

94 proposals to redesign Naspers Centre building

The competition to redesign the Naspers Centre building on Cape Town's Foreshore has received 94 proposals that now go to the two judging panels to find three winners by 4 April 2014.

Artists, architects, graphic designers, industrial designers, urban planners, students and a journalist designed the submissions.



Sean Cowgill, quantity surveyor and director De Leeuw Group, Rashid Fataar, CEO Future Cape Town and Simon Gill, associate director Arup.

Anika Ebrahim, head of corporate communications for competition sponsor Media24, said, "We're delighted with the response. The submissions we received are rich with innovative thinking, creativity and beauty. The breadth and depth of ideas means that whichever design the judges select, once built the Media24 building will be the most beautiful building in Cape Town. Thank you to everyone who has shared their ideas with us."

Judging starts this week

The judging process starts this week, when five independent curators review each entry against pre-determined criteria. Entries will be assessed for aesthetic value, sustainability, cost, technical feasibility, buildability and reference to all four themes of the World Design Capital 2014 programme. Design24 is an official World Design Capital project.

A second panel of judges, who will decide the top three submissions, will also review entries. The main winner will receive R200,000 and two runners up will receive R80,000 and R40,000 respectively.

An implementation budget of R15 million has been allocated to see the ideas become reality.

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