

SAFI NEWS

South African Furniture Industry Newsletter

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Respecting the mandate, the Department of Trade Industry approved the sponsorship of the South African Furniture Initiative's (SAFI) application to the **100 Percent Design London 2016 Exhibition**. This marks the third inconsecutive year that SAFI has been approved as the project coordinator for the exhibition, along with eighteen talented South African furniture designers who proudly represented the South African brand with their modern contemporary furniture pieces.

From the 21 – 24 September 2016 at Olympia London situated at stand L130 was the South African Pavilion – home to our eighteen exhibitors, consisting of

four **Ceramic designers:** *Aboda, Art in the Forest, Wavunow, and Wolf & Maiden*. Followed by two **lighting exhibitors:** *Egg Designs and Willowlamp*, and the three **fabric designers:** *Halsted Design, OneOfEach and Studio MCW 19*. Topping it off with the remaining nine **furniture designers:** *Alifurn Outdoor Living, Bellacraft Design, Frank Bohm Studio, James Mudge Furniture Studio, Leon at CCXIX, Made By Architects, Meyer Von Wielligh Furniture, Studio Stirling and Wiid Design*. We congratulate these companies on their success in being handpicked amongst other South African participants by the 100 Percent Design London organisational committee. Furthermore we thank them for their contributions and for the proud representation of the South African

'Reclaiming, restoring and celebrating our living heritage'

- South African Government

The theme for this year's heritage month - now coming to an end. We not only say goodbye to September but we also look back on our activities; accomplishments and measure them against the expectations of the themed

'Government calls on all sectors to use our liberation heritage as a vehicle to foster social cohesion, nation building, economic development and inclusive citizenship.'

Heritage month.

During this period we recognise both the tangible and intangible aspects of the South African history and culture – we celebrate our diversity, and different creative cultural expressions from dramatic arts, music, food, cultural wear, language and above all – our historical inheritance.

- South African Government

100 Percent Design London is the United Kingdom's largest design trade show, this award winning exhibition hosts approximately 300 Designers across 5 categories namely: Interiors; Design & Build; Kitchens & Bathroom; Workplace and Emerging Brands. With over 26211 visitors, 100 Percent Design London is the hotspot where businesses from all over the globe meet designers from every corner of the world.

100% Design Olympia London

21 - 24 September 2016



Furniture Industry while abroad – showcasing the

South African heritage to the world - we have come a long way as a nation.

Much support from the DTI even abroad! The South African Pavilion stand was graced by the likes of Ms Thobile Mazibuko and DTI marketing officer Jacob Mothopeng who went as far as spending his day at the stand to assist however possible.



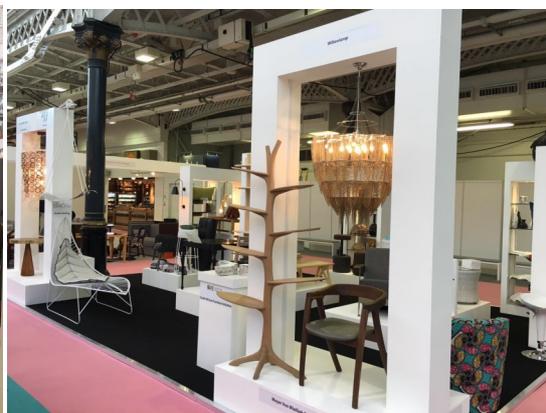
South African Pavilion Stand at Olympia



Exhibitors on set at Olympia London



The South African Pavilion Stand



To view the entire album go onto our Facebook page:

<https://www.facebook.com/SAFurnitureInitiative>

Other international platforms that SAFI has touched base with this month, includes the **HOMI Milano** trade show where our CEO Ms Don-Pierrot witnessed first-hand the much spoken majesty of Italian designers and most of all met with fellow South African ambassadors amongst others – the South African Consulate General Milan.

A great networking month for SAFI, however all is not fun and games, as we still have a mandate to accomplish.

Through liaising with designers and partners in Italy to exposing what SA has to offer in London, we hope not only to increase demand for South African products internationally but also attract interest from international buyers and investors for one of the industry's largest events next year:

The South African Trade Fair.

A SAFI project that is to become an annual event which is set to generate great revenue for the industry – how's that for economic development!



Bed folding into chair - an Italy furniture piece from HOMI

On the local radar this month, in partnership with Productivity SA and sponsored by the Department of Trade Industry - SAFI on a nation building mission, has brought the Turnaround Solution programme to the furniture industry. An initiative put in place to aid companies in distress, financially, mentally and literally physically on ground – we go all out to sustain existing enterprises to strengthen and grow the industry. It has already kick started in Cape Town with a workshop held at the Furniture Bargaining Council, facilitated by Cape Regional Manager – Albert Brink.



Turnaround Solution Workshop

For more information on this initiative, visit: <https://www.productivitysa.co.za/index.php/turnaround-solutions> or directly contact the South African Furniture Initiative

An eventful month it has been for SAFI indeed, furthermore a successful one – which wouldn't be possible without our partners and sponsors.

MUCH APPRECIATION TO:



SAFI COO: Bernadette Isaacs at the Turnaround Solution workshop

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