

# High-end design exhibits at 100% Design South Africa

Must-see exhibits will be at the 5th edition of 100% Design South Africa, bringing top design brands to the Gallagher Convention Centre in Midrand from 8-12 August.



AndreaBrand - Traces - Leaf Green range. Image supplied.

The design-led experiential show, which is curated by Platform Creative Agency and with leadership from Directors Cathy O'Clery and Laurence Brick, features office, residential and hospitality designers, with a focus on interiors. The show is organised by leading international event management company, Reed Exhibitions.

The fifth edition promises to inspire visitors with a diverse display of new products – including the following feature exhibits and product launches.

## Feature designer in association with Elle Decoration: Andile Dyalvane

[100% Design South Africa's](#) Feature Designer of the Year 2018 is award-winning and internationally acclaimed ceramicist Andile Dyalvane, who will be unveiling a collection of handcrafted bowls created exclusively for the show. 100 Beautiful Bowls is inspired by the artist's own spirituality, memories and Fibonacci patterns in nature.

## Designing in Wood in Association with Visi

The all-new feature, *Designing in Wood*, explores the distinct craft and skills needed to work with the beautiful natural resource. Curated by O'Clery, the inaugural feature will include a selection of timeless wooden products by top designers, including chairs, cabinets, furniture and other accessories. These newly launched pieces use a wide range of techniques such as bodging, turning, honing and master joinery.

## 100% Apartment in Association with Condé Nast House & Garden

This year will see the launch of 100% Apartment, a new feature designed and curated by Mother City Hardware. The Cape Town-based studio will produce a contemporary urban apartment featuring considered furniture pieces, homeware and art. Mother City Hardware will be launching a selection of new products in their slick city pad, including their modular kitchen island.

## **100% Design Café in Association with House and Leisure**

Every year, 100% Design South Africa gives a top designer the chance to produce the buzzing 100% Design Café at the heart of the show. This year, casual dining meets Shaker design with Houtlander at the helm of the project. Based in Johannesburg, the award-winning furniture design studio is renowned for its light, high-quality pieces made from sustainably sourced timber.

Houtlander's 100% Design Café will host an exclusive presentation led by global wood promoter the American Hardwood Export Council (AHEC), whose green design campaign, Seed to Seat, was a highlight at 100% Design South Africa 2017. AHEC will give audiences the invaluable opportunity to learn about this sought-after, sustainable resource in design.

## **100% Talent in Association with Sunday Times Lifestyle**

100% Design South Africa is committed to uplifting the local design industry, and as such, the 100% Talent exhibit will showcase work by promising local designers and brands. Visitors can explore a range of homeware and accessories by emerging talents, such as tiles and handmade earthenware from The Anagora Earthenware, illustrations and collectible 3D cartoon figurines by Studio Taki, African-inspired tableware and leather bags by my love for Africa, textiles by Zuri and Imani and objet d'art, jewellery, plant pots and other functional pieces by Concrete Jungle.

## **Feature Designer for 100% Office: Alice Hutton**

This year's dedicated office section, 100% Office, will be brought to life by renowned interior designer Alice Hutton of O & Co Interiors. Hutton is passionate about shifting the traditional office space to one that responds appropriately to basic human behaviour, as well as creating 'biophilic' workspaces – places that celebrate humans' affinity with nature. In 100% Office, the designer will present her ethos through the use of contemporary pieces from leading design companies.

## **The Fabric & Wallpaper Gallery**

This year's gallery brings together many of the top names in the South African textile and wallpaper industry. Fabcote, the official Southern African distributor of US-based Phillip Jeffries' premium wallcoverings, will be exhibiting their latest designs. Joining the display is Robin Sprong Wallpapers, a collaborative enterprise that works with top local and international designers to create their wall coverings. Texture designer Andrea Brand will launch new ranges from her latest nature-inspired collection, while Dreamweaver Studios will be showcasing diverse wallpapers from the likes of Marimekko and Masereel.

In addition to these feature displays, 100% Design South Africa 2018 will house over 100 individual exhibitions and pavilions. With plenty to see, it is the ultimate exhibition platform in South Africa for contemporary high-end design and seeks to be a sourcing ground for both interior design professionals and private individuals.

"100% Design South Africa's Business Matchmaking programme facilitates an easy interaction between trade and

exhibitors. The show aims to inspire both the design-conscious consumer and trade visitors alike,” concludes Sandra Jardim, General Manager of 100% Design South Africa.

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