

# DESIGN INDABA



Crafty shapes at the expo

Page 6

in association with



Supplement to the **Mail & Guardian**

February 24 to March 1 2012

## Leaders of the creative pack

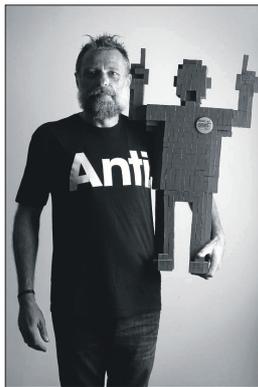
Creativity is the key with a wide range of speakers set to light up the Design Indaba conference

On track for 17 years with its mission to promote creativity as a means to fuelling social change, the Design Indaba strives to bring the foremost contemporary thought leaders to South Africa each year. After a stringent, year-long curatorial process, this year's indaba conference looks set to prove once again why it has earned its reputation as Africa's premier design event.

The back-to-back speaker programme brings together a cast of more than 30 leading creative thinkers from as far as Norway, as wide as the United States, as diverse as Venezuela and as topical as India. Featuring a wide range of designers, artists, social entrepreneurs, advertising gurus, filmmakers, culinary masters and even a scent expert, design for a better future will be abuzz on everybody's lips.

Here is a selection of programme highlights.

Cape Town-based **Porky Hefer** works on conceptual precepts that manifest in 3D forms in a variety of executions, from public sculptures to product and furniture design. He works at Porky Hefer Design where he strives to produce work that elicits a smile and sticks in your head. Locally, Hefer has gained notoriety for his recent work on strip club Mavericks's controversial "Alibis" campaign and for designing the giant Coca-Cola crate erected from 2500 Coca-Cola crates in Cape Town and Johannesburg for the 2010 Soccer World Cup.



Concepts, scents and gastronomy: A feast for the senses from Porky Hefer, Sissel Tolaas and René Redzepi

Music video director **Chris Milk** and Google Creative Lab's data arts team leader, **Aaron Koblin**, are both highly successful individuals in their own right — and when they collaborate, the outcome is never short of radically ground-breaking. Together they worked on *The Wilderness Downtown*, the unprecedented Arcade Fire music video that used Google Street Maps to give viewers an engaging, personalised experience and veritable trip down memory lane. Other noteworthy collaborations include interactive music videos *The Johnny Cash Project* and *3 Dreams of Black*. This pair is pioneering a new path for digital media.

The founder and head chef of Noma restaurant in Copenhagen, **René Redzepi**, has reinvented the Nordic kitchen. His contribution to gastronomy has positioned him as one of the most influential and quoted people working on the international food scene today. Redzepi



is a chef and skilled craftsman who takes a whole-system approach to food. Since opening Noma in August 2003, the restaurant has gone from 15th position on *Restaurant* magazine's world's 50 best in 2007 to first place in 2010 and 2011, along with two Michelin stars.

Another South African star on the line-up, **Clive van Heerden**, is the director of design-led innovation at Philips Design. Here he works primarily in driving the "Probes" programme, which consists of "far-future" research initiatives aimed at identifying long-term systemic shifts and anticipating changes in future lifestyles. At Philips, Van Heerden has co-ordinated experts from various textile and apparel disciplines to develop wearable electronic and conductive textile solutions. Under his leadership the Probes team has won numerous international awards, including a *Time* magazine acknowledgement for best invention in 2007.



Scent expert **Sissel Tolaas** hails from Norway but is based in Berlin. Here she explores how different smells can be described, how smells are remembered and measured, how the information in smells can be used and how abstract smell molecules can be employed to convey a specific learned meaning. Dubbing herself a "professional in-between", Tolaas has been working at the intersection of smell and language since 1990. She essentially uses various aspects of science, art and design to research and create works that relate to the human experience of smell.

Architect **Bjarke Ingels** started BIG, Bjarke Ingels Group, in 2006 in Denmark after co-founding PLOT Architects in 2001 and working at OMA in Rotterdam. Through a series of award-winning design projects and buildings, Ingels has created an international reputation as a member of a new generation of architects who combine shrewd

analysis, playful experimentation, social responsibility and humour.

Recently, Ingels was rated one of the 100 most creative people in business by New York-based *Fast Company* magazine and named *Wall Street Journal's* architectural innovator of 2011.

