

Samsung's Inspire Design competition closes next week

Samsung Electronics South Africa's first design talent search programme, Inspire Design closes for entries on 30 April 2014.

Globally, the company is associated with similar programmes that unleash potential of individuals in various creative categories that encourage individualism, from music to film.



Up-and-coming designers

The campaign aims to discover South Africa's best up-and-coming designers from a spectrum of creative industries and help turn their dreams into a reality through innovative technology across four design categories: jewellery, fashion, furniture and homeware & décor.

The four judges, jewellery designer Kirsten Goss; artist in homeware and décor, Susan Slee of Maneki; fashion designer, Shaldon Kopman of Naked Ape; and CEO of Bakos Brothers, Ryan Bakos, will select eight winners; two in each category. Winners will be announced by end of May 2014.

Michelle Potgieter, director of corporate marketing and communications, explains, "The company's culture of innovation is reaching beyond product to help people everywhere realise their potential. With beautiful design at the heart of our philosophy, we are proud to partner on an initiative that will discover and showcase our next generation of upcoming artists."

Increasingly form, factor, innovation and technology are going hand-in-hand and this competition is being used as a platform to create possibilities for all aspiring artists.

DEKAT sponsorship

The company has partnered with DEKAT magazine to ensure that the eight winners will have the opportunity to promote their work to a wider audience, which will provide extensive exposure for them to take their careers to the next level.

Elzilda Becker, publisher of the magazine is delighted to show its support for the competition. "The magazine is synonymous with ground-breaking ideas and quality material and we look forward to seeing what the young designers of our country will deliver across the four categories."

"The South African design industry has gained momentum in recent years and now some of our best designers compete on a global stage with their peers. The competition will provide a sustainable and credible platform to some of South Africa's top talent and offer a unique and exciting opportunity for designers already working in the various design spheres. It's not only about technology, but about realising the potential of people with dreams and passion," concludes Potgieter.

For more information, go to www.samsung.com/za/inspire_design.

