

Southern Guild to get new location at V&A Waterfront Silo District

The Guild Group has announced its tenure of a new flagship location for Southern Guild at the V&A Waterfront Silo District, a 35,000-square-metre mixed-use pedestrianised precinct currently under major development. Southern Guild, which will form part of Guild Silo, due to open in May 2017, marks an exciting new era for the McGowans, who have spearheaded the local design industry – from exhibiting and promoting, to retailing, exporting, developing and advising.

“Our move to the V&A Waterfront means we can create a home where we’re able to bring together in one space everything that The Guild Group stands for and towards which it has been working for more than a decade,” says Trevyn McGowan.



Julian and Trevyn McGowan

“Southern Guild at Guild Silo will allow us to continue elevating the collectible design category in Africa, while working on partnerships with international galleries, fairs and design museums, exposing Cape Town residents and visitors to never-before-seen local and international work.”

The McGowans, who have previously worked with the V&A Waterfront when hosting Africa’s only international design fair, Guild at The Lookout, recognise the significance of the Waterfront being the most visited site in Africa.

“The globally anticipated Zeitz MOCAA (Museum of Contemporary Art Africa) means the Silo District is set to become a

dynamic precinct, attracting local and international visitors to this cultural destination. Guild Silo, our new, permanent 400-square-metre space, ensures we will be able to offer a year-round experience in the ethos of Guild.

“The Guild Silo will not only house a gallery, but a curated retail offering as well as opportunities for activations and events. It will be a hub for education, discussion, animation, presentation and exchange.”

Bespoke homeware

Having already established retail stores Odeon and Mon Âme, The Guild Group will bring to Guild Silo a concept-driven experience, selling bespoke items of homeware, fashion, jewellery and accessories, books and artworks alongside contemporary and limited-edition design. Tammy Tinker, previously style director at Superbalist, will join the team as creative director, while Esperanza Nortje, from the Truworths group, joins as retail director of The Guild Group. Both high-profile additions to the team speak of the group's vigorous growth as it forges into its next phase of commercial innovation.

Southern Guild's Woodstock gallery will continue to function as an exhibition space, hosting complementary design programmes, while its recently launched Johannesburg venue, in collaboration with art gallery WHATIFTHEWORLD, breaks new ground in co-exhibiting African art and design.

The Guild Group is directed by Trevyn and Julian McGowan and has a staff complement of 33 between its Cape Town and Johannesburg operations.

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