Named after the creativity gene, **FoxP2** is an independent agency founded by Justin Gomes and Andrew Whitehouse in Cape Town in 2005. Within six months the agency won a Cannes Lion and it has continued in this fashion ever since. Last year FoxP2 finished first at the Loeries, the Clios and the Creative Circle ad of the year and won television awards at both Cannes and D&AD. The company has most recently spread its wings through the creation of several specialist agencies, including a local public relations company and a sister agency in New York.

South African architect **Heinrich Wolff** formed Noero Wolff Architects, together with Jo Noero, in 1998. The duo's work has since been exhibited twice at both the Venice and Sao Paulo biennales and at the Museum of Modern Art in New York. Many of Wolff's projects have been awarded local and international honours, with the most significant being the Lubetkin prize from the Royal Institute of British Architects for the best building outside the European Union in 2005-2006. In 2007 Wolff was awarded the prestigious DaimlerChrysler award for South African architecture.

The Design Indaba conference 2012 will be held at the Cape Town International Convention Centre from February 29 to March 2, from 9am to 5pm each day. Tickets are available through [designindaba.com](http://designindaba.com)

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## Design Indaba

# Bringing global diversity to local shores

Initially known for its flagship conference and later the widely popular expo, Design Indaba has added to its creative offerings over the years and now also hosts a two-week film festival, two spectacular

nights of musical revelry featuring stellar line-ups of local and international acts, a 'pitch to fix the world', a live simulcast of the conference across three cities and an array of social events

## Designers on screen

As part of the preamble to the week of creative exchange that is Design Indaba 2012, the filmfest has once again been whetting Cape Town audiences' appetites with a sterling selection of design premieres.

Held at Cape Town's oldest indie cinema, the Labia on Orange, two inspiring design films are screened each night of the film festival at just R30 a ticket, offering moviegoers an accessible, inexpensive taste of the Design Indaba experience.

Among 17 other films is the much-anticipated final instalment in the Gary Hustwit design trilogy, *Urbanized*. Other films in the line-up document great creative leaders such as cinematographer Jack Cardiff, architect Sir Norman Foster, furniture designer Gerrit Rietveld, singer-songwriter Harry Belafonte, fashion photographer Bill Cunningham and graphic designer Marian Bantjes. The festival closes with the African premiere of the latest film by Werner Herzog, *The Cave of Forgotten Dreams*, in a 3D screening at the V&A Waterfront Nu Metro cinema on the final day of Design Indaba.

**Design Indaba filmfest runs from February 19 to March 4. Tickets are available from Computicket and at the Labia on Orange, 68 Orange Street, Cape Town. For more information on the film line-up go to [designindaba.com/filmfest](http://designindaba.com/filmfest)**

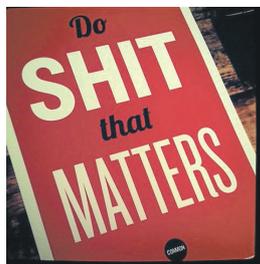
## Search for the perfect pitch

On February 29 from 6.30pm until 11pm Design Indaba teams up with United States-based collaborative brand COMMON to present a unique, inspiring event called COMMON Pitch: South Africa.

COMMON Pitch is essentially a competition for start-ups whose mission it is to help to make the world a better place. After a rigorous entry process for this inaugural South African edition, the top 10 candidates



Filmfest: *Khayelitsha* features in Gary Hustwit's *Urbanized*



Competition: COMMON Pitch



piece ensemble that combines electric strings with Afro-jazz sax and melodious vocals.

Tickets are available from 9am until 4pm at the Design Indaba conference registration desk at the Cape Town International Convention Centre on the day of the event. The entry fee includes hearty finger food and a welcome glass of wine to fuel the party spirit

from around the world have been selected. These aspirant social entrepreneurs will present their pitches for change at a premier event for the Cape Town City Hall as part of Design Indaba.

For R150 a ticket, members of the public will witness proponents of the world's brightest innovation ideas competing live on stage for a grand prize of R200 000. Incorporating live critiques from a panel of highly respected judges, the winner will be announced on the night. After the event, the winner will use the prize money to implement their idea for social change, supported by the mentorship of experienced entrepreneurs.

