

MEDIA RELEASE

APRIL 2019

**EXPLORE THE EXTRAORDINARY AT THE 100% DESIGN SOUTH AFRICA PAVILION  
AT DECOREX CAPE TOWN 2019, 1-5 MAY**

Expect no run-of-the-mill fare at this year's 100% Design South Africa pavilion at Decorex Cape Town, running from 1-5 May 2019 at the Cape Town International Convention Centre (CTICC) and organised by the globe's leading exhibitions company, Reed Exhibitions. Aptly entitled 100% Extraordinary, this display of ultra-unusual designer products and pieces is a collaboration between Platform, the curators of 100% Design South Africa and a selection of leading local brands, in an effort to push design beyond the bounds of the ordinary.

Under the theme Botanical Office, 100% Extraordinary explores the concept of an office space that offers an antidote to the norm. 'The botanical theme is a no-brainer for me,' says Creative Director of 100% Design South Africa, Cathy O'Clery, 'I feel people have a huge desire to connect with nature these days and I see no reason why this can't come into a workplace. Cape Town is a beautiful city surrounded by the most extraordinary nature - there is no reason not to bring that into a space where we spend the majority of our time.'

Office spaces today need to be practical and hardwearing without being hard-lined or sterile. In line with this thinking, the Botanical Office theme showcases brands that bring a human-centric element to design.

100% Extraordinary's participating design businesses include the fairest of the Cape, such as contemporary furniture designers Kino ([kino.co.za](http://kino.co.za)), textile designer David Bellamy ([museumofmakingandtomorrow.com](http://museumofmakingandtomorrow.com)), ceramic artists Louise Gelderblom ([louisegelerblom.com](http://louisegelerblom.com)) and Mervyn Gers ([mervyngers.com](http://mervyngers.com)), and lighting design specialists Hoi P'loy ([hoiploy.com](http://hoiploy.com)) – all champions of the local and the sublimely handmade. Office design expert Entrawood ([entrawood.co.za](http://entrawood.co.za)) will bring fresh perspective too, with its innovative and intentional approach, while carpeting aficionados Monn will wow with cutting-edge carpeting that takes the idea of office flooring to a new level. In addition, award-winning Gauteng-based outfit Houtlander ([houtlander.co.za](http://houtlander.co.za)) brings its lovingly crafted wooden furniture pieces to Cape Town for the event.

All the products chosen for display were selected in consultation with O'Clery, who also provides the creative direction for the stand appearance.

She explains: 'In keeping with the intention of this year's pavilion, I have chosen products and pieces from designers whose work already stands out. Ordinarily, their designs are gloriously idiosyncratic and unmistakably their own, but for 100% Extraordinary they have progressed this even further, into exciting, fresh territory. Starting with a great office furniture company in the form of Entrawood, we have complemented its signature lightweight contemporary style with work by artisans like David Bellamy and Louise Gelderblom, who are inspired by our natural world and whose designs would not typically be seen in an office environment. David is creating hand-blocked textiles on upcycled vintage chairs and Louise is creating sculptural vessels. We have also asked Mervyn Gers to create some striking tabletop ceramics that will be a poetic antidote to the ubiquitous office mug.'

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. We're certain that our interior design trade guests – not to mention members of the public - will find 100% Extraordinary and its humanising direction for workspaces simply out of this world!'

Decorex Cape Town takes place from 1 to 5 May at the Cape Town International Convention Centre. Visit [reedexpoafrika.co.za](http://reedexpoafrika.co.za).

For more information, visit: [www.100percentdesign.co.za](http://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](http://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](http://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](http://www.reedexpo.com)



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