



**TRENDS HEADS UP**

**P** is for ... **PLAYFULNESS**

**IN PRODUCT DESIGN, A WONDERFUL TREND WE'RE DELIGHTED TO WITNESS. WE, LIKE EVERYONE ELSE AT THE CONFERENCE, WERE TAKEN WITH YOUNG UK DESIGNER THOMAS THWAITES'S QUEST TO DESIGN AND MAKE A TOASTER FROM SCRATCH. HIS PROJECT IS BEING MADE INTO A TV SERIES AND BOOK. THOMASTHWAITES.COM**



**Q** is for ... **QUIRKY,**

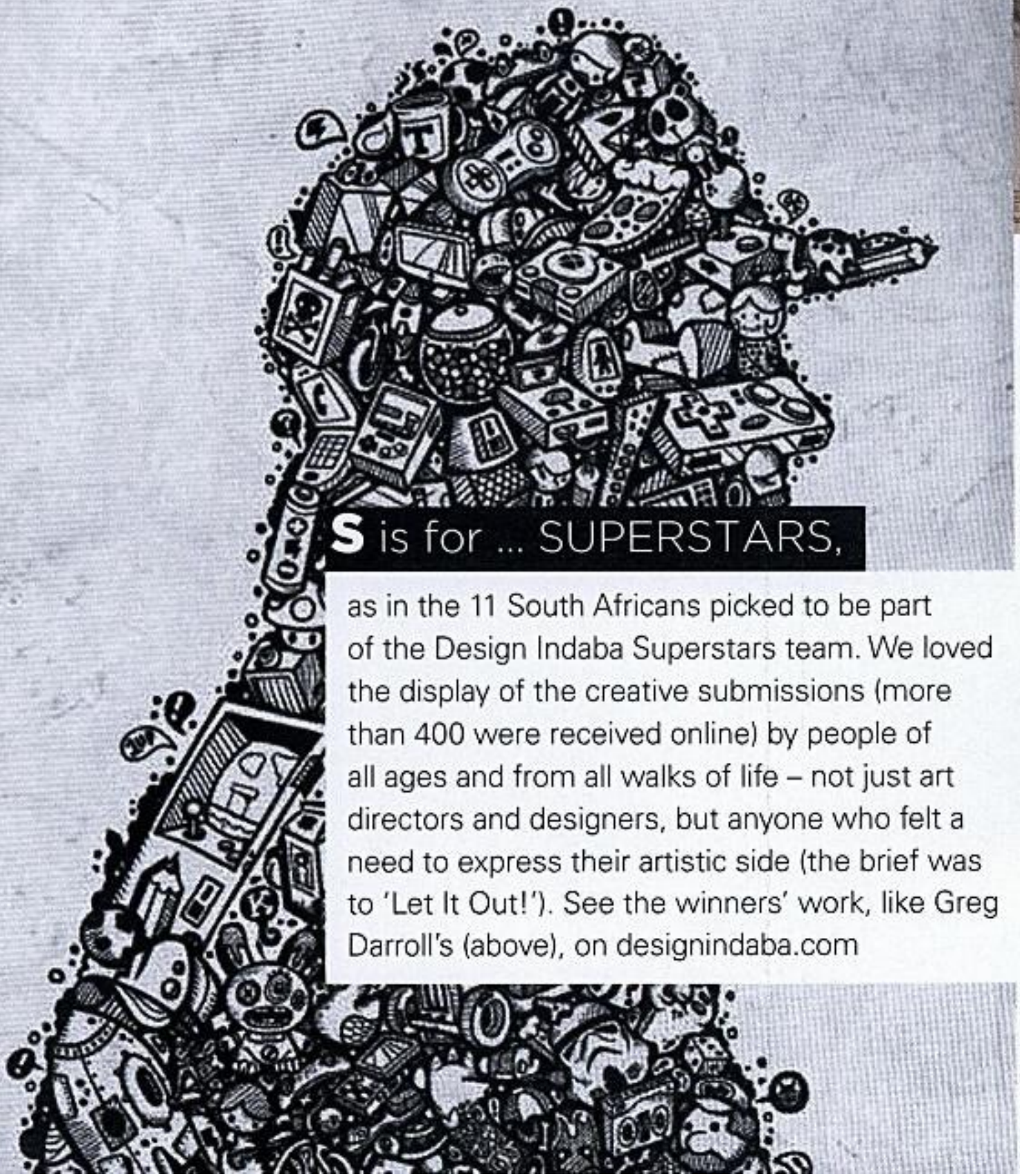
such as the delightful hand-made button-badge brooches by Rosy Mudge, on display at her Emerging Creatives stand. [rosemudge@gmail.com](mailto:rosemudge@gmail.com)

**R** is for ... **RAW STUDIOS,**

the product-design company headed by Peet van Straaten that wowed us with its modular cupboards and lockers made from Plywood. We love the clean lines and functionality of the Klik range and illustration-embellished Ikonik range (right) – made with earth-friendly products. [rawstudios.co.za](http://rawstudios.co.za)

**S** is for ... **SUPERSTARS,**

as in the 11 South Africans picked to be part of the Design Indaba Superstars team. We loved the display of the creative submissions (more than 400 were received online) by people of all ages and from all walks of life – not just art directors and designers, but anyone who felt a need to express their artistic side (the brief was to 'Let It Out!'). See the winners' work, like Greg Darroll's (above), on [designindaba.com](http://designindaba.com)



**T** is for ... **TYRES,**

as in the old and used tyres that have been repurposed for a whole new life as durable, custom-designed and original furniture pieces. Tyred Sustainable Lifestyle Furniture has already received orders from Li Edelkoort and several overseas buyers, we hear... [tyredfurniture@gmail.com](mailto:tyredfurniture@gmail.com)

