

Meet the winners of the 2019 Clout Designers' Industry Days Fired Up By Nando's

The winners of the inaugural Clout Designers' Industry Days Fired Up By Nando's have been announced. The four young creatives were selected from a shortlist of 25 designers.

As part of their winning prize, they will be included in the Nando's Portal to Africa and are set to receive year-long mentorship from the Nando's Design Programme as well as a complimentary exhibition stand at 100% Design South Africa 2020.



Six local designers to boast afro-contempo designs at Milan Design Week 5 Apr 2019

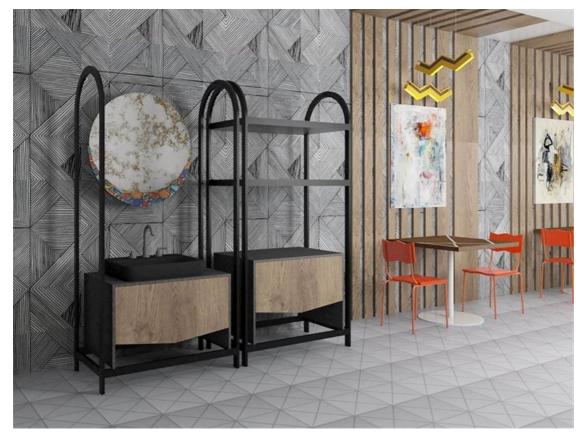
<

Fired Up

The Clout Designers' Industry Days Fired Up By Nando's took place on 9 and 10 August 2019 at 100% Design South Africa 2019, which ran alongside Decorex Joburg at the Gallagher Convention Centre from 7 to 11 August 2019. There were 26 pitch presentations over the two days.

These sessions were the culmination of a nationwide call for entry that closed on 31 July 2019. South African designers were invited to pitch concepts and prototypes in the hope of having these new designs selected for inclusion in Nando's online catalogue and purchasing platform – the Portal to Africa – and commissioned for the interiors of Nando's restaurants around the world.

Glorinah Mabaso of LED Interiors; Rene Forbay of RF Designs; Siyanda Mbele of Pinda; and Khosi Leteba caught the judges' attention during pitching sessions and have been named as the winners.



Siyanda Mbele's presentation. Image supplied.

These sessions were judged by a panel – which included Tracy Lynch, creative director of the Nando's Design Programme; Michael Spinks, the property and development director at Nando's South Africa; Laurence Brick and Cathy O'Clery of Platform Creative Agency; and Malibongwe Tyilo, the editor of *Clout* and associate editor of *Maverick Life*.



Visitors moved by SA designs at Milan Design Week 2019
17 Apr 2019



The panel selected Mabaso's vividly patterned surface designs that are applied to tables, screens and cabinets – which draw on a rich heritage of Venda patterns and music as a means of communication.

Mbele was chosen for his range of chair and lighting designs, all of which are influenced by traditional Zulu culture – from the hierarchical planning of its architecture to the symbolism behind key shapes such as diamonds and triangles.

Forbay caught the eye of the judges for her Ndebele furniture range, which takes direction from Ndebele women's attire, particularly jewellery, and the bold graphics that adorn the walls of homes.



Rene Forbay's 'Idea'. Image supplied.

Leteba made the final cut thanks to the Bodulo Collection, which is inspired by the traditional Sotho residence known as the Mokhoro.

Meet the first of our four winners of the Clout Designers' Industry Days Fired Up By Nando's: Interior design graduate Khosi Leteba draws inspiration from BaSotho culture, serving as the starting point for the curvaceous Bodulo Collection. pic.twitter.com/FeYnrKdxSx— 100% Design SA (@100designsa) August 27, 2019

Uplifting the local design sector

The Nando's Design Programme carries the ultimate aim of creating a category brand for South African design with short-term goals including uplifting the local design sector by developing individual creative businesses.



#Loeries2019: Nando's building brands through creative collisions
Angie White 23 Aug 2019

a 1 010 tables

Nando's Portal to Africa has facilitated more than R26m worth of sales; success stories include 2,453 chairs, 1,040 tables and 1,094 lights being sold all over the world.

The aim of the recent pitching sessions was to identify new designs that could be supplied via the portal. With expansion of the catalogue in mind, Nando's has gone beyond its initial commitment to working with only the four winners chosen and has now expressed that it intends to work with all the designers who presented at the Clout Designers' Industry Days fired up by Nando's.



Loeries 2019: Nando's fires up the Design category

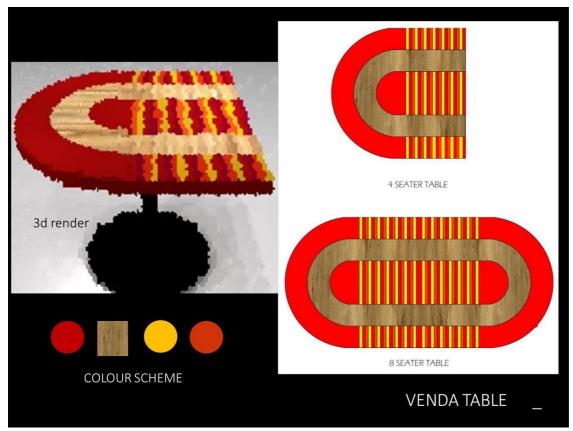
Loeries 17 May 2019

Z

"We are thrilled with the outcome," states Tracy Lee Lynch, creative director of the Nando's Design Programme.

"We were blown away by the standard of the designs presented and the passion and professional manner in which all shortlisted candidates responded to the opportunity. Because of the extraordinary standard, we have committed to working with all of our shortlisted candidates.

"This will happen across our various platforms, which include the Portal to Africa online showcase and ordering platform and our Business Development Support Programme. In addition, we will be connecting selected candidates with some of our existing designer/maker partners to collaborate with and prototype their concept designs."



Gorinah Mabaso's Venda table. Image supplied.

According to Tyilo: "This is an exciting time for local design. The designs that were pitched gave us a peek at the developing product design landscape informing the contemporary South African furniture and lighting design aesthetic. One can't resist the feeling that the South African aesthetic is being redefined, not only for locals with a taste for the vernacular in contemporary design, but for a global marketplace that is ready to see African craft and design beyond the curio."

For more, visit: https://www.bizcommunity.com