



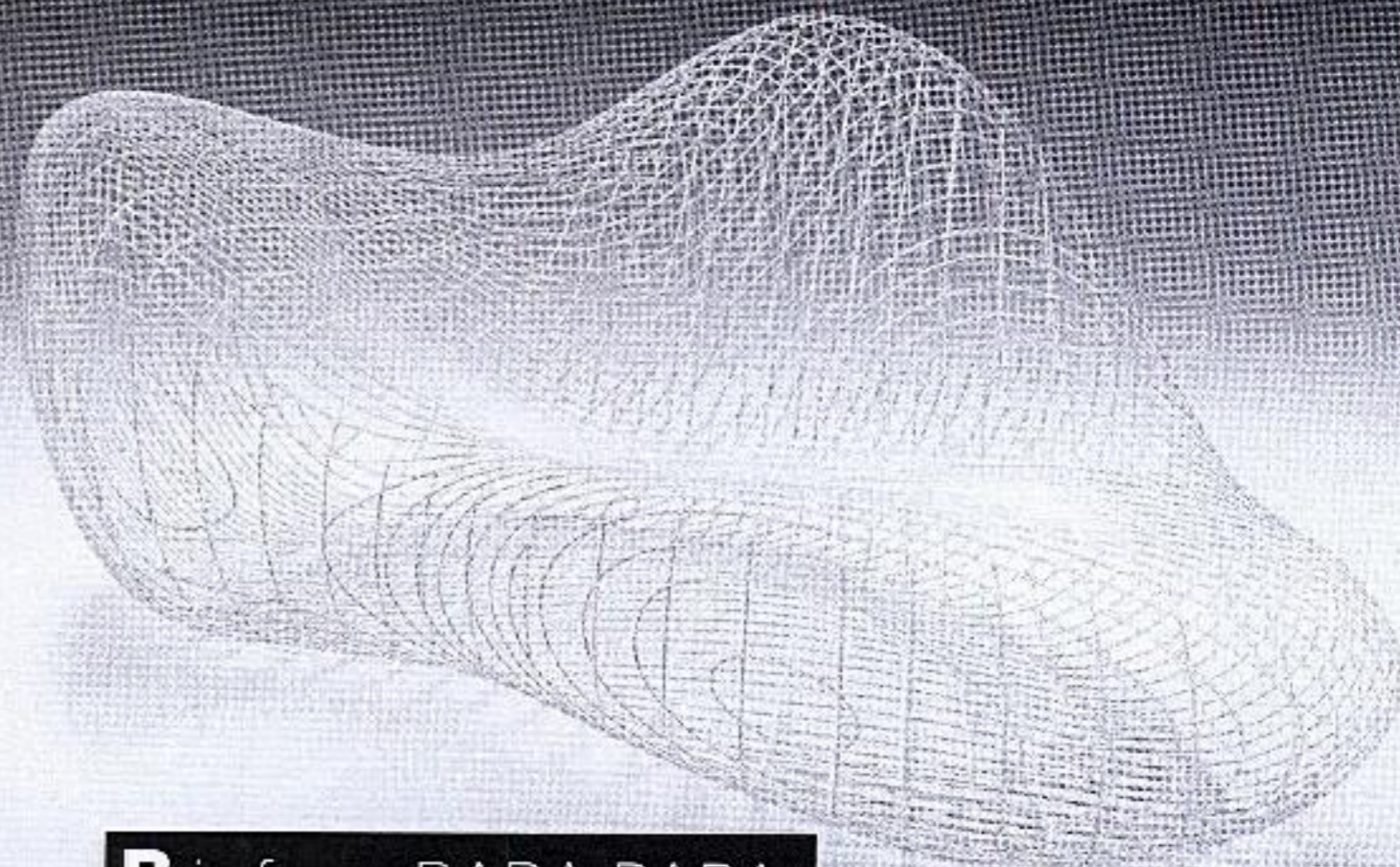
**A** is for ... ANATOMY,

and its founder, interior designer Andrea Kleinloog. This design company's chic stand (left) really impressed us. A collaborative effort between Andrea and fashion designer Tiaan Nagel, jewellery designer Geraldine Fenn, industrial designer Gareth Henderson and our own Jo'burg bureau chief, Sarah Buitendach, the products ranged from wallpaper to shelves. Andrea's lab lamp, made from white porcelain, steel and brass, took home the coveted Most Beautiful Object in South Africa award. [anatomydesign.co.za](http://anatomydesign.co.za)

## think tank

*HL's pick of the best – and most controversial – ideas, trends and products to emerge from the Design Indaba 2010*

Text Leigh Robertson Photographs Andre Wepener, Micky Hoyle



**B** is for ... BABA PAPA,

the gorgeous new lounger (above) by Haldane Martin, made from loops of recycled stainless steel and inspired by the shape of smooth pebbles – though we're convinced the name gives it all away ... remember those cute blobby characters from the *Barbapapa* cartoon show in the early years of SA telly? [haldanemartin.co.za](http://haldanemartin.co.za)

**C** is for ... CREATIVITY and CRAFT,

such as that engendered by Dutch designer Tord Boontje, whose ability to come up with ideas for beautiful things never fails to amaze us. He believes making things for ourselves has been lost in our consumerist society, and that craft has a significant place in 'shaping our future'. This conference speaker's philosophy is 'use what you have' – you don't need much at all. His Witches Collection illustrates this very poignantly: collaborating with traditional artisans in Guatemala City, he rationalised the shapes of Colombian cooking pots (left) to differentiate them from cheap copies that were putting the crafters out of business. [tordboontje.com](http://tordboontje.com)

**D** is for... DESIGN WITH A CONSCIENCE,

**AN OVERRIDING CONCERN OF CREATIVES ACROSS THE BOARD, WHETHER ARCHITECTS OR PRODUCT DESIGNERS. 'WE ONLY CARE ABOUT DESIGN WHEN IT'S HIP AND INVOLVES DESIGNER CLOTHES AND FROTHY COFFEE,' SAID SPEAKER WILLIAM DRENTTELL, A US GRAPHIC DESIGNER. [WINTERHOUSE.COM](http://WINTERHOUSE.COM)**