



Design Africa comes to Montreal

8th May 2008, Montreal, Canada - Design Africa products are exciting, avant-garde and highly desirable with an impact that goes way beyond the local design boutique!

Design Africa was launched as a means to escape the stereotype of traditional African crafts and showcase the latest in contemporary design talent ranging from ceramics to furniture production emerging across Africa. The Design Africa brand is a global initiative established by the Canadian government to promote, support and link these outstanding, top of the line interior design products to international buyers. These highly desirable, modern creations are produced with an unrivalled expertise and often go hand in hand with a truly remarkable story!

From May 22nd-24th, designers and company representatives from across Africa will be flying into Montreal to take part at this year's SIDIM (Montreal Interior Design Show). Within three short years the project has become such a huge success that Design Africa will be exhibiting around the world from Paris to Cape Town over the coming years. Design Africa's ultimate objective is to contribute to the sustainable economic growth and employment of the communities that design and create these remarkable products, allowing them to compete on an equal platform and us to gain access to some of the best designs available in the world!

Among the exhibitors present at this year's SIDIM will be a member of the Xhosa design team behind Imiso Ceramics from South Africa. Inspired by "Ukuchaza" (body scarification) the award winning, unique, art ceramics are a reinterpretation of traditional objects that are elegantly modern and functional. Joining them will be graffiti artist and furniture designer, Cara Judd from Cape Town. Having been awarded the prestigious Elle Decoration, 2007 *Solve* prize, for her shelving design, Cara's highly acclaimed creations are edgy, inspired and extremely practical. Absolute Furnishings from Ghana has trained over 200 furniture makers so that their ultra modern, trend-setting designs also have expert hand finishings. As an environmentally conscious business, only reforested hardwood, non-chemical wood finishing techniques and water based stains are used.

These designers have astounding stories, and the chance to meet them attributes an added value and distinctive history to their creations. Please come and join us at SIDIM and meet these incredible designers and hear their stories firsthand!

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