched at 100% Design South Africa.

On his inspiration for the collection, Dyalvane drew from his residency at the Palo Alto Art Centre in California, USA in 2015. He reflects further on his appreciation of nature's Fibonacci patterns, on his childhood memories and his deep spirituality, which together combine and are deeply rooted in him and his work.

His first international solo exhibition was held in New York at the prestigious Friedman Benda gallery. Today, so hungry is the global art circuit for Dyalvane's work that he's been awarded residence in Denmark, France and the USA and his work is showcased in Taiwan's Yingge Ceramic Museum, in Taipei. Among his many local accolades, he founded Cape Town-based Imiso Ceramics with his partner, Zizipho Poswa and has enjoyed a meteoric rise to fame with a collection of his works being on permanent display at the Iziko National Museum in Cape Town. He is represented by Southern Guild and has exhibited at the University of Cape Town's Irma Stern Museum.

Dyalvane was among the participants in 100% Clay; the group show pavilion feature curated by 100% Design South Africa at Decorex Cape Town earlier this year, where

several ceramic interpretations were created, including a bowl. This August, Dyalvane's take on 100 new and bespoke bowls presented at 100% Design South Africa promises to dish up a broad selection of elegant and earthy designs.

Meeting design-savvy consumer and trade expectations for its fifth year running, 100% Design South Africa will take place from 8-12 August 2018 at Gallagher Convention Centre in Midrand. The show, curated by Platform Creative and managed by Reed Exhibitions, continues to set an industry benchmark owing to its stellar line-up of feature designers like Dyalvane.

After the show, Dyalvane will host a series of master classes beginning in Johannesburg on 15 August 2018 at the Victoria Yards in Bez Valley, Lorentzville. *Clay Adventures' Master Class Series* by Andile Dyalvane promises to be a creative journey into the world of clay and ceramics and affords an opportunity for clay enthusiasts to journey with Dyalvane on his clay adventures that span nearly two decades. After the Johannesburg series, the master classes move to Port Elizabeth and early next year Cape Town, followed by the final series in Durban.

But first see Dyalvane's featured exhibition among other exciting participants at 100% Design South Africa:

Dates: 8-12 August – Consumer and trade

Opening times: 10am – 6pm

Ticket prices: R120 for adults; R100 for pensioners and students; R20 for kids under 12

Trade: If you'd like to exhibit, register online to gain complimentary trade access. All on-site registrations will be at a charge of R100.

Trade-focused days: 8 & 10 August 2018

Venue: Hall 1, Gallagher Convention Centre, Midrand, Gauteng

For more information, visit: www.100percentdesign.co.za.

100% Design South Africa social handles:

Facebook: 100% Design South Africa #100DesignSA | **Twitter:** @100designsa #100DesignSA | **Instagram:** @100percentdesignsa #100DesignSA

For more information on Imiso Ceramics, Clay Adventures and Andile Dyalvane visit: <https://www.imisoceramics.co.za/index.html>.

To book Clay Adventures' Master Class Series by Andile Dyalvane visit <https://www.quicket.co.za/events/51711-clay-adventures-with-andile-dyalvane-201819/#/>

Andile Dyalvane social handles:

Facebook: @imisoceramics – distinctive.clay.art @Clay Adventures with Andile Dyalvane | **Twitter:** @imisoceramics_ #imisoceramics | **Instagram:** @imisoceramics #imisoceramics |

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Notes to Editors:

Please use the full name, 100% Design South Africa at all times. Further details on the exhibition can be found on the website: www.100percentdesign.co.za. 100% Design South Africa forms part of the Decorex SA portfolio. The 100% Design South Africa logo, RELX Group and the RE symbol are trademarks of RELX Intellectual Properties SA, used under license.

About the Organisers

In association with Reed Exhibitions, two of South Africa's most influential taste shapers are behind 100% Design South Africa: Creative Director Cathy O'Clery, a former editor, creative director and international design specialist, and Creative Director Laurence Brick, a retail pioneer, entrepreneur and industry analyst. Both Cathy and Laurence are seasoned and respected opinion leaders in the design community and together run Platform Creative Agency.
www.platformcreative.co.za

About Reed Exhibitions

Reed Exhibitions is the world's leading events' organiser, with over 500 events in 43 countries. In 2014 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.
www.reedexpo.com



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