

Johannesburg Design Week set for 2017

Dave Nemeth, who heads up Trend Forward has been appointed as a strategic partner to the Rand Show, to take this brand to new heights and positioning it as one of the world's leading "Design Centric" consumer shows. 2017 sees the launch of the much anticipated Design Pavilion as well as Johannesburg Design Week.



Design in many respects in South Africa has been very fragmented as well as elitist, meaning it has only been accessible to a very select few. There may be a host of decor & design expo's but they do little on the education side of things and tend to continually draw in the same audience.

Design Week aims to bridge this gap and put on professional and engaging workshops and talks catering for students, the general public as well as industry professionals. The beauty about aligning this with the Rand Show is that a large percentage of professionals are on leave over that period and can attend a master class for an hour whilst still being in an environment that is exciting and engaging for the rest of the family.

Whilst the programme is still being designed, the following areas have already been identified:

- Public workshops - Understanding the importance of design & how to get involved.
- Maker Movement - The importance of this and how the youth can benefit.
- Design as a career - Workshops by chosen institutions aimed at school leavers.
- Design in education.
- Trend talks - Trade and related industries.

- Master classes - These will be aimed at the trade and offer avenues that will improve their business.

This aims to be one of the most exciting events on the Johannesburg design calendar, and eventually a catalyst for attracting international speakers, programs and workshops.

The Rand Show and Johannesburg Design Week is set to take place from 14 - Sunday 23 April 2017 at the Johannesburg Expo Centre, Rand Show Road, Nasrec. For more information, visit www.randshow.co.za.