

FOR IMMEDIATE RELEASE

Must-see exhibits at the 5th edition of 100% Design South Africa

High-end design takes centre stage at the country's leading design trade show

From 8-12 August, 100% Design South Africa will bring top design brands to the Gallagher Convention Centre in Midrand. The design-led experiential show, which is curated by Platform Creative Agency and with leadership from Directors Cathy O'Clery and Laurence Brick, features office, residential and hospitality designers, with a focus on interiors. The show is organised by leading international event management company, Reed Exhibitions.

The fifth edition promises to inspire visitors with a diverse display of new products – including the following feature exhibits and product launches.

Feature Designer in Association with Elle Decoration: Andile Dyalvane

100% Design South Africa's Feature Designer of the Year 2018 is award-winning and internationally acclaimed ceramicist **Andile Dyalvane**, who will be unveiling a collection of handcrafted bowls created exclusively for the show. 100 Beautiful Bowls is inspired by the artist's own spirituality, memories and Fibonacci patterns in nature.

Designing in Wood in Association with Visi

The all-new feature, Designing in Wood, explores the distinct craft and skills needed to work with the beautiful natural resource. Curated by O'Clery, the inaugural feature will include a selection of timeless wooden products by top designers, including chairs, cabinets, furniture and other accessories. These newly launched pieces use a wide range of techniques such as bodging, turning, honing and master joinery.

100% Apartment in Association with Condé Nast House & Garden

This year will see the launch of 100% Apartment, a new feature designed and curated by **Mother City Hardware**. The Cape Town-based studio will produce a contemporary urban apartment featuring considered furniture pieces, homeware and art. Mother City Hardware will be launching a selection of new products in their slick city pad, including their modular kitchen island.

100% Design Café in Association with House and Leisure

Every year, 100% Design South Africa gives a top designer the chance to produce the buzzing 100% Design Café at the heart of the show. This year, casual dining meets Shaker design with **Houtlander** at the helm of the project. Based in Johannesburg, the award-winning furniture design studio is renowned for its light, high-quality pieces made from sustainable sourced timber.

Houtlander's 100% Design Café will host an exclusive presentation led by global wood promoter the **American Hardwood Export Council (AHEC)**, whose green design

campaign, Seed to Seat, was a highlight at 100% Design South Africa 2017. AHEC will give audiences the invaluable opportunity to learn about this sought-after, sustainable resource in design.

100% Talent in Association with Sunday Times Lifestyle

100% Design South Africa is committed to uplifting the local design industry, and as such, the 100% Talent exhibit will showcase work by promising local designers and brands. Visitors can explore a range of homeware and accessories by emerging talents, such as tiles and handmade earthenware from **The Anagora Earthenware**, illustrations and collectible 3D cartoon figurines by **Studio Taki**, African-inspired tableware and leather bags by **my love for africa**, textiles by **Zuri and Imani** and *objet d'art*, jewellery, plant pots and other functional pieces by **Concrete Jungle**.

Young Gauteng in Association with Gauteng Tourism Authority

In a continued effort to support emerging talent and returning to 100% Design South Africa in association with Gauteng Tourism Authority, the **Young Gauteng** section will identify Gauteng's next crop of creatives, putting them on the interior design map! Expect a diverse range of fresh creations from Sotho blanket backpacks to fabrics, prints and vases.

Feature Designer for 100% Office: Alice Hutton

This year's dedicated office section, 100% Office, will be brought to life by renowned interior designer **Alice Hutton** of O & Co Interiors. Hutton is passionate about shifting the traditional office space to one that responds appropriately to basic human behaviour, as well as creating 'biophilic' workspaces – places that celebrate humans' affinity with nature. In 100% Office, the designer will present her ethos through the use of contemporary pieces from leading design companies.

The Fabric & Wallpaper Gallery

This year's gallery brings together many of the top names in the South African textile and wallpaper industry. **Fabcote**, the official southern African distributor of US-based Phillip Jeffries' premium wallcoverings, will be exhibiting their latest designs. Joining the display is **Robin Sprong Wallpapers**, a collaborative enterprise that works with top local and international designers to create their wall coverings. Texture designer **Andrea Brand** will launch new ranges from her latest nature-inspired collection, while **Dreamweaver Studios** will be showcasing diverse wallpapers from the likes of Marimekko and Masureel.

In addition to these feature displays, 100% Design South Africa 2018 will house over 100 individual exhibitions and pavilions. With plenty to see, it is the ultimate exhibition platform in South Africa for contemporary high-end design and seeks to be a sourcing ground for both interior design professionals and private individuals.

“100% Design South Africa's Business Matchmaking programme facilitates an easy interaction between trade and exhibitors. The show aims to inspire both the design-conscious consumer and trade visitors alike,” concludes Sandra Jardim, General Manager of 100% Design South Africa.

www.100percentdesign.co.za.

For more information on any of the above projects, or media images, please contact cat@scoutpr.co.za

Essential information for 100% Design South Africa 2018:

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: Register online to gain complimentary trade access. All onsite registrations will be at a charge of R100

Trade-focused days: 8 & 10 August 2018

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

Facebook: 100% Design South Africa #100DesignSA

Twitter: @100designsa #100DesignSA

Instagram: @100percentdesignsa #100DesignSA

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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 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



MEDIA RELEASE ISSUED BY:

Scout PR & Social Media

Contact: +27 (0) 21 685 0169

Email: Catherine Riley via cat@scoutpr.co.za