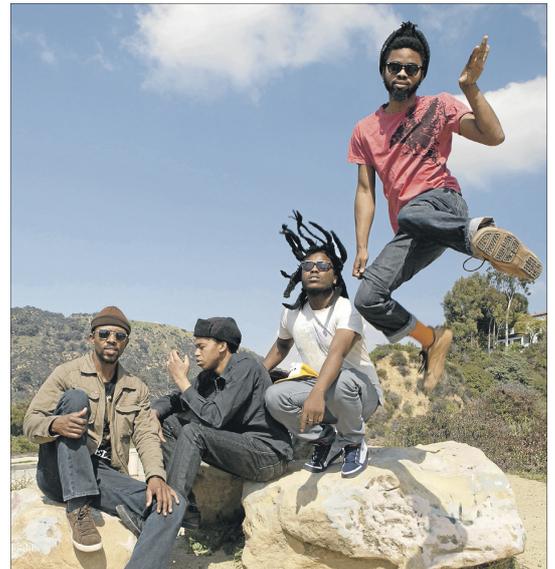
The event itself is also a social affair, proudly sponsored by Woolworths and MTN. Attendees will be able to buy from the best independent producers at a top-notch artisan food market and enjoy a live music set by Coda, the Cape Town four-

## Pump up the volume

This year's annual official Design Indaba party, to be held at the Cape Town City Hall on March 1, will bring together some of



Tickets are R100 and are available from Computicket. All conference and young designers simulcast delegates have complimentary access to the Design Indaba party



Music: The BLK JKS (above) and Das Kapital (below) are part of the A Taste of Sónar festival while the official party features a host of DJs (left)

South Africa's favourite local acts, including Tumi and the Volume; a Jozi hip-hop act comprising MC and poet Tumi Molekane, bassist Dave Bergman and 340ml members Tiago Paulo and Paulo Chibanga; renowned KwaZulu-Natal-born "indietronica" artist Felix Laband; and Mr Sakitumi and the Grrrl, the husband-and-wife multimedia, multi-instrumental extravaganza comprising live stage performer and producer Sean ou Tim — of Max Normal and Lark fame — and his VJ collaborator, Inka Kendzia. Other artists in the line-up are deep-house act C.9ine, indie DJ Tommy Gun, dance DJ collective Digital Rockit, techno artist Floyd Lavine and deep-electronic DJ Lady M.

## The sounds of Sónar

For the first time in 2012, Design Indaba is pleased to welcome the Barcelona-based Sónar music festival to Cape Town. In a one-night "lite" version of the festival, held in association with MTN, A Taste of Sónar will take over Cape Town City Hall on March 2 from 7pm until 4am.

The Sónar music festival has grown to be one of the highlights on the European music festival calendar. Known officially as a festival for advanced music and multimedia art, Sónar's reputation is based largely on its prominence on the electronic music scene.

A Taste of Sónar, which is open to the public at R250 a ticket, features an exceptional blend of iconic, international music pioneers. Modeselektor, a key figure on the contemporary global electronic scene, will be performing, as well as world-class tastemakers Brodinski and avant-garde audiovisual experimenters Byetone.

The homegrown heroes offer a similar outlook, with Fletcher adding the history, BLK JKS bringing the global reputation, Das Kapital flying the pioneer flag sky high and Killer Robot being the local embodiment of the headspace and ethos of Sónar. Red Bull Music Academy will also be making sonic waves on a second dance floor, featuring an equally electrifying line-up.

SónarCinema will add to the audio-visual mix, screening films that illuminate the interplay between motion graphics and sound.

The programme includes *Finisterre*, *Colour Projections*, *PressPausePlay* and *SYGNOK* and *The War for Radical Computer Music*.

Tickets are available through Computicket and on site at the Cape Town City Hall. Access to the event is not included with Design Indaba conference or young designers simulcast tickets

For more profiles, images and live blogs from Design Indaba, see out special report at [mg.co.za/designindaba](http://mg.co.za/designindaba)

## Young designers simulcast

In an endeavour to extend the Design Indaba experience beyond Cape Town's borders, Design Indaba's young designers simulcast has set up three venues to screen a live broadcast of the conference.

