

DESIGNING WAYS

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Collaborative Roomsets

Design Joburg creates the rare opportunity for South Africa's prominent brands to access some of the country's leading lights in design.

In May 2017, Design Joburg, featuring Rooms on View, will be transforming the Sandton Convention Centre.

Collaboration is an integral part of Design Joburg, and the organisers will be underscoring this with curated feature exhibits that will bring together leading architects and interior designers with top drawer brands, local artisans and suppliers.

Almost 20 interior designers, design studios and architects have been hand-picked by the show's Creative Directors, Andrea Kleinloog and Megan Hesse, co-owners of Anatomy Design and HK Studio. These design stalwarts will each curate an inspired space.

This pioneering approach results in innovative spaces that turn the traditional notion of the exhibition space on its head. Under the direction of leading architects and designers, each stand will showcase the latest trends with creativity and originality at their core.

These spaces however, will not just be

about recognised designers and brands. Design Joburg is running a mentorship programme alongside this Collaborative Exhibit showcase by identifying 'undiscovered' talent and pairing them up with established designers as mentors. The results of this mentorship will then be featured within the designers' exhibits, creating a much larger stage for these emerging crafters and artisans to showcase their skills and wares. **DW**

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This edition, we've highlighted a handful of the talented male designers and architects who will be participating in the Collaborative Roomsets feature:

Back Row (left to right)

David Muirhead will be creating a 'A (WO)MAN CAVE'.

Joe van Rooyen from JVR Architects is creating a 'A SAMPLE LIBRARY'.

Front Row (left to right)

Vincent Clery, together with his studio partner Adri van Zyl's theme is 'SANCTUARY'.

Janiv Chen from Master Studio is embracing the theme 'SMART SOLUTIONS'.

Piet Boer and Georg van Gass from GASS Architecture Studios are tackling an 'INSIDE OUTSIDE PAVILION'.

Designers and architects absent from the shoot but also participating include:

Mark Horner from Design Workshop who is interpreting the brief 'TRUTH TO MATERIAL'.

Etienne Hanekom is creating a roomset using the brief 'ON SAFARI'.

Robert Sherwood is producing a space for 'AN ART COLLECTOR'.

Sean Mahoney and Pierre Swanepoel from Studio Mas, together with Precious Makwe, will be exploring the brief of 'GLASS HOUSES'.