



MAKING A POINT: Cactus Country, a reinterpretation of the Karoo theme using our finest local design talents

Pictures: ROOMS ON VIEW

Don't forget Dad

If you're looking for ideas for Father's Day gifts, get some inspiration from the Antiques Fair at Nelson Mandela Square next Sunday. The fair is showcasing a special collection of unique Moorcraft antiques that span more than a century of design. This exhibition sale is a collector's dream. The fair is open from 9am to 4pm, and for more information visit: www.ssaf.co.za

Homegrown hallelujahs

South Africa House won the award for the Best Stand at Rooms on View 2007 last night — a fantastic showcase of our home-grown talent and an affirmation that local is indeed lekker

DENISE SLABBERT

'EVERYBODY'S here!" shrieked one excited visitor to Rooms on View. And she was right.

Anyone who is anyone in the décor and design world showed up at Rooms on View 2007, now on its last day at the Sandton Convention Centre.

Although a number of international names and product ranges made their presence felt, local designers did themselves proud. In fact the South Africa House was the talking point of the event.

The idea for South Africa House came about four years ago as a platform for local arts and crafts. The concept has clearly grown from strength to strength.

Rooms on View founder Sumari Krige says of this year's display: "South Africa House is a showcase of local talent and it shows that we don't have to stand back for a second in terms of creativity. It really is world-class."

Krige happily sings the praises of South Africa House 2007 curator, Trevyn McGowan.

McGowan has followed the theme of a Garden of Earthly Delights, with the main focus being a celebration of South African designers. McGowan was co-director of the London-based architectural and design practise Site Specific for 10 years before coming back to South Africa, and now runs a local design company called Source.

Nostalgia plays a big part in



FEELS LIKE HOME: South Africa House's award-winning stand

her thinking behind the design of South Africa House, and the "coming home" theme inspired McGowan and her team of 50 local designers.

"I have recently returned home after 22 years in London and wanted to represent the riches of our country in all of its forms — wine and precious metals, and art and diamonds, and craft and furniture-making,

music and fruits," she said.

The Earthly Delights theme was further inspired by a fantastical Hieronymus Bosch painting.

McGowan expands on the theme: "We are becoming more interested in layering, in collecting pieces with personality and a story to tell. The idea of setting the exhibition in a fantasy Karoo garden filled with treasures

really appealed to me.

"It is the place that we would all like to run away to and where we would surround ourselves with the things we love most."

McGowan has been working closely with dozens of leading crafters, artists and designers. She said that South Africa is easily able to compete in the global arena.

"It has been very exciting

to watch as they develop and grow in different ways and to see how they meet the challenge of export to the various stores I work with around the world," she said.

McGowan used the talents of leading furniture designer Gregor Jenkin, ceramics artist Andile Dyalvane and Michael Methven for light sculpture among a wealth of local talent for the Rooms on View exhibition.

So how could the home-owner take inspiration from South Africa House and interpret this in their own home? By being true to our place in the world, McGowan said.

"It is much more interesting and relevant to buy South African design than imported products," she said.

She said that foreign buyers were lapping up South African products and designers, and back home we should be doing the same.

"Without a doubt South Africa is the target destination for international buyers. I am sourcing for stores in London, the US, Japan, Finland, India and Germany," she said.

For first-time exhibitor, Andile Dyalvane, Rooms on View offered the perfect exposure for his



OPULENT INTERIOR: Timbuktu represented by White on White at the Dulux Designer's Pavilion

ceramic work.

"South Africa House and Rooms on View is a great platform for up-and-coming artists, judging by the other exhibitors," said the man who McGowan insists is a real ceramics talent.

"South Africa House shows that we are on the level with the world market and that makes me extremely proud," Dyalvane said.

Rooms on View is on this Sunday until 6pm, so pop into what has become known as South Africa's finest décor show.

● For more information, visit: www.roomsonview.co.za.