

MEDIA RELEASE

MAY 2019

EXTRAORDINARY DESIGN WINS OUT

This year's 100% Design South Africa pavilion at Decorex Cape Town, which showed from 1-5 May 2019 at the Cape Town International Convention Centre (CTICC), was aptly entitled 100% Extraordinary.

It served as a tantalising, small-scale preview for the showcase of design excellence that's to come when the main event opens in Hall 1 at Decorex Joburg at Gallagher Convention Centre in August 2019.

100% Extraordinary was a highly curated display of artisanal designer products and pieces, brought together to express a next-generation idea of what workspaces can be. The selection, curated by the Creative Director of 100% Design South Africa, Cathy O'Clery, featured a variety of leading local brands, many of which showcased all-new products.

Under the theme Botanical Office, 100% Extraordinary explored the concept of an office space that offers an antidote to the norm. 'The botanical theme was a no-brainer for me,' says O'Clery, 'People have an intrinsic need to connect with nature and so it's a logical step to bring elements of this into the workplace.'

In line with the current thinking that office spaces need to be practical and hardwearing without being hard-lined or sterile, the Botanical Office theme showcased brands that brought a tactile quality and human-centric element to the space.

100% Extraordinary's participating design businesses included some of the country's most illustrious designers – from furniture wunderkind Kino (kino.co.za), award-winning woodworking outfit Houtlander (houtlander.co.za) and sustainable textile designer David Bellamy (museumofmakingandtomorrow.com), to celebrated ceramic artists Louise Gelderblom (louisegelderblom.com) and Mervyn Gers (mervyngers.com), and lighting design specialists Hoi P'loy (hoiploy.com) – all champions of the local and the sublimely handmade. Office designers Entrawood (entrawood.co.za) brought its expertise too, while carpeting aficionados Monn kept the foundations cutting-edge.

Gelderblom and Gers both showcased new ceramic pieces – Gers revealed his new homemade, textured glazes on selected tableware, as well as a range of crockery that ironically references paper plates and comments on

consumer waste and disposability. Houtlander debuted an elegant new server, and Bellamy revealed two new upcycled chairs in his custom fabric designs.

All the products chosen for display were selected in consultation with O'Clery, who also lent her decades of experience in creative direction to the stand's appearance. 'In keeping with the intention of this year's pavilion, I chose products and pieces from designers whose work already stands out in isolation. So for 100% Extraordinary, paired with their peers in excellence, the work created a really special space,' says O'Clery.

Says Sandra Jardim, General Manager of 100% Design South Africa at Reed Exhibitions: 'We are thrilled to see that 100% Design South Africa continues to stimulate the local design industry by attracting and promoting the country's leading designers to a dedicated trade audience.'

100% Extraordinary proved that office spaces can be beautifully humanised while retaining their functionality. For its boundary-defying approach and stylish, harmonious interior, the Botanical Office was recognised with the Best Décor Stand award at the show.

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

Essential information for 100% Design South Africa 2019:

- Dates: 7-11 August 2019 – consumer and trade
- Opening times: 10am – 6pm
- Trade: Register online to gain complimentary trade access
- Venue: Hall 1, Gallagher Convention Centre, Midrand, Gauteng

Facebook: 100% Design South Africa #100DesignSA

Twitter: @100designsa #100DesignSA

Instagram: @100percentdesignsa #100DesignSA

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

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About the Organisers:

In association with Reed Exhibitions, two of South Africa's most influential taste shapers are behind 100% Design South Africa: Programme 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.platformcreativeagency.com

About Reed Exhibitions

Reed Exhibitions is the world's leading event 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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