

# LEADING ARCHITECTURE AND DESIGN

## ArcelorMittal SA and Southern Guild to Showcase Top Contemporary SA Design

By Gregg Cocking on June 7, 2012 in Events, News

Premier steel producer ArcelorMittal South Africa and Southern Guild, the leading platform for contemporary South African design, will join forces to present a six-week exhibition of the most important South African Collectable Design at the Everard Read Art Gallery in Johannesburg from 2 August to 9 September 2012.

The exhibition will showcase new work from a who's who of more than a hundred artists and designers such as William Kentridge, Conrad Botes, Brett Murray, Gregor Jenkin, Haldane Martin, Athi Patra, Michael McGarry, Egg, Tonic, Adriaan Hugo, Conrad Hicks, Ardmore, James Mudge, Silvio Rech, Pierre Swanepoel and many other luminary names. It will also introduce a dedicated new section for South African ceramicists.



Following the success of their initial collaboration with Southern Guild in 2011, ArcelorMittal SA, has committed to a long-term partnership to promote the ongoing development of local design.

“As the continent's largest steel producer we believe there is a natural fit with Southern Guild. We are keen to develop the use of steel in the arts and to showcase it beyond its traditional industrial use,” says Nku Nyembezi-Heita, CEO of ArcelorMittal South Africa. “We are a deeply rooted South African company and as such also take an express interest in enabling the development of new generations of young designers that can take our fledgling design culture to new heights.”

Southern Guild has achieved remarkable successes in its drive to put South African design on the world stage over the past six months, says director Trevyn McGowan.

In December 2011 it became the first African, and one of only 24 international galleries, to present at Design Miami, generally regarded as the world's most important collectable design fair.

In March this year, Southern Guild was invited to show at Design Days Dubai in a showcase of 22 of the best galleries from around the world. This garnered an extraordinary response from the international media and public and has resulted in South African design now being shown by some of the top galleries and stores around the world, says McGowan.

She quotes leading international publications Cultured and DQ as having noted the following in recent features:

“There is no doubting the impact of South African talent on the international design scene. Buoyed by a spirit of entrepreneurship and a rich cultural landscape, South African designers are making their mark on the global forum”.  
“The ingredient that makes this work interesting is the narrative that is intertwined within the design of each piece and the unique way that is accomplished.”

To further broaden awareness of local design, the Southern Guild exhibition at the Everard Read Gallery will include a series of interactive events, including a Southern Guild Talks programme and guided gallery tours for the public as well as schools. It will also host the 2012 Southern Guild Design Foundation Awards, a non-profit organization established to bring about dynamic and targeted change in the Design Industry.

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