

South call for entries

It's a *South* thing

A moving exhibition of South African creativity.



Exhilarating. Compelling. Controversial.



▲ Freshlyground



south call for entries

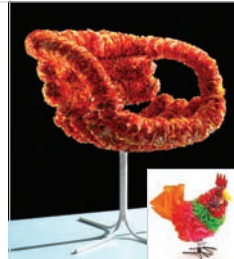
SOUTH seeks to uncover the finest examples of South African creativity across a broad spectrum of disciplines and forms. And, for the first time on one platform, showcase a dazzling array of our finest creative produce.

ART. ARCHITECTURE. ADVERTISING.
CRAFT. DESIGN. FASHION. FILM&VIDEO.
JEWELLERY. MUSIC. NEW MEDIA.
PERFORMANCE ART. PHOTOGRAPHY.

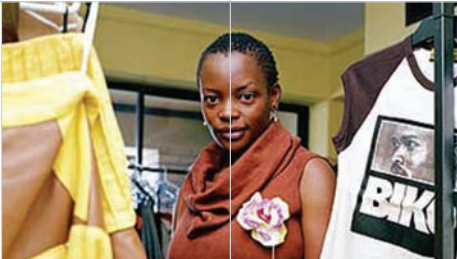
A celebration of the gloriously positive, idiosyncratically naïve, ridiculously sardonic, richly contradictory, relentlessly spontaneous creative imagination inherent in our (don't cry now) beloved country.

SOUTH seeks to encapsulate the bold, lawless, cheeky, crossover, politically incorrect flavour of our South African creative psyche.

▼ Ryan Fank



▼ Stoned Cherrie



▲ Tonic: Hawker Bench





▲ **Sungodess**

THIS WAY UP

Because SOUTH is the new north, a complete turnaround of the planet stereotype, there is nothing finite or predictable about what we are looking for.

Where the north may exhibit an ordered sense of detached coolness, SOUTH is a thundering stampede of chaos and heat. A happy accident of third and first worlds. A vibe. A jol. A state of mind. Embracing contradiction and collision. That iconic crossroad: where earthy Afrika meets contemporary design.

The kind of creative excellence that will best influence the judges is neither black nor white, nor ethnic, nor neutral, nor euro, nor west, nor east. It's a harmony out of contradiction. A balance of extremes. That fine line between order and chaos. SOUTH seeks executions that capture the soul of this mystique.

Googlethu

Cape Town

▲ **Brian Mtongana**

▼ **Net#Work BBDO**



▼ **Haldane Martin: Zulu Mama Chair**



▼ **Peet Plenaar**



▼ **Tsotsi**





▲ Hippo Roller

THE TONE

Gloriously positive, ridiculously naive, relentlessly spontaneous. Bold, lawless, cheeky, crossover, politically incorrect. About finding a home for sacred cows – the braaivleis. About changing the world by MakingADifference.

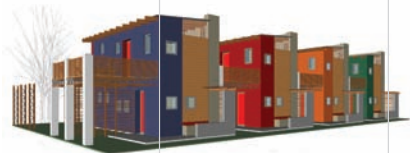
THE PROOF

Hoezit pap and sushi. Sawubona high class elephant dung ashtrays. Viva our rather shweet giant plastic chicken installation.

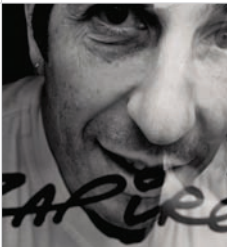
SOUTH LEGENDS POINT THE WAY

If that fusion crossover is about to become a blur, look no further than our most distinctive footprint, our past and current legends, the SOUTH Hall of Fame.

SOUTH is presented by the Creative Alliance, which is Design Indaba, The Loeries and Creative Circle.



▲ Design Indaba 10x10



▼ Zapiro

SOWHERETO NOW:

Please refer to the accompanying entry form and terms and conditions. For further info please contact Mike Purdham on 021465 9966, south@interactiveafrica.com, www.designindaba.com/south

ONWARDS. UPWARDS. SOUTHWARDS. VIVA

▼ Hip Hop Pantsula



▼ Playpump



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