

Designers can apply now for 100% Design South Africa 2015

Designers who wish to be part of 100% Design South Africa, an international showcase for contemporary design with a unique African perspective, can apply now.

Following its successful launch in 2014, it will be held from 6-10 August 2015 at Gallagher Convention Centre, Midrand, running alongside Decorex Joburg. This year, Decorex Joburg & 100% Design South Africa combined, attracted more than 50,000 visitors.



In 2015, 100% Design South Africa will be expanding its offering, adding new features and platforms for designers to showcase their work. A dedicated trade networking programme will be implemented, intended to attract local and international trade visitors to the exhibition.

The first day of the exhibition will have a morning dedicated solely to the trade (10am - 1pm) and a two-day trade focus (6-7 August). The trade preview morning on 6 August will include speed networking, client to service matchmaking and a brand new African-focused design forum.

Categories

Creative Director, Laurence Brick said next year's show would be organised into the following categories:

- Interior Design for Residential and Hospitality
- Office Interior and Product Design
- Product and Artisanal Design

New categories:

- 100% Materials • 100% Lighting

New feature areas will include a Makers' Hub, where visitors can try their hand at creating. One to watch out for is Commissions, where 10 design leaders will be commissioning 10 designers to make unique products for the show.

100% Talent will be a series of "incubator stands" where up and coming designers can join the heavyweights plus there will be new tenants on the popular Long Table featuring glass, ceramics and weaving - areas where Southern African designers are excelling right now.

For more information, go to www.100percentdesign.co.za.