

Southern Guild at CIRCA

Art meets design as over 100 of SA's top creators meet in one exhibit



A custom dining table by Gregor Jenkin

Trevyn and Julian McGowan

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.

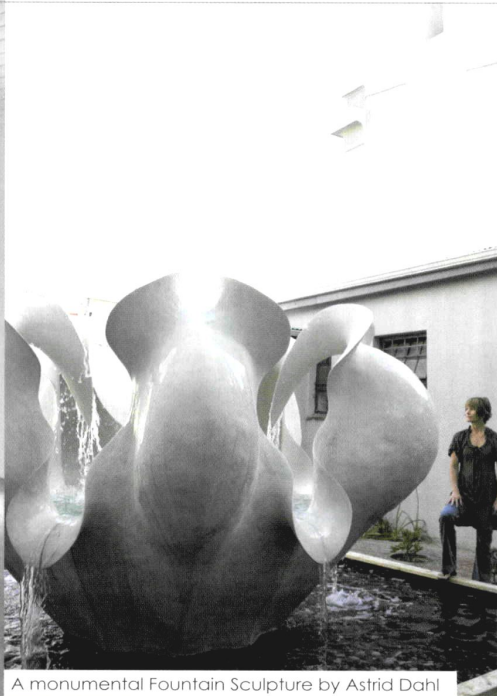
The exhibition will showcase new work from more than 100 artists and designers such as William Kentridge, Conrad Botes, Brett Murray, Gregor Jenkin, Haldane Martin, Athi-Patra Ruga, Michael McGarry, Egg, Tonic, Adriaan Hugo, Conrad Hicks, Ardmore, James Mudge, Silvio Rech and Pierre Swanepoel. It will also introduce a dedicated new section for 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 development of local design.

We catch up with Southern Guild founder and director, Trevyn McGowan to find out what it is that makes South African design so special – and if money were no object, what you'd see in her front room.

In your opinion what makes good design?



A monumental Fountain Sculpture by Astrid Dahl



A Michaella Janse van Vuuren 3D marionette

Originality, meaning, story telling and craftsmanship. South African designers follow a path with provenance, exploring their own identity and cultural history, and their products carry a fertile and complex narrative. Work is handmade and artisanal and traditional methods are revered and preserved.

The work transcends ordinary product, carries a meaning beyond function and aesthetic value and holds the spirit of the maker.

Why host the show for such a long run?

We have over 100 participants this year, all producing new large-scale work for a collection that has taken a year to come together. Such an enormous effort goes into putting on an exhibition of this nature, and the pieces are so important, that we felt it was essential to provide a platform that provided the maximum possible exposure. We are honoured to be hosted by the Everard Read Gallery,

and we wanted the audience to be able to spend time enjoying the work in that beautiful environment.

Tell us about the overlap between design and art.

There is a huge appetite for collectable, limited edition design or "design art" around the world, and it's highly sought-after by museums and collectors in this rapidly expanding global market. In the past decade this field has grown considerably, with an increasing number of museum exhibitions, international design art fairs and attention by major international auction houses including Christie's, Phillips and Sotheby's. Contemporary Design makes a great investment: take the record sales of Marc Newson's aluminum prototype Lockheed Lounge, which sold for a record \$1 million in 2009 with next sale for nearly \$2.1 million just 12 months later.

Are the works at CIRCA for sale?

Absolutely, and the point is that this is relevant, pivotal design with far greater significance for a South African buyer than mass produced international products. The idea is that you invest in a work you can relate to intrinsically, and which has the potential to appreciate in value over time.

How would you advise people with R1 000, R10 000, R100 000 or R1 million to spend on South African design?

For R1 000: Reuben Glassware by Ngwenya Glass. For R10 000: A Michaella Janse van Vuuren 3D decorative marionette. For R100 000: An overscale custom dining table by Gregor Jenkin. For R600 000: A monumental Fountain Sculpture by Astrid Dahl. *South African Collectable Design at the Everard Read Art Gallery runs from 2 August to 9 September 2012* ●