

MEDIA RELEASE

JUNE 2019

STAR LINEUP – 100% DESIGN SOUTH AFRICA 2019 FEATURE STANDS

The centrepiece of 100% Design South Africa each year is its carefully curated and collaborative feature stands. The show holds innovation and a desire to constantly strive for newness at its core, so each year the creative director duo of Cathy O'Clery and Laurence Brick drives exciting product launches and catalyses engaging spaces from the designers invited to take part in these dynamic features.

This year is no exception. With a roster that's arguably stronger than ever and that demonstrates the sheer wealth of talent there is in this country, the 100% Design South Africa features will prove a worthy showcase for the various creatives at their helm. We'd like to introduce the star lineup for 2019:

Feature Designer: Laduma Ngxokolo

Multi-disciplinary talent Laduma Ngxokolo of Maxhosa comes on board as 2019's Feature Designer of the Year. Known for his dynamic and contemporary interpretation of traditional motifs, he's put local talent on the world stage and reoriented an African aesthetic in a new light. At the show he will demonstrate his creative prowess with homeware that channels a contemporary African aesthetic and his innate understanding of colour and pattern. You can expect anything from rugs, cushions and throws, to upholstery and wallpaper, as well as some exciting new developments.

100% Sleep: Apartment 2B

A trio of powerhouse women will put their heads and talents together to create the 100% Sleep stand, an exploration of the bedroom, where design and comfort are of paramount importance. Made up of designers Monique Vee, Thabisa Mjo of Mash T Design Studio and The Urbanative's Mpho Vackier, the collaboration will combine the trio's creative strengths for a stylish space that offers sensory inspiration as well as much-needed respite. The trio will simultaneously incorporate inspiring and relaxing elements in a space that celebrates the quintessential refuge of the home. Also watch out for a range created in collaboration with a major local retailer.

100% Lounge: Haldane Martin

Longtime stalwart of the South African design scene, Haldane Martin's 25 years in furniture and interior design have resulted in a prolific portfolio (centred on hospitality) and collections that make him one of the country's most respected designers. Effortlessly straddling product design and interiors, this dual strength

perfectly equips him for the task of creating the 100% Lounge space, where his understanding of how spaces function, as well as his striking furniture designs, will set the scene for a stylish leisure zone.

Feature Artist: r1.

As the inaugural Feature Artist for 100% Design South Africa, street artist r1. will introduce visitors to his highly graphic and immersive style. While he's known for large-scale public interventions, for the show he will demonstrate the natural relationship between interiors and art and how they can inform one another for a more integrated approach to designing spaces.

100% Café: Tracy Lee Lynch and various designers

Under the expert guidance of creative director Tracy Lee Lynch of Studio Lee Lynch, 100% Café will come alive as a zone for socialising and engaging during the show. A platform for exciting young local designers, the space will serve as a showcase for a variety of talents curated by Lynch as a cohesive and engaging whole. Lynch's vast experience in the product development realm and talent for fostering young talent will see the space populated with exciting new work by design's next generation.

Light Tank

The team behind 100% Design South Africa is big on immersive experiences and engaging its visitors with dynamic design. This year, the Light Tank feature will bring an element of magic to Gallagher Convention Centre. Masterminded by lighting designer Nick Stickling, the installation will take visitors on a sensory journey of light and sound.

100% Dine

Acclaimed furniture designer John Vogel will bring his woodworking prowess to the 100% Dine feature at 100% Design South Africa with a new collection in the context of a social culinary setting. Known for his contemporary and yet African-inspired aesthetic, his update on traditional craft makes his pieces a fitting complement to a modern lifestyle space – their tactile warmth is balanced by a clean and minimal approach.

100% Work & 100% Workspace

The growing awareness of how important a workspace's design is to the productivity and wellbeing of its occupants has prompted a wave of design-forward products and thinking. 100% Workspace's 'Collaborative Workplace' designed by DGSN will be spearheaded by Letizia Verona, inspired by her recent visit to Milan Design Week. Her stand will partner product with relevant technology in a wi-fi enabled space to

demonstrate the hard-working potential possible with smart versatile design. 100% Work by INOVA (an expert in the design and fitting out of modern working environments) will exhibit Bene products on a carefully curated stand that demonstrates agility and flexibility in the workplace. Bene is an international, Austrian based office furniture expert focused on viewing the office as a living space and whose products encourage communication and collaboration.

100% Talent

A central tenet of 100% Design South Africa's mission is to support and develop local businesses – from the brand new brands, to the established household names, and a big part of this is fostering fresh talent by providing a platform to network from. To this end, the 100% Talent feature will propel up and coming businesses and individuals forward into the spotlight.

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 Decorex SA portfolio. The 100%design 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: 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.

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