

100% Design South Africa opens in August with Decorex

The third annual 100% Design South Africa, which takes place from 5 to 9 August 2016 at Gallagher Convention Centre Midrand, alongside Decorex Joburg, offers classic and contemporary furniture, ceramics, textiles and more, to set the style pace for the year to come.

Described as the country's only international and local design show, its displays are intended to attract design trade professionals and members of the public.



Visitors to the show will be greeted with an array of hues in the form of the main entrance feature, known as 100% Colour in association with Plascon. This year's 100% Colour looks to the four wind directions of Africa to inform a compass of colour.

One of South Africa's most successful design exports takes centre stage as the Featured Design House for 2016; Dokter and Misses Afro-modern product and furniture designs will be on show in a dedicated exhibition space. Tonic Design, the studio of Slow Lounge fame, is the designer choice for the annual hospitality interior display, 100% Hotel. One of South Africa's leading interior design firms, Inhouse Brand Architects, will present a concept design for the office of the future in the 100% Office space. Haworth/Office Furniture Africa will also unveil the latest workspace trends and innovation from around the world.

Cathy O'Clery, 100% Design South Africa programme director, has carefully selected and designed the 100 Beautiful Things, which single out 100 South African product designs. Emerging talent will also be brought to the fore in a dedicated pavilion, 100% Talent, which gives future design luminaries a platform. 100% Café is the vibrant meet-and-eat gathering space at the heart of the show and will be decked out by Jacket Interiors.

New attractions

Four all-new attractions will be presented in Joburg for the first time: 100% Concrete, 100% Supermarket, Picture Africa and Talking Textiles. 100% Concrete, partnered with the PPC Imaginarium, will demonstrate the use of concrete in interiors, as well as drive entries to the country's richest art and design competition.

A welcome addition to the show boasts the country's top décor and fashion accessories and jewellery - such as Pichulik. The aisles of the brand new 100% Supermarket will burst with newly launched designer goods that can be purchased on the spot.

Picture Africa, curated by Cathy O'Clery, was one of the highlights of 100% Textiles presented at Decorex Cape Town in April this year. This well-received exhibition focuses on new African textile designs and photography. For Johannesburg, the focus on fabrics is also extended to a series of presentations called Talking Textiles. This talk programme will highlight new fabrics and trends and runs in the new Hub area at the show.

Other exhibitors include Design Team, Meyer von Wielligh, willowlamp, Mungo, Joe Paine, David Bellamy, Leonardo and scores more. An added attraction is the significant number of designers from Swaziland, Cape Town and Durban who will be present. Egg Design, Arkivio, Goodwood and Notation hail from KwaZulu-Natal; while Douglas & Co, Hoi P'loy, Jasper Eales and many others will travel to the show from Cape Town, giving Gautengers access to wares that are otherwise hard to attain.

As in previous years, 100% Design South Africa exercises its social conscience and supports the arts education of children at risk. 100% Upliftment features ceramics from Cape Town studio Art in The Forest, with the profits of works sold helping to fund clay workshops for children through the Light from Africa foundation.

An exclusive trade-only morning will take place on 5 August; thereafter the show will be open to all. The show is open from 10am to 6pm and ticket prices, which include entrance to Decorex, are R110 for adults; R90 for pensioners and scholars; R20 for kids under 12; R80 for trade and exhibitors. For more information, go to www.100percentdesign.co.za.

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