

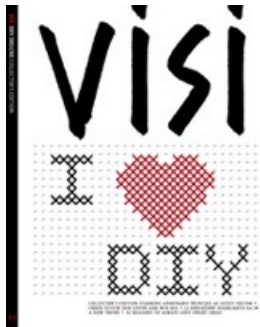
Cross-stitch a magazine cover? That's *VISI* for you!

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In the out-of-the box world of *VISI*, old is new, DIY is hip, recycling is on trend and cross-stitching is no longer exclusively granny territory.

Case in point: the stand-out cover of the 192-page DIY 'Bright Ideas' issue of *VISI*, on shelf Monday 28 January, which is an actual hole-punched cross-stitch pattern bundled with a sample of red Mohair yarn, just begging to be stitched.



In fact, *VISI* invites readers to take part in the latest decor revival craze by stitching their own version of the 'I LOVE DIY' cover and entering their work in a competition, to be judged by the *VISI* team for visual impact. The cross-stitchable cover is the latest in a string of innovative and eye-catching covers to grace the award-winning design and decor magazine, which publisher and new owner New Media relaunched in July 2012 with a new format, quarterly editorial schedule and reinvigorated overall design.

For this once-off special Collector's Edition, which has its own unique content and design format, *VISI*'s Deputy Editor Annemarie Meintjies took the helm alongside Content Director Sumien Brink. Since 2001, Meintjies has been the creative mind behind Smart Idea, the regular *VISI* feature which finds unexpected, practical and stylish ways of recycling old objects, like the hanging wine cellar made from plastic pipes featured in the current issue, created by magazine photographer Dook. Along with it are '32 Reasons to Always Love Smart Ideas', a collection of the best Smart Ideas that have appeared in the magazine over the past 12 years, from Palanks, which are funky coffee tables made from salvaged wood pallets, to a 21st century version of the riempie stool to local custom-designed bicycles which are sure to pimp your eco-friendly ride.

"I am always inspired by the convergence of old and new; discarded objects that are re-found, and the process of reinterpreting and reinventing them into things that are beautiful as well as practical and purposeful," says Meintjies. "The fact is, everything that piles up while life happens can be reinvented, but it's almost always decor dilemmas that drive these ideas. While this isn't a green issue per se, it really ties into the current thinking about adapting our lifestyle to better protect our planet, and proves that you don't have to sacrifice style for sustainability."



The DIY 'Bright Ideas' issue positively groans with beautifully photographed features that show South Africans how they can make something stylish out of nothing. 'Second Life' gives a second chance to items bound for the rubbish dump, like a stack of old tyres brought back to life as a drinks trolley, and 'Free Decor' encourages us to turn to nature for palm husks, thorns and a wealth of free gifts that add character to our living spaces. No aspect of decor has escaped the editorial team, who have also compiled primers on reinventing used packaging and how to display collectables, along with the latest, most creative interpretations of lighting, storage and other decor foundations.

"Our team has put together an issue that we hope will take the suburban stigma out of DIY and inspire readers to rethink, recycle and revamp," says Meintjies. "And, there's no better way to reinforce the road to stylish DIY than by making *VISI* available right where you are most likely to have your DIY thinking cap on!" Meintjies is referring to Builders Warehouse, which will stock this, as well as future *VISI* issues.

The DIY 'Bright Ideas' Issue of *VISI* is currently on shelf.

For more information, go to www.visi.co.za and follow [@VISI_Mag](https://twitter.com/VISI_Mag) on Twitter.

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