

# Condom applicator takes first place at DI

It's official - a condom applicator has just been selected as 'the most beautiful object in South Africa' by Jurgen Bey, a leading Dutch product designer and a speaker at this week's Design Indaba Conference, 21 - 23 February 2007, at the Cape Town International Convention Centre. Roelf Mulder of ...XYZ Design, a Cape Town product design consultancy, designed the applicator.



The condom applicator has been described by Design Indaba Expo curator Bernard George Smith, of the CSIR in Pretoria, as "one of those rare products that bridges the divide between social, cultural, economic and international barriers by solving a problem common to all.... (it is) a small product that could have one of the biggest impacts on our social, cultural and economic future."

## Years of work

When the curator panel first selected the applicator, designer Roelf Mulder said: "It has taken years of work to develop this product and I am really gratified that it has been chosen. Many people have been enthusiastic about the idea, but developing a design that fulfils all criteria and attracts investors has been a lonely road.

"This accolade reflects a mature response to design – it acknowledges that not only the physical appearance of a product is important, but also takes into account its social and economic potential. These are all vital parts of the mix that add up to a beautiful product."

The condom applicator is one of 15 objects on exhibition in the central area of the expo, carrying Department of Arts and Culture branding.

## Curator panel

Expo content manager Lauren Shantall explains: "A high-profile curator panel made up of leading South African designers, critics, stylists and editors evaluates all exhibitors before they may show their designs at the Expo. Each curator was asked to name the particular object at the Expo they considered the most beautiful."

Over 130 top retail buyers – at least 66 from overseas – are enjoying a private morning viewing of the Expo today, Friday, 23 February 2007. They will be sourcing SA furniture, lighting, jewellery, fashion, ceramics and other products for their stores.

About 20 000 members of the public are also expected to view and buy local designs at the Expo.

For more information, go to [www.designindabaexpo.com](http://www.designindabaexpo.com).

## **Related links**

[Get it on at Design Indaba Expo](#)

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