Launched as an affordable option for young designers and professionals to access the conference at the Cape Town International Convention Centre, the young designers

simulcast is now also being held at the University of Johannesburg's Arts Centre in Johannesburg and, for the first time, at the Suncoast Conference Centre in Durban. The Cape Town young designers simul-

cast is open only to under-25s until the main conference sells out and costs R1370 for them and R1560 for those over 25. Johannesburg and Durban tickets allow delegates of all ages. The entry fee for the

Cape Town simulcast also gives access to the Design Indaba expo, filmfest and the official party. Johannesburg and Durban simulcast tickets are R950 each or R1600 for a set of two.

The young designers simulcast runs simultaneously to the Design Indaba conference, from February 29 until March 2. Bookings can be made through Computicket



	18:15	20:30
SUNDAY 19 FEB	PRESSPAUSEPLAY	SING YOUR SONG
MONDAY 20 FEB	DE STOEL VAN RIETVELD	PUNK IN AFRICA
TUESDAY 21 FEB	BILL CUNNINGHAM NEW YORK	VIGILANTE VIGILANTE
WEDNESDAY 22 FEB	DESIGN: THE NEW BUSINESS	HOW MUCH DOES YOUR BUILDING WEIGH, MR. FOSTER?
THURSDAY 23 FEB	MOVEMENTS CONTINUED: PETRA BLAISSE	BILL CUNNINGHAM NEW YORK
FRIDAY 24 FEB	VIGILANTE VIGILANTE	NEW YORK IN MOTION
SATURDAY 25 FEB	OVER YOUR CITIES GRASS WILL GROW	DIVE!
SUNDAY 26 FEB	EL BULLI: COOKING IN PROGRESS	CAMERAMAN: THE LIFE AND WORK OF JACK CARDIFF
MONDAY 27 FEB	NEW YORK IN MOTION	PRESSPAUSEPLAY
TUESDAY 28 FEB	DIVE!	DE STOEL VAN RIETVELD
WEDNESDAY 29 FEB	HOW MUCH DOES YOUR BUILDING WEIGH, MR. FOSTER?	URBANIZED
THURSDAY 01 MAR	PUNK IN AFRICA	EL BULLI: COOKING IN PROGRESS
FRIDAY 02 MAR	CAMERAMAN: THE LIFE AND WORK OF JACK CARDIFF	BILL CUNNINGHAM NEW YORK
SATURDAY 03 MAR	URBANIZED	SING YOUR SONG
SUNDAY 04 MAR	MARIAN BANTJES	THE CAVE OF FORGOTTEN DREAMS IN 3D*

NOTE ALL REGULAR SCREENINGS VENUE: LABIA ON ORANGE. \*3D SCREENING VENUE: NU METRO, V&A WATERFRONT.

### FILM SCHEDULE

## Design Indaba

## Shifting shapes

Baskets with polo necks, slouchy vessels, giant sea-anemone pouffes — what is up with craft at this year's expo?

Kelly Berman

A curious thing is happening in the large, airy studio that Peta Becker and Margaret Woermann share in a converted industrial building in Cape Town's Woodstock. One room has been converted into a type of conservatory, with tiny monkeys swinging from plants, cacti growing out of an old ball-and-claw couch and succulents everywhere.

Nature has not taken over here — a wild cross-pollination of creativity has. Woermann is the enterprising force behind Heartworks, which has two Cape Town shops packed with well-curated craft, and Becker runs Projekt, a skills-training initiative that produces finely crocheted accessories and toys — hence the monkeys.

They have formed a new collaborative venture, the Curious Room, a kind of lab to play around with new ideas free from the constraints of commercial pressures. But put to the commercial test their products will be when they bring the Curious Room to the Design Indaba Expo. Their products include wobbly little cacti crocheted in fine cotton, upcycled wooden furniture with embroidered panels and slouchy plant containers woven out of brightly coloured T-shirt fabric.

There are curious things happening elsewhere, too. Michael Chandler, who debuted his own range of decor pieces last year under the label Chandler House, has brought his neoclassical sensibilities to bear on the beaded creations of African Home, a skills empowerment project co-founded by Claudette Davis. Their new venture is called Serpentine.

"I showed her a picture of a Georgian mirror and her eyes went as big as saucers," says Chandler of his initial encounter with Davis.

