

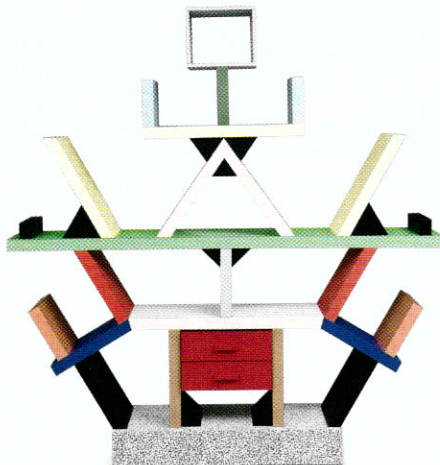


MEMPHIS MEETS AFRICA

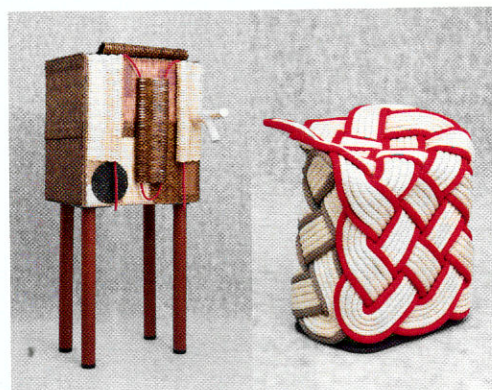
Trend forecaster *Li Edelkoort's* new exhibition *'Totemism: Memphis meets Africa'* highlights the colourful revival of the famous 1980s Memphis design movement and its link to local design



Tembo (Elephant in Swahili) designed by Note Design Studio



Carlton Bookcase by Ettore Sottsass



José cabinet designed by Rodrigo Almeida (Brazil)

STACKING AND LAYERING OF COLOUR AND MATERIALS ADDS A TOTEMIC QUALITY

Dutch trend forecaster Li Edelkoort sees great similarities between what is happening in South Africa right now and the revolutionary Memphis design movement of the 1980s in Italy.

The father of this movement Ettore Sottsass founded Memphis in December 1981. The aim was to break away from the glamorous and pompous Italian design of that time. The thinking was to combine Art Deco inspirations with Pop and street art and the kitchen kitsch of the 1950s. The style was fun, colourful, patterned and included colour-blocking and graphic styles, and was very much welcomed by the world.

At the same time young designers in South Africa set out to create a unique style mixing folkloric with iconic, contemporary African elements such as spears, zebra print, wooden masks and African stools. This movement was quickly saturated and the local design community turned to rustic and organic naturals once again.

Edelkoort sees great opportunity in gaining inspiration and new ideas by working with colour, craft and pattern in the same liberating way as Memphis did. She sees a kinship between Memphis's ideas and South African style, between shantytown colours and Italian kitchen laminates from that period. The use of tactile matter, coloured patterns, wild animal skins, fringes and finishes are all reason to believe that we can expect a 1980s-inspired revival of some magnitude. Stacking and layering of colour and materials, she believes, delivers a totemic quality to design.

Li Edelkoort's new curated exhibition for Design Indaba from the 1 to 3rd March 2013 is sponsored by Woolworths.

MATERIALS Use local matter such as grass, earth, mohair, steel and recycled aluminium and revisit the use of local customs.

SIZE Consider oversized pieces using African items wherever you can.

COLOUR Use black, white and animal skins as neutrals. Use wild patterns and strong colours.

PRODUCTS FOCUS Objects Consider stoves, tray tables, pots, plates, bowls and cutlery with the colour black as a guiding principle.

Soft furnishings Folding furniture, blankets and cushions go back to nomadic roots.

MEMPHIS



Natalie Du Pasquier
Memphis fabrics

AFRICA



African Flesco used by Ron Arad for Moroso and Wola Nani for Mr Price Home