

Media 10 announces launch of Design Joburg

Showcasing the very best of both international and local design, [Design Joburg](#) in collaboration with Media 10, taking place at the Sandton Convention Centre from 12 to 14 May 2017.



For the first time in South Africa, Media 10 plans to bring a groundbreaking number of the best design brands under one roof, combining the pioneers, trailblazers, and even unfamiliar, of the design world, to create an unprecedented design event.

Design Joburg highlights will include alluring room-sets, never before seen collaborative exhibits, uniquely curated installations and features, the latest technology for the home, talks by local and international industry stalwarts, plus a host satellite events across the city.

Besides the local design focus, Media 10 – the creators of leading global design shows such as Design Shanghai and Clerkenwell Design Week – will be drawing on its access to international trends and innovators to offer a uniquely global perspective for both industry and public.

Rooms on View

Media 10 is thrilled to announce the return of South Africa's benchmark decorating show, Rooms on View. Following an absence of a few years, Rooms on View will be incorporated into Design Joburg's stellar lineup of exhibits. Under the direction of celebrated South African interior designer Sumari Krige, this reinvigorated show-within-a-show will showcase very latest in trending décor at Design Joburg.

"Rooms on View has developed a wonderful reputation over many years and will continue to play an important role in showcasing the best décor and design," says Krige.

Collaboration at Design Joburg

Collaboration will be an integral part of Design Joburg. The collaborative focus will be underscored with curated feature exhibits - under the creative direction of two leading local designers – bringing together leading architects and interior designers with top drawer brands, local artisans and suppliers. These compelling stands will offer trade and consumer visitors alike real take-home inspiration, solutions and resources.

Creative Direction



Andrea Kleinloog and Megan Hesse, co-owners of Anatomy Design and HK Studio.

Media 10 are thrilled to announce the appointment of Andrea Kleinloog and Megan Hesse, co-owners of Anatomy Design and HK Studio, as creative directors of the show. This dynamic design duo's role will be to spearhead the creation of the show's unique proposition. Employing their unprecedented experience, Kleinloog and Hesse will steer this wholly collaborative and integrated approach to craft a show that will be the vanguard of design in South Africa.

"Our collaborative approach will combine interesting and resourceful exhibits, cutting-edge technology and the best craftsmanship. We want to create a refreshing and rousing show where visitors, the public and industry alike, can find inspiration, suppliers and solutions all in one space," says Kleinloog. "We want to break the mould of a traditional expo and create a live Pinterest board."

The Media 10 team is delighted to be creating an ambitious and memorable inaugural Design Joburg show, and to announcing further updates on exhibitors, features and collaborations in the coming months.

For more, visit: <https://www.bizcommunity.com>