

Exciting lighting design competition at the 2005 Cape Homemakers Expo

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A total of R15 000 worth of prizes will be up for grabs at this year's second lighting design competition to be held during the Western Cape's most successful home lifestyle exhibition, the Cape Homemakers Expo.

Taking place from 1 to 4 September 2005 at the Cape Town International Convention Centre (CTICC), the Expo will offer 70 finalists the chance to exhibit their designs, as well as stand in line for the first prize of a whopping R8 000 in cash.

Aimed at students and lecturers of the various tertiary institutions in the region, the theme of this year's competition will be 'Dancing in the Moodlight'. The brief will be to design and manufacture a fully functional prototype of an innovative and decorative light fitting for domestic or office use. The light can be in any form from wall mounted (up or down lighting), to pendulum, standing (maximum 2m high) or be a desk or bedside lamp. Any light source can be used including incandescent, fluorescent, fibre optic, high intensity LED's, dichroic, etc.

According to Wayne Roberts, Managing Director of Lights by Linea, "Our slogan is 'The Future of Light' and this competition matches our philosophy perfectly. Our aim is to give students and lecturers, i.e. anyone affiliated to a tertiary academic institution, the opportunity to design, display and possibly sell a product at the Cape Homemakers Expo, as well as compete in a commercial environment. We're all extremely excited about the competition and with prizes to the value of R15 000, we're convinced that we'll once again receive innovative entries of international standard."

Says John Leyden, organiser of the Cape Homemakers Expo: "This is our 10th year and what better way to celebrate than with 'Dancing in the Moodlight'. Last year's competition was an enormous success and we hope to build on this in the coming years, creating interest and excitement for students and lecturers, as well as visitors to the Expo."

The organisers will accept a maximum of 70 entries, so those who are interested should get their entry forms as soon as possible. Entry forms can be collected at the Cape Peninsula University of Technology and Universities of Stellenbosch, Cape Town and the Western Cape, or downloaded from the Internet at www.homemakersfaircape.co.za. Successful entrants will be notified telephonically or in writing. Entries close on 30 April 2005 and the final product must be delivered to Homemakers Fair Cape (Pty) Ltd no later than 1 August 2005.

"The winner and two runners-up, selected by an independent panel of judges, will be announced at the Expo in September. All the entries will be on display for the duration of the event, and visitors will be invited to bid on any of the designs. This offers visitors the opportunity to own a unique piece of functional art as well as support a designer-in-the-making in the process," concludes Roberts.

Attracting more than 300 exhibitors and covering an area of 12 000m², the Cape Homemakers Expo offers visitors a massive range of the very best home lifestyle products and services, ranging from the aspirational and desirable home enhancement products to essential home improvements.

For further information, please contact Gina on 082 578 5010.

Tel: (011) 683 9215

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