

Countdown to Design Indaba Expo

[Design Indaba Expo](#) 2012, South Africa's showcase of homegrown high-end design, will have an additional 1000m of floor space this year at the Cape Town International Convention Centre, 2-4 March 2012.



With just over 210 confirmed exhibitors, of which almost 25% are showing their designs for the first time, the expo will feature South African designers across various fields, including craft, product design, furniture, jewellery, fashion, film, publishing, new media, architecture and graphic design.

"Making contact with buyers"

This year also launches the first full Buyers' Day on Thursday 1 March. "We made this a priority for 2012, after exhibitor feedback over the years indicated they needed a dedicated day to focus on making contact with buyers, taking wholesale orders and talking business," says Kelly Berman, manager of Design Indaba Expo.

Over 400 local and international buyers attended the Expo last year, placing orders totalling R141 million (up from R123 million in 2010). Some 38 000 visitors came through the doors, resulting in a GDP contribution of R261 million, the bulk of which comprised business orders. These figures were determined by an external economic impact assessment undertaken by the Graduate School of Business at the University of Cape Town.

"Expect a fresh new approach in the DStv Events Arena and artisanal food from the Neighbour Goods Market. We're confident this is going to be another example of how creativity can be an economic catalyst in South Africa," adds Berman.

Fashion, youth, beauty

For the fashionistas, there will be 10 daily fashion shows in the DStv Events Arena, hosted by the Cape Town Fashion Council. Unveiling new ranges will be Amanda Laird Cherry, Suzaan Heyns, Lunar, Magents, Coast & Koi, Good Clothing, Ministry of Style, Silverspoon, Selfi and Mosewamosa. The designers will also show their work on the Expo floor under the CTFC umbrella.

The arena will have a line-up of musicians, comedians, performers and Pecha Kucha-style presentations.

The children's workshops, in the newly rebranded DIY (Design Indaba Youth) Zone offers courses on robotics, poster design and graffiti art, taught by practitioners in the field. The Emerging Creatives section, sponsored by the Department of Arts and Culture, offers a diverse and promising group of graduates.

The Most Beautiful Object in South Africa stand has 10 objects, nominated by design and style editors, from Suzaan Heyns' golden fish-scale dress to the angular copper-clad Hapo Museum. Public can vote for the best via SMS.

For more:

BIZCOMMUNITY
MEDIAPARTNER

- Bizcommunity special section: [Design Indaba](#)
- Bizcommunity twitterfall: [Design Indaba](#)
- Design Indaba website: www.designindaba.co.za
- Facebook: [Design Indaba](#)
- Twitter: [@DesignIndaba](#)

- Twitter Search: [Design Indaba OR designindaba OR DI2012](#)
- Google News Search: [Design Indaba](#)

For more:

www.designindaba.com

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