

EXPONENTIAL GROWTH

DESIGN INDABA EXPO PRESENTED A MARKETPLACE FOR SOUTH AFRICA'S TOP DESIGN TALENT FOR THE FOURTH TIME, WITH 260 EXHIBITORS, 40 OF THEM STUDENTS. THIS WAS A STRONG INCREASE FROM 163 EXHIBITORS LAST YEAR, INCLUDING STUDENTS.

This curated showcase of the best original South African design across 13 creative sectors attracted nearly 21 000 visitors.



The Most Beautiful Object in South Africa for 2007 was a condom applicator – designed by Roelf Mulder of Cape Town-based ...XYZ Design. It won out over 15 objects on display at this year's Design Indaba Expo and was selected by renowned Dutch designer and Design Indaba Conference speaker Jurgen Bey.

The condom applicator has been described by Design Indaba Expo curator Bernard George Smith, of the CSIR in Pretoria, as "a small product that could have one of the biggest impacts on our social, cultural and economic future."

The *Ultimate Guide to Local Designers*, compiled by Design Indaba, is a complete pictorial and information booklet of all the exhibitors of the DI Expo floor. The cost is R129,95 at selected stores. •