

100% Design South Africa launches in 2014

Top international design exhibition, 100% Design, is coming to South Africa in 2014. The event will showcase the very best residential, hospitality, office and product design that the country has to offer.

South Africa will make its mark by offering one of the most exclusive design showcases when Johannesburg becomes the fourth city in the world to host the trend forward 100% Design exhibition from 6 - 10 August 2014.

Following in the discerning footsteps of London, Tokyo and Singapore, 100% Design South Africa will be the platform for inspirational contemporary designs in furniture, lighting, interiors, fabrics and product that Southern Africa has ever hosted under one roof.



Partnering with Decorex SA

Over one hundred of the South Africa's most on-trend designers are expected to showcase their work at the official 100% Design South Africa launch in August 2014 alongside Decorex Joburg.

Laurence Brick, Cathy O'Clery and Julian Gelb, have joined forces with Decorex SA in association with Thebe Exhibitions, and together with sponsor Dauphin HumanDesign Group and media partner Conde Nast House & Garden magazine, to curate and host the exhibition.

To be introduced alongside Decorex Joburg, at the Gallagher Convention Centre, 100% Design South Africa will differ significantly from its cohort. "In addition to product, strong emphasis will be placed on *setting the scene* to convey the prevailing and new currents in local and international design," says Brick.

"We are planning not just an exhibition of great local and international products but a visual feast of interactive, specially commissioned features which will help push the boundaries of design thinking in this country. From emerging talent to the big hitters we have designed a show where everyone gets the appropriate setting to promote their designs."

This will include The Launch Pad, a theatre within the exhibition hall for new product launches, 100% Design Talks by international and local design professionals, as well as a restaurant, bars and feature installations.

Sponsors

Headline sponsor, Dauphin HumanDesign Group's managing director Debbie-Arnoldi-Radford says, "We are delighted to be associated with 100% Design South Africa, which is a leader in its own right and an influential platform to showcase diverse and inspirational design internationally. We view the association as a natural fit and are proud to be the headline sponsor of such a prestigious and internationally acclaimed event."

"100% Design South Africa is about discerning design and pushing creative boundaries in a visual theatre. From the minute visitors enter the environment, the show will look and feel very different to Decorex Joburg with a whole series of programmes and special events unique to the show," explains Carol Weaving, managing director of Thebe Exhibitions. "We are very proud to have this addition to our portfolio. With this brand we will embark on new marketing strategies to bring the local and international trade audience to the show. The South African Market is in need of this platform, and with the knowledge and expertise of our team, we are excited to execute this."

Adding to the excitement, 100% Design South Africa has been accredited as an official World Design Capital 2014 Cape Town event on the calendar. The event will celebrate Cape Town's prestigious status as World Design Capital 2014 by

staging a pre-launch teaser of the expo with the 100% Design South Africa pavilion alongside Decorex Cape Town in April 2014.

For more information on the event visit www.100percentdesign.co.za, [Facebook](#) or Twitter [@100designsa](#).

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