

Call to enter modular bar design competition

Fine Brandy. By Design. has launched a design competition encouraging next generation innovators to join 35 preselected designers to produce an award winning design for a modular mobile bar for brandy tasting events. Entries close on 30 August 2013.



The bar competition features ten of South Africa's best designers including Cape Town-based Piers Mansfield, Lyall Sprong, Y Tsai, Lucas Adams, Gavin Rajah and Willard Musarurwa, who will showcase their skills and interpretation of excellence through design. The competition field will include 35 preselected established South African designers, emerging creatives, top design students, along with 15 wildcard entries.

The winner of the competition will receive R50,000 and a life-size replica of the winning project will be revealed at the Design Capital of the World - 2014 Design Indaba.

Brand manager, Caroline Sanders commented, "By having the bar design competition, the company is combining its best brandies with the best of South Africa's design talent to create a mobile brandy bar."

Following the success of the competition launch at the 2013 Design Indaba, the company has also announced a two-year sponsorship deal to be the official brandy supplier of Design Indaba. This relationship seeks to create premium consumer experiences that drive and elevate the aspirational appeal and consumer acceptability of brandy as a whole.

For more, go to www.finebrandy.co.za.