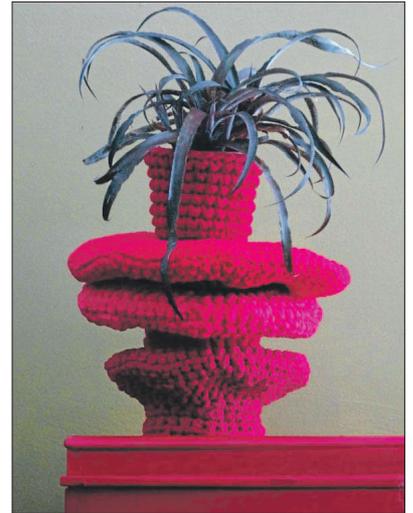
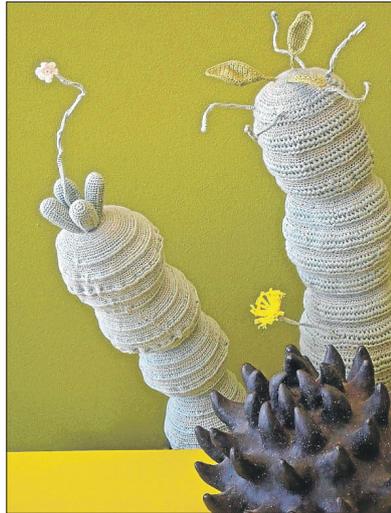
So he scaled down his ideas to a more manageable Adam-style mirror, a classical design originated by the 19th-century Scottish architect Roger Adam. After much trial and error, African Home's beaders mastered the delicate acanthus leaves that unfurl along the top of the mirror.

If this all sounds rather highbrow, that is because it is. Chandler makes no apologies for his "Eurocentric perspective". Auction work is his background and he spent several years working for Sotheby's in Cape Town. But there is room to inject some fun into the process too — the Adam-style mirror has morphed into the "madame-style" mirror.

The mirrors have made it to Anthropologie's New York stores, the local design world's version of performers making it on Broadway. But Chandler is hoping that the pieces are less about trends than timeless design classics, reinterpreted in beadwork. "We're playing with real icons of design," he says. "We're not talking about Cassina chairs."

Among these icons are ancient Chinese vases and old Cape Dutch brass chandeliers, all translated into tiny beads. The vases are pared-down silhouettes in uniform white beads, except for one red bead, slipped in as a wink to Chandler's Eastern Cape childhood and the Xhosa belief that pure white is reserved for spiritual leaders. They have been selected for the department of trade and industry's South African handmade collection, but for the expo Serpentine will be displaying versions in aquamarine, celadon and seaweed-coloured Czech beads to match the colours of antique glassware.

There are a number of other designers at the expo this year who have found innovative ways of using craft. One of the quirkiest is Maymott, which began as a pet project



**Wonky wonderland:** Peta Becker and Margaret Woermann have created curious little things in their studio, such as wobbly cacti crocheted in fine cotton, upcycled wooden furniture with embroidered panels and slouchy plant containers woven from brightly coloured T-shirt fabric

of Kate Carlyle (of Mustardseed and Moonshine ceramics) and long-time friend Danny Myburgh. They have brought their fascination with underwater life — a fascination that compelled them to don wetsuits and take scuba-diving classes — to the patterns they explore on their giant crocheted pouffes, three-dimensional blankets and cushions. The quality of the stitchwork — done by a group of pensioners in Khayelitsha — is almost obsessively good and has been applied to curtains, ottomans and even bannisters at a new private lodge in the Waterberg.

Over the past year, Binky Newman's Design Afrika has explored new shapes and materials in its woven designs through collaborations with a raft of artisans. A light-hearted range of baskets incorporates brightly coloured polo necks knitted from recycled plastic shopping bags by Alison Coutros of Kunye. The richly textured weav-

ings of other Design Afrika products resulted from collaborations with linen designer Helon Melon, felt artist Stephanie Bentum of Krafthaus and weaver Liz Vels, who uses a tiny loom.

