

Designing a new future

Design, South Africa's first ever magazine devoted entirely to design - an essential component of manufacturing and development toward a first world economy - is being launched in Johannesburg. A joint venture between Design SA and Results Media Group, the magazine focuses on product, interior, and graphic design as well as architecture.



CEO of Design SA, Celia Clucas says: "Without design you would have no bed to sleep no coffee to stir, no vehicle to drive in and no quality of life. Design drives economies.

"The most powerful economies with the most stable political democracies and the highest levels of employment are those with a strong commitment to design. And those pushing the fore of the economic big league - or striving to maintain their position are committed to sustaining and developing the creative classes."

Cameron Bramley, CEO of Results Media Group says: "South Africa shows the power of ideas; those who resisted apartheid had to design what they believed freedom should look like. We, as South Africans need to break out of the jail of old perceptions that hinder us and put hard work and creative effort into design as vehicle to drive South Africa as a nation forward and create the manufacturing capacity that builds jobs and economic excellence.

"Great advances have always come from ideas. Ideas do not fall from the sky; they come from people. People write the software. People design the products. People start the new businesses. Every new thing that gives us pleasure or productivity or convenience, is the result of human ingenuity."