

A *NEWAFRICA* design perspective for Europe

NEWAFRICA, a travelling design exhibition showcasing the latest and most contemporary products from Africa, is said to be the first of its kind in the world, and aims to challenge the prejudices associated with design on this continent.



Produced by Solvgade Studio in collaboration with Professor Des Laubscher, President of Design South Africa, the expo will first showcase at the Rundetaarn Exhibition Hall in Copenhagen from 17 August - 30 September 2007. It will continue its travels around the world in 2008 and 2009.

The exhibition intends to create more complex and diverse images of African cultures - giving the audience a fresh perspective of the continent.

The producers hope to inspire and encourage African designers with the promotion, while bringing a new design culture experience to Europe.

A further aim is to research and define aspects of contemporary African design culture, to map and articulate new design values that have evolved not only from African culture and the massive complex of social and economic problems, but also from globalisation. A comprehensive exhibition catalogue will document the new design cultures in different areas of sub-Saharan Africa.

Click [here](#) to download the overview of the exhibition (PDF).

For further information, visit: www.solvgade.com