The misshapen forms of Design Afrika's Bulawayo gourds came about by accident, but tap into a current taste for wonky, imperfect design. "My weavers in Zimbabwe tried to emulate traditional clay pots, but their baskets kept collapsing because there was no internal structure to keep them in shape," says Newman. Her crafters became increasingly distressed because they could not make them perfect. "But I loved the final product and, when the baskets were finished, they agreed with me that they were beautiful. Now they go mad and are weaving all kinds of interesting shapes."

Kelly Berman is the Design Indaba expo manager

## Lifting the status of South African design

More than 38 000 people walked through the doors of last year's Design Indaba expo, resulting in a gross domestic product contribution of R261-million. The figures, which were determined by an external economic impact assessment undertaken by the graduate school of business at the University of Cape Town, are proof of the wide-ranging creative prowess of South African designers across various fields, including craft, product design, furniture, jewellery, fashion, film, publishing, new media, architecture and graphic design.

What does this mean in the broader context? Does Design Indaba hold any weight as an international benchmark for locally made design? "Good design is borderless, no matter where it originates from," says Veejay Archary, founder of

advertising agency Black and a member of the curator panel for graphic media, advertising and photography. "Design Indaba represents the best of South Africa to the world; it needs to be carefully positioned to the marketplace, just as items need to be carefully selected for their broad appeal and uniqueness."

Erica Elk, a curator for craft and executive director of the Cape Craft and Design Institute, believes differentiation is key. "South Africa is unique in our diversity and there is a large, untapped talent pool. That said, we don't have a pervasive tradition of design innovation in manufacturing and the creative industries — there is a tendency to imitate and replicate. We need to find our competitive advantage; it's not about competing on volume and price but on innovation, quality

and variety. A cross-sectoral designed showcase like Design Indaba is very important for us to reposition our manufacturing sectors, from the handmade to furniture to fashion."

Verna Jooste, a jewellery curator, says South Africa has never really had its own unique design sensibility. "Over the past few years, Design Indaba has made a significant impact on helping to achieve that aim. The curating process aims to ensure that those showcased at the expo are cutting-edge thinkers who are experimenting with something new and different. Work that is not unique to South Africa or contemporary in its approach is not selected."

According to expo manager Kelly Berman, the curation process is Design Indaba's unique selling point. "Items are chosen for the level of profession in their manufacturing,

as well as their ability to seek out and define 'new' ideas. The curators have been tasked with the difficulty of ensuring and maintaining the exceptionally high standards set out by Design Indaba, while at the same time filling the floor. A curated event ensures that Design Indaba is not just another craft show, but an international event showcasing South African design at its very best."

Elk says the local market is fairly small. "We have to 'sell' the value and quality of locally originated goods not only to trade buyers, but also to local consumers. Curation is about a purposeful selection against a certain set of criteria; it is essential that a curated show remains true to its vision and purpose. A curator establishes a benchmark — we don't settle for mediocrity and homogeneity but strive for the best."

## Visit Design Indaba expo

The Design Indaba expo 2012 is open to the public from Friday March 2 to Sunday March 4 at the Cape Town International Convention Centre. Tickets are available at the door or through Computicket.

**Opening and closing hours:**  
March 2: 10am – 8pm  
March 3: 10am – 8pm  
March 4: 10am – 6pm

**Admission costs**  
Adults — R60  
Students — R40  
Pensioners — R40  
Scholars — R30  
Children under 10 — Free

# Design Indaba: Programmes

DESIGN INDABA

# EVENT ITINERARY

Fun-filled, action-packed and creatively loaded, there's something for everybody at Design Indaba!



## FILM FESTIVAL 19 February – 04 March 2012

As part of the preamble to Design Indaba 2012, the Design Indaba Filmfest is a two-week warm-up to South Africa's premier design event, that aims to give everyone access to creative inspiration through a selection of affordable, world-class feature films and documentaries.

**Venue:** Labia on Orange **Ticket price:** R30 **Screening Time:** 18h15 and 20h30  
For the full event schedule visit [www.designindaba.com/filmfest](http://www.designindaba.com/filmfest)



## DESIGN INDABAR DELEGATE CLUBHOUSE 29 February – 02 March

A day at Design Indaba Conference is like an injection of creative inspiration. It can be a lot to digest, it might make you feel a bit giddy and it will certainly leave you in need of cold refreshment. For this reason, all Design Indaba Conference delegates are invited to the Design Indabar Delegate Clubhouse for a drink at the end of each day's formal programme.

**Venue:** situated on the grassy knoll outside the Cape Town International Convention Centre **Time:** 17h30 to 20h30  
**Free to all delegates, cash bar available.**



## COMMON PITCH 29 February 2012

Rub elbows with the judges and entrepreneurs. Belly up to the bar, taste and shop in the tempting independent artisan food market. Prepare to cheer for your favourite entrepreneur – you'll be glad to your hay bales as the drama unfolds on stage. A non-traditional party-meets-pitch competition, bringing together the world's brightest innovation ideas to compete live on stage for a grand prize of R200 000.

**Venue:** Cape Town City Hall **Time:** 18:30 for 19:00 **Ticket Price:** R150



## DESIGN INDABA PARTY 01 March 2012

Design Indaba is a hotbed of creative thinking, where stellar names from across the planet rub shoulders with the best new talent in South Africa. When night falls, these design geniuses let their hair down at the exclusive Design Indaba Party, with rocking music and a 4 am curfew; sleep is not an option when Cape Town is hooked up onto the global creativity grid.

### LINE UP

Floyd Lavine, Felix Laband, Mr Sakitumi & Grrrl, Tumi & the Volume, C.9ine, Tommy Gun, Digital Rockit, Lady M

**Venue:** Cape Town City Hall **Event time:** 20h00 to 04h00 **Ticket price:** Your invitation is in your delegate bag and must be presented for free entry. (Additional tickets available through Computicket.)



## A TASTE OF SÓNAR PRESENTED BY DESIGN INDABA 02 March 2012

Sónar teaches dance in Africa for the first time with 'A Taste of Sónar' at Design Indaba. This exclusive event features an exceptional blend of sonic, instrumental and vocal music genres. As well as a programme of films highlighting the links between music and the creative process. Red Bull Music Academy features a second dance floor with a profits-for-good feel.

### MAIN ARTIST LINE UP

Fletcher in Dub (ZA), BLK JKS (ZA), Byetone (DE), Das Kapital (ZA), Brodinski (FR), Modeselektor (DE), Killer Robot (ZA)

**Event time:** 19h00 to 04h00 **Tickets available at Computicket for R250.**  
For A Taste of Sonar event programme visit [www.designindaba.com](http://www.designindaba.com)



## LI EDELKOORT TREND SEMINAR 03 March 2012 (CT) / 05 March 2012 (JHB)

Internationally acclaimed trend forecaster Li Edelkoort will be in Cape Town to present a two-part trend seminar, titled "The New 10-Week" and "House of Trends" (and all the reasons for our virtual realities) and the race for more real emotions and tactile experiences. Making the ordinary extraordinary by simply being in the moment is one of the key features of the "brand" part of the seminar.

**Venue:** Auditorium @ CTICC (Cape Town) / University of Johannesburg (Johannesburg) **Ticket price:** 1190 – available through Computicket **Event time:** 09h00 to 12h00



## DESIGN INDABA EXPO 02 – 04 March 2012

Blazing the way back to our African creativity, Design Indaba Expo is a showcase of the vibrant design, architectural disciplines, product, branding, architecture, craft, design, fashion, graphic design, interior design, jewelry, new media, publishing, product design, visual media and more.

Some highlights of the Expo include the acts of the City Events Arena, which hosts the music (starting from 10am), dance, fashion shows (showcasing Amanda Lind-Cherry's latest range, spring/summer and Beach Kuma style) and by urban farmer Matt Abou and other food innovators. The ever popular MDCSA competition is also a must-see. 10 design studios and 100+ local businesses have their "Must Product Display" in South Africa and now it's up to the public to vote for a winner. And don't miss the 4th Annual Design Indaba Youth Awards or the Neighbourhoods food market.

**Venue:** CTICC **Date:** **Ticket price:** R60

ENJOY YOUR TIME WITH US!

DESIGN INDABA

# TAKE HOME THE BEST OF SOUTH AFRICAN CREATIVITY

From architecture to décor, fashion to film, jewellery to graphic design – visit the Design Indaba Expo, at the Cape Town International Convention Centre, 2 – 4 March 2012. If you can't get there, buy online at [designindaba.com/shop](http://designindaba.com/shop) and whatever you fall in love with, we'll send